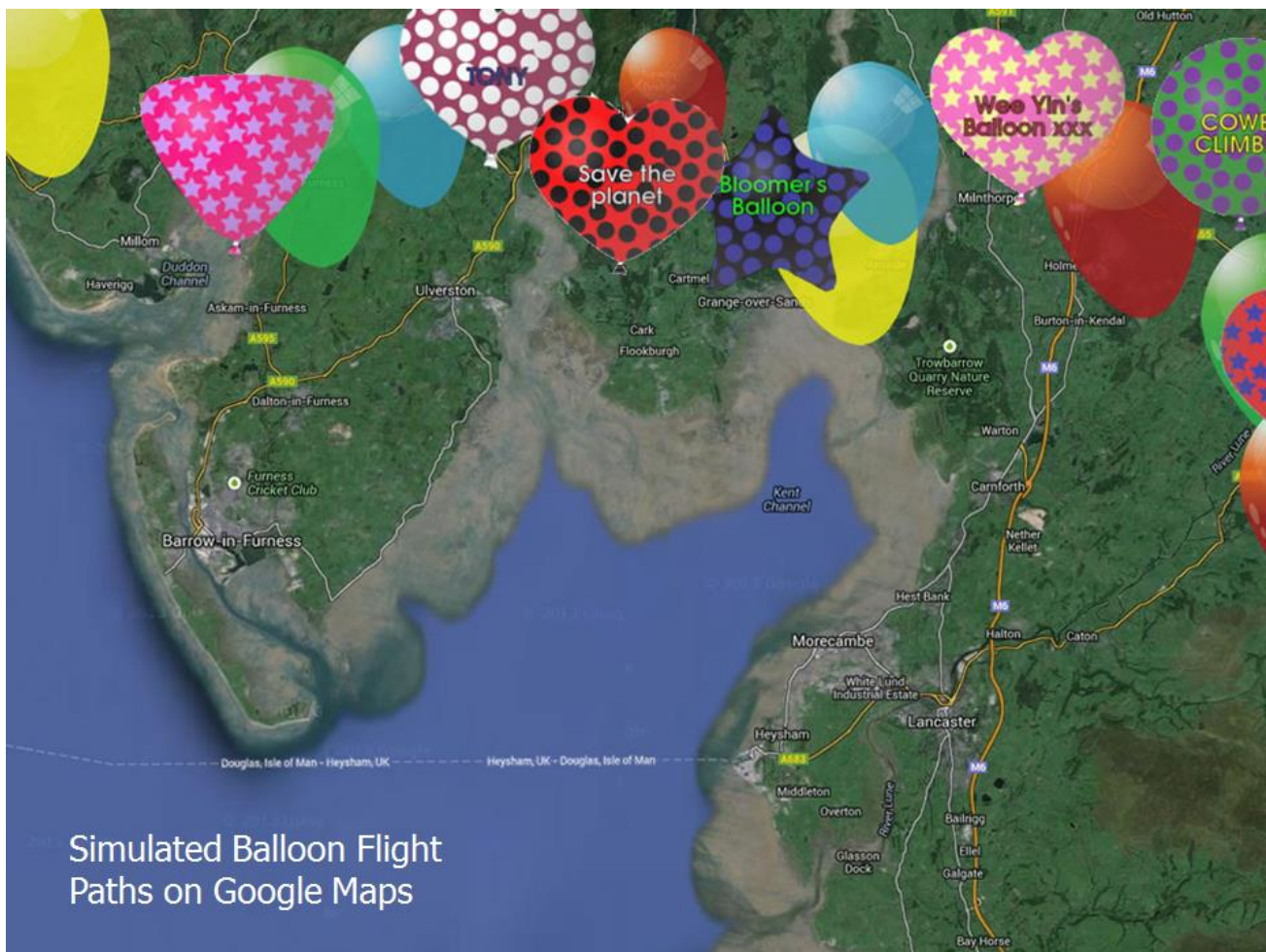


...then consider our unique, 100% eco-friendly virtual balloon race Rentaballoonrace.com



US Patent Application Serial No 61/904,145
All designs and text ©Purepages Group Limited 2008-2014

WHAT IS A VIRTUAL BALLOON RACE?

Everything about the balloon race is real except the balloons. Real balloons kill animals and birds when they fall back to Earth, so our system is unparalleled in protecting wildlife from unnecessary harm!

