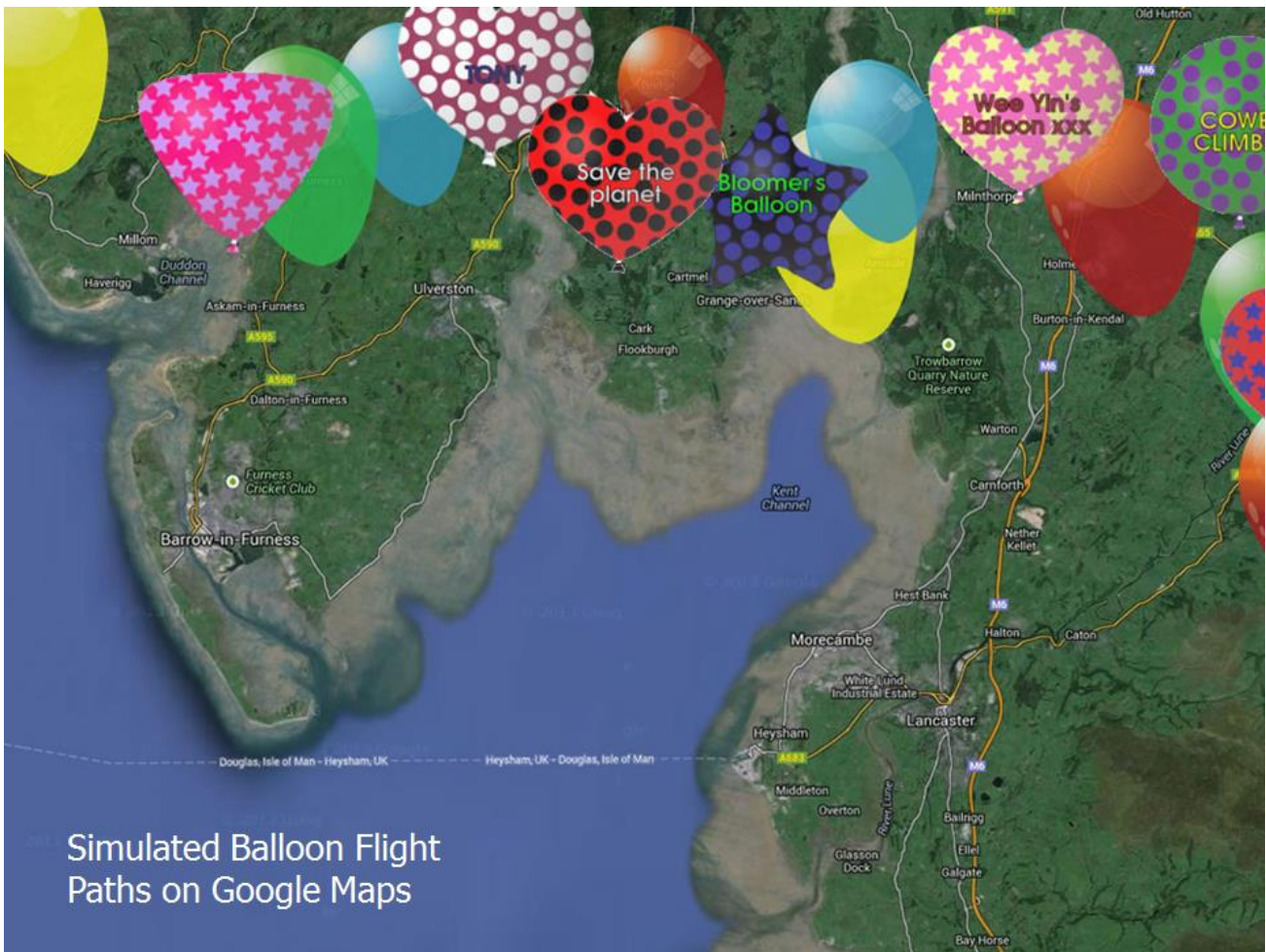


**Want to raise lots of money?.....then consider our unique, 100% eco-friendly virtual balloon race**  
**Rentaballoonrace.com**



US Patent Application Serial No 61/904,145  
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## WHAT IS A VIRTUAL BALLOON RACE?

Everything about the balloon race is real except the balloons. So whilst real balloons kill animals and birds when they fall back to Earth, our system causes zero harm to wildlife.

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 might not make the finish.

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 interface is divided into several sections:

- Preview:** Shows a large circular balloon with pink and yellow diagonal stripes and the text "Hello World" in the center.
- Helium content:** A slider set to 2.7 litres.
- Rubber thickness:** A slider set to 0.71 mm.
- Label:** A text input field containing "Hello World" and a "Refresh" button.
- Colours:** Three color selection boxes labeled "Shape colour" (orange), "Pattern colour" (red), and "Label colour" (red), each with a paint palette icon.
- Shape:** A grid of six purple balloon shapes: heart, oval, circle, sphere, inverted triangle, and star. The circle shape is selected.
- Pattern:** Three pattern selection boxes: circles, stars, and diagonal stripes. The diagonal stripes pattern is selected.

