

NITTANY BALLOONS

T W I S T I N G & D E C O R



Final All Firm

MEET THE TEAM



Account Executive
Abby Bass-Riley
Year: Fourth
Major: PR
Minor: Psychology



Assistant Account Executive
Ella Reifer
Year: Third
Major: Advertising
Minor: DMTA, Sociology

MEET THE TEAM



Account Associate

Morgan Moyer

Year: Second

Major: Advertising

Minor(s): DMTA, Smeal Certificate



Account Associate

Alyssa Czar

Year: Second

Major: Advertising

Minor(s): DMTA, Business and the
Liberal Arts



Account Associate

Lilie Nye

Year: Third

Major: PR

Minor(s): DMTA, French



Account Associate

Julia Kochinski

Year: Third

Major: PR

Minor(s): DMTA, Smeal Certificate

WHAT IS NITTANY BALLOONS?



Nittany Balloons specializes in balloon art, including everything from classic balloon animals to intricate sculptures and decorations. They have attended Greek Life events, THON, graduation, and more!



**EXECUTION
PHASE!**

OUR GOALS

Revamp Website

Capture and develop social
content

Organize social media



SOCIAL MEDIA PLANNING AND ORGANIZATION

BRAND KIT

NITTANY BALLOON BRAND KIT



#003aa5

#03276a

#839ece

HOLIDAY LISTS

HOLIDAYS & IMPORTANT DATES

SPRING 2026

January 1:	New Year's Day
January 19:	Martin Luther King Jr Day
February 14:	Valentine's Day
February 20-22:	THON
February 28:	State Patty's Day
March 8-14:	Spring Break
April 1:	April Fools Day
April 3:	National Party Day
April 9:	National Balloon Day
April 10:	Admitted Students Day
April 17:	Admitted Students Day
April 25:	Blue and White Game
May 1:	Movin' On
May 4-8:	Finals Week
May 5:	Cinco de Mayo
May 8-10:	Graduation

Nittany Balloons

HOLIDAYS & IMPORTANT DATES

FALL 2026

August 17-23:	Welcome Week
August 24:	First Day of Classes
August 27:	National Fun Day
September 5:	Football Home Opener
September 7:	Labor Day (No Classes)
October 10:	Whiteout Football Game (TBD)
Mid-October:	Homecoming Week (TBD)
October 31:	Halloween
November 11:	Veterans Day
November 22-28:	Thanksgiving Break
November 26:	Thanksgiving Day
November 26:	Macy's Thanksgiving Parade
December 14-18:	Finals Week
December 18-20:	Graduation

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HOLIDAYS & IMPORTANT DATES

SUMMER 2026

May 25:	Memorial Day
June 19:	Juneteenth
July 4:	Independence Day
May-August:	New Student Orientation

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CONTENT CALENDAR

Weekly Calendar

Mon	Tue	Wed	Thu	Fri	Sat	Sun
Interactive Story Post:	Carousel Post:	Reel:	Transformation Thursday:	Carousel or Reel:	Story Check-In:	Weekly Recap:
• could include polls or Q&As *optional day*	• photos from event display/final product • caption should highlight services • encouragement to book	• content could range from tips to transformation videos • trying to reach new audience	• before and after of balloon art • could be carousel or reel post • use of hashtags #transformative thursday	• could include event photos • encouragement to book for the weekend *optional day*	• snippet of on-the-scene work • focus on simplicity	• carousel post • images of balloon art created for the week • highlighting services completed

STORY HIGHLIGHTS: COVERS

BEHIND THE SCENES



ABOUT US



EVENTS



TWISTING



SERVICES



STORY HIGHLIGHTS: INFOGRAPHICS

BALLOON Twisting

STARTING PRICE \$125

- ★ 1 hour
- ★ 1 balloon twister
- ★ basic to intermediate designs
- ★ \$125 for each additional hour



BALLOONS

Nittany Balloons offers a variety of balloon designs for your upcoming party or event. Each option is customizable to fulfill your needs.

- HELIUM BALLOONS
- BALLOON DISPLAYS
- CLASSIC BALLOON BOUQUET
- LIFE OF THE PARTY BOUQUET
- JUMBO NUMBER BOUQUET
- BIRTHDAY COLUMNS

Click here to learn more!