Your balloon has three construction metrics which can be tweaked to help the balloon fly faster and higher - thickness of the rubber; amount of helium; balloon shape. But be warned that making the balloon fly very high and fast means it is highly vulnerable to bursting. So it will not make the finish, probably.

As well as changing the aerodynamics, you can also decorate your balloon(s) with added text, new colours, or a range of decals such as stars and stripes

The screenshot shows a user interface for configuring a virtual balloon. On the left, a 'Preview' window displays a circular balloon with pink and yellow diagonal stripes and the text 'Hello World' in the center. Below the preview is a 'Shape' section with six purple balloon icons: a heart, an oval, a circle (selected), a sphere, a teardrop, and a star. At the bottom left is a 'Pattern' section with three icons: a circle pattern, a star pattern, and a diagonal stripe pattern. On the right side, there are three sliders: 'Helium content 2.7 litres' (with minus and plus buttons), 'Rubber thickness 0.71 mm' (with minus and plus buttons), and a 'Label' text input field containing 'Hello World' and a 'Refresh' button. Below these are three 'Colours' sections: 'Shape colour' (orange background with a palette icon), 'Pattern colour' (red background with a palette icon), and 'Label colour' (red background with a palette icon).

Once your balloon has left the ground from its designated launch location anywhere in the world, you can follow its progress on Google Maps. And remember that your balloon's route is determined by the current real weather. So if there is a south westerly storm and you have launched from London, your balloon will soon be over the North Sea

If you're lucky, you may win the race. Of course you might not, but at least you will have had some fun and contributed to fund-raising for a good cause.

For more detailed information and videos, visit <http://www.rentaballoonrace.com>

WALKING WITH THE WOUNDED
Supporting Our Wounded Into Work

Home Race Prizes Race info How it Works Sign in Create an account

Walking With The Wounded Virtual Balloon Race
www.rabr.co.uk/wwtw
£3
South Pole launch 1st December 100% eco-friendly

Walking With The Wounded Virtual Balloon Race

Already got an activation code? Buy a Balloon with Credit Card or Paypal

More Info **THE CHARITY** **THE EXPEDITIONS** **YOUR SUPPORT**

We raise funds to finance the re-training of wounded servicemen and women and in so doing assist them in acquiring

Our expeditions are designed to raise awareness of our work and to provide inspiration to those coping daily with

Expeditions are funded 100% by corporate sponsors, ensuring fundraising monies are distributed to fund the re-

COSTS ARE VERY AFFORDABLE

This is copied from the 'how it works' section of Rentaballoonrace.com.

Package A

A set-up fee £440+VAT plus 20% commission paid on all balloon sales + bank charges at cost. 2,000 full colour double side A6 flyers are also included in this price. This package is designed for the smaller charity / organisation and means they can pay a small, highly subsidised set up fee. The subsidy is later recovered from the 20% commission paid from balloon sales.

Package B

Set up fee £1595+VAT plus 10% commission paid on all balloon sales + bank charges at cost. 2,000 full colour double side A5 flyers are also included in this price. This package is designed for the larger charity / corporate organisation who can afford to pay a less-subsidised set up fee. This larger fee then discounts our sales commission to a very low figure of 10%.

When is it beneficial to change from one package to another?

Number of Balloons sold at £3	Package A £440 set-up less 20% comm	Package B £1595 set-up less 10% comm
500	760	-245
1000	1960	1105
2000	4360	3805
3850	8800	8800
10000	23560	25405
Number of Balloons sold at £5		
500	1560	655
1000	3560	2905
2000	7560	7405
2310	8800	8800
10000	39560	43405

You will see from the chart that as you charge more for each balloon, the break-even point of one package versus the other comes down. So if you sell at £5 per balloon, you only need to sell 2310 balloons before it is better to swap to the corporate package B and make more money for your organisation

Why do we charge what we do?

Our charges are derived from a number of cost centres

1. Recouping our development costs which were considerable
2. Ongoing developments
3. Set up costs comprising the following processes

Creating a sub domain for your organisation

Creating your own website with information provided by you and then uploading your race site onto the Internet

Use of servers in our Manchester data centre

Printing sales literature to make selling the balloons easier

Monitoring and testing the race on a daily basis

THE REWARDS ARE CONSIDERABLE

The Rentaballoonrace.com Virtual System can help any charity to raise some serious money in a 100% eco-friendly way. For example, Eyton Primary School PTA raised well over £2000 with just 50 children at the small rural school.

As Georgina Hawkey from the school’s PTA, explained: “We saw the virtual balloon race as the perfect eco-friendly alternative and a great way to raise pupils’ awareness of environmental issues.