[🔗 NB WEBSITE](#)

@nittanyballoons

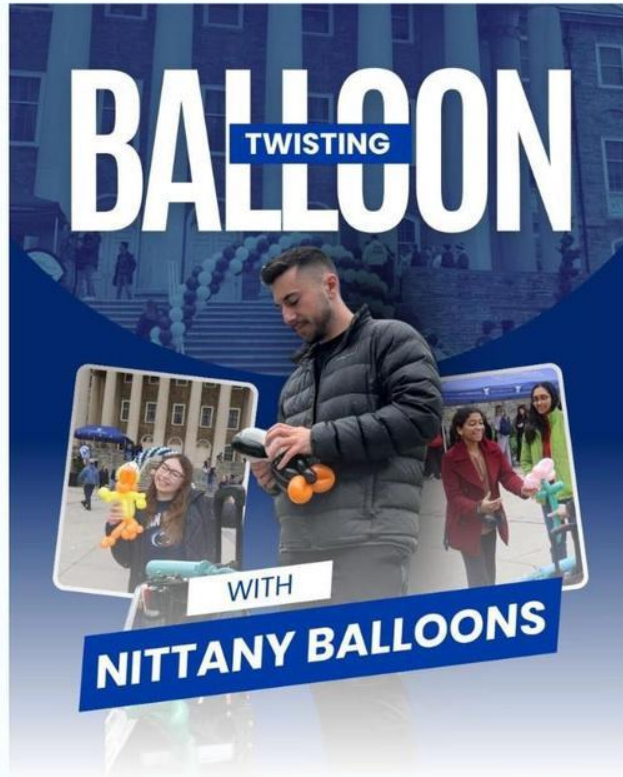


SOCIAL MEDIA CONTENT DEVELOPMENT

CONTENT CAPTURING: I ♥ PSU WEEK



CONTENT DEVELOPMENT: I ♥ PSU WEEK



CONTENT DEVELOPMENT: I ♥ PSU WEEK



CONTENT DEVELOPMENT: I ♥ PSU WEEK



CONTENT DEVELOPMENT: GRADUATION GRAPHIC

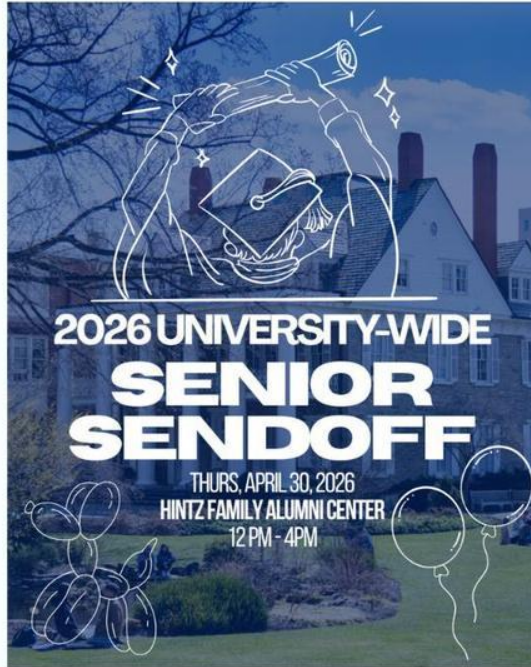
CLASS OF 2026 🎓

YOU DID IT!



**Order graduation balloons
before spots fill!** 🎈

CONTENT DEVELOPMENT: SENIOR SEND OFF



WEBSITE DEVELOPMENT

The background is a light blue gradient. It is decorated with various blue elements: abstract organic shapes in the corners, several four-pointed stars of different sizes, a cluster of small dots in the top center, and a faint rainbow outline in the bottom left corner.

WEBSITE REVIEWS REVAMP

Amber Finch

5 reviews · 4 photos

★★★★★ 11 months ago

We recently used Nittany Balloons for corporate events and were extremely pleased with Devin's timeliness, attention to detail, and flawless work. 5+ stars!!



Rebecca Thorsen

7 reviews

★★★★★ 2 years ago

What a great experience. Devin is professional, creative, and hard working. The kids had so much fun selecting their balloon creations with him and he really made each and every kiddo at our party feel so special. This is such a great addition to any party! I highly recommend Nittany Balloons for any event and will look forward to booking Devin again in the future.

Kendra Jozefick

3 reviews

★★★★★ 2 years ago

Devin at Nittany Balloons did a fantastic job entertaining and engaging all the kids (as well as the adults) for my son's 5th birthday party! He was very easy to work with, responsive to my emails and arrived on time. My son already asked if he could come to his next birthday party! We would definitely recommend!

Georgianna DeCarimine

1 review · 1 photo

★★★★★ 6 years ago

Nittany Balloons did a fantastic job providing us balloon decor and balloon twisting at our fundraising event in August. We needed balloons at 7 am and Devin was there right on time. He is very reliable for his high quality work and his balloon twisting was the most popular activity at our event!

Jacob Schiffer

2 reviews

★★★★★ 3 years ago

Amazing ability to create decorations with his imagination going above and beyond expectations. Balloon columns are attractive and well done. Nittany balloons is the premiere place to order for events / gatherings. 10/10 recommend.

Niki Kalatzis

2 reviews · 1 photo

★★★★★ 2 months ago

I can't say enough about Devin and Nittany Balloons! I reached out the day before needing balloons for our son's birthday. Devin was so responsive. I selected what I liked from his website and Devin made it even better!!! His talent and his customer service are top notch!! highly recommend him! My son loved the balloons!!! Thank you so much Devin!!!



Erica Wiley

6 reviews · 2 photos

★★★★★ 7 months ago

Devin was fabulous to work with from start to finish! I came in with little knowledge of balloon design, scattered ideas, and he was able to hear me and create a perfect design for my daughter's first birthday. We received so many compliments on her beautiful balloon art. Thank you so much Devin!



Beatrice

Local Guide · 13 reviews · 2 photos

★★★★★ 10 months ago

Devin did a phenomenal job on a beautiful balloon display for a baby shower! The colors matched our request perfectly and he went above and beyond in the set up. I highly recommend Devin for your next balloon needs!

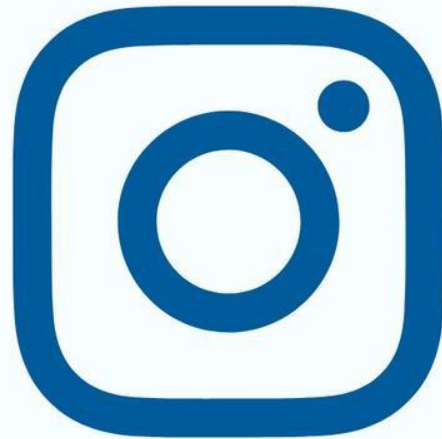


Inez Bennett

8 reviews · 2 photos

★★★★★ 4 years ago

WEBSITE LINK FIXES



WEBSITE PICTURE UPDATES

HOME

ABOUT

INFORMATION

**NITTANY
BALLOONS**
twisting & decor

CONTACT

GALLERY

BALLOONS



WEBSITE COPY UPDATE

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MEET DEVIN

Owner of Nittany Balloons

Located in the heart of downtown State College, Nittany Balloons has been elevating special events with creative balloon art since 2010.

Owner Devin Christian's passion for balloon art started at a young age, when he was fascinated by the ability to turn a simple party balloon into an art piece. As he continued learning new designs and advancing his techniques, he enjoyed making people smile with his creations. Seeing the joy from the reactions of watching a balloon transform became his motivation. Making people happy and bringing smiles is something Devin strives with every balloon twist.

Devin began his balloon journey when he was just nine years old. From 2006 to 2009, he and his mom, Cheri, took classes at a week-long event called Balloon Camp in Las Vegas. During this event, they learned how to make decorations and special design sculptures from world class balloon artists.

In 2019, Devin and Cheri became certified balloon artists and were awarded the designation of CBA. Currently, there are only about 1,100 certified balloon artists in the United States.

WEBSITE GALLERY PAGE

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[GALLERY](#)

[BALLOONS](#)

A FEW FAVORITES





WHAT WE LEARNED



A festive blue-themed graphic. At the top, a string of blue and white pennant banners hangs across the frame. Below the banners is a large, circular wreath made of many balloons in various shades of blue, light blue, and white. The balloons are arranged in a dense, overlapping pattern. In the center of the wreath, the words "THANK YOU!" are written in a bold, dark blue, sans-serif font. The background is a solid light blue color.

**THANK
YOU!**