The positive response we received was overwhelming and we're really proud of our children who managed to sell over 400 balloons. The funds raised will make a huge difference for our community"



Young Andrew Raffle, aged 11 and a senior pupil at Eyton Primary just south of Wrexham, sold an amazing 32 virtual balloons and turned out to be the star fund raiser by out-performing all his school chums.

He is seen opposite receiving a prize of Waterstones book vouchers for this great achievement from Mike Phillips, managing director of award winning Purepages Group. On looking is his proud Headmistress Mrs Caldwell.

If your sales team includes children or motivated adults then budgeting for each person to sell 10 balloons each is very achievable.

http://www.theboltonnews.co.uk/news/10699809.IT_firm_launches_virtual_balloon_race_using_realistic_weather_simulator/

MANCHESTER CITY v VIKTORIA PLZEN (CZECH CHAMPIONS) BUY NOW

find Search for a business >>

Mobile site E-Newsletters Thursday, 21 November 2013 Site map Register Log in

The Bolton News

Browsing on your smartphone? Try our mobile site! iPhone users: Tap + and press Add to Home Screen

News Sport Wanderers What's On Forum Comment Info Announcements Jobs Homes Cars Dating Click2find Buy & Sell Advertise

Bolton Farnworth Westhoughton Horwich Crime Politics Health Entertainment Education Zone Business In brief Photo Galleries NW National Weather Video

The Bolton News » News »

NEWS

SEND YOUR NEWS, PICTURES & VIDEOS

IT firm launches virtual balloon race for Prince Harry's charity using realistic weather simulator

By Jeremy Culley, Reporter 10:03am Thursday 26th September 2013 in News

Tweet 1 Like 0 +1 0 Email Print this page Comment(0)

ADS BY GOOGLE

(1 criminal found nearby) Free public record search application. RecordCheckerApp.com

Helium Birthday Balloons The Perfect Surprise Gift

Bolton 7.8°C 10% chance of rain weather forecast >

FEATURED JOBS

- Clerical Bury
- Delivery/Sales Bury
- Nursery Nurse Bury
- Teacher of English Bolton
- Support Worker Bolton
- Home Carer Bolton

MOST READ

- UPDATED: Suspected arson attack on Crofters pub in Bradshaw
- Company plans to build HQ on site of Westhoughton pub
- VIDEO: Teenager who murdered man outside Game

MAJOR BENEFITS BEYOND MONEY

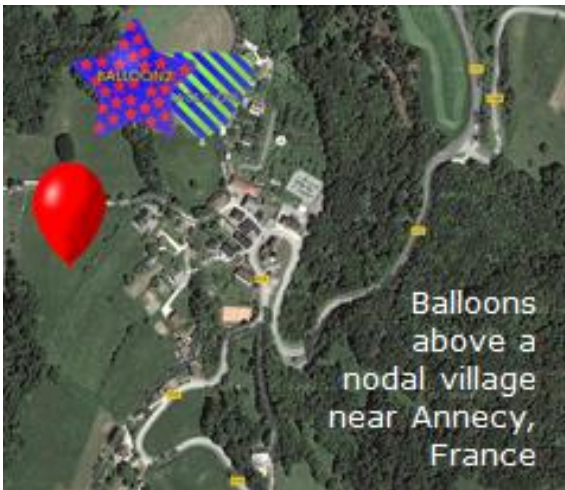
Besides the fact that The Rentaballoonrace.com Virtual System (RABR) can help any charity to raise some serious money in a 100% eco-friendly way, there are other serious benefits beyond money.

Firstly, because the system is internet based, many balloon purchasers will be new supporters, possibly of a younger age. The RABR system lends itself to bring into play all the most popular social media platforms to engage consistently with these younger supporters



Secondly, and again because of the internet base, all the web purchasers will provide new database contacts to aggregate to your existing electronic database, all at no obvious cost. So importantly, some, if not all of these new supporters, will offer personal funding opportunities well into the future and facilitate cross selling of other organisation products or events

Thirdly, the system has major educational aspects such as being able to teach young people about archaeology as their balloon flies over burial mounds or more straight forward human settlements or industry. Geography, meteorology and geomorphology are also major aspects that are highlighted from the aerial photographs aspect of Google Maps



FURTHER CONTACT

For any further information, please contact



Mike Phillips
mikep@purepagesgroup.com
+44 (0) 1204 375500
7a Churchbank,
Bolton BL1 1HX
www.purepages.com