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 greater detail, case studies and videos, visit <http://www.rentaballoonrace.com>

**Walking With The Wounded**  
Supporting Our Wounded Into Work

**Virtual Balloon Race, 1st Dec 2013**

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](http://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**  
We raise funds to finance the re-training of wounded servicemen and women and in so doing assist them in acquiring

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

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

## **COSTS ARE VERY AFFORDABLE**

### **PACKAGE A**

A set-up fee of £495+VAT plus 20% commission paid on all balloon sales + bank charges at cost. 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.

The package also includes a short video for sending out to supporters and potential company sponsors. To help attract corporate sponsors an electronic book on Corporate Social Responsibility (CSR) is available for download and/or printing at <http://bit.ly/10keystategies>

As an optional extra, full colour double sided A5 / A6 / A7 or business card sized flyers are available at cost price.

### **PACKAGE B**

A set-up fee £1595+VAT plus 10% commission paid on all balloon sales + bank charges at cost. This package is generally used by the larger charities or corporates

and includes a short video for sending out to supporters and potential company sponsors. To help attract corporate sponsors an electronic book on Corporate Social Responsibility (CSR) is available for download and/or printing at <http://bit.ly/10keystrategies>

As an optional extra, full colour double sided A5 / A6 / A7 or business card sized flyers are available at cost price.

### WHEN IT BENEFITS TO CHANGE FROM PACKAGE A TO PACKAGE B?

Number of Balloons Sold at £3	Package A Revenues less 20% commission	Package B Revenues less 10% commission
500	705	-245
1000	1905	1105
2000	4305	3805
3850	8303	8800
10000	23505	25405

Number of Balloons Sold at £5	Package A Revenues less 20% commission	Package B Revenues less 10% commission
500	1505	655
1000	3505	2905
2000	7505	7405
2310	8305	8800
10000	39505	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 2200 balloons before it is better to swap to the corporate package B and make more money for your organisation

### WHAT YOU GET WITH EACH PACKAGE?

- The creation of a comprehensive, client branded website with the ability to promote sponsors or your own products and services
- Uploading all relevant personal brand information and editing
- Use of Cloud Based Servers at Amazon Web Services
- Creating a stunning email advert landing page with full 1080 HD video and pdf visuals for those unable to access the Vimeo Video System
- Free option to use blocks of activation codes
- Optional extras of A5 / A6 / A7 or business card flyers

- Monitoring sales and reviewing race progress on a daily basis
- Both primary race packages races are heavily subsidised.

## 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 almost £3000 with just 50 children at the small rural Welsh eco-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 can includes children or motivated adults then budgeting for each person to sell 10 balloons each is

very achievable.

## MAJOR BENEFITS BEYOND MONEY

In addition to the vital funds raised, there are many benefits to running a virtual balloon race. There will be a strong appeal to the younger generation who are internet savvy, so this is a unique opportunity to introduce them to your charity or organisation. Rentaballoonrace also perfectly interacts with all the social media platforms, especially Facebook, Twitter and Pinterest.



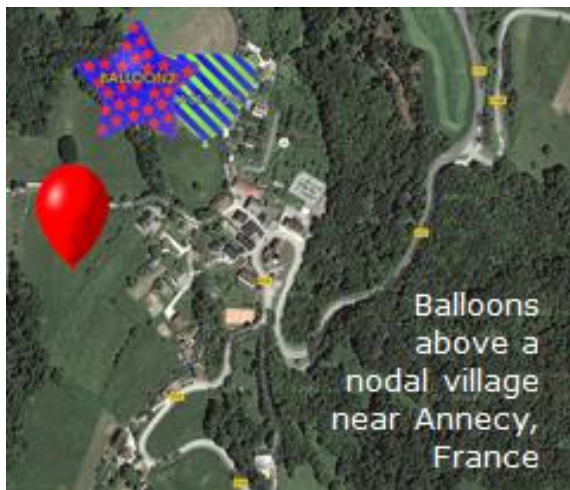
A huge second benefit is the GDPR compliant e-database produced as a default from the race. All virtual balloon purchasers are in effect 'warm supporters' who will be asked if they wish to receive further information from your charity or cause. Those that do subscribe offer personal funding and marketing opportunities well into the future.

[http://www.theboltonnews.co.uk/news/10699809.IT\\_firm\\_launches\\_virtual\\_balloon\\_race\\_using\\_realistic\\_weather\\_simulator/](http://www.theboltonnews.co.uk/news/10699809.IT_firm_launches_virtual_balloon_race_using_realistic_weather_simulator/)

The screenshot shows the homepage of The Bolton News website. At the top, there is a banner for a Manchester City vs. Viktoria Plzen football match. Below this, the website's navigation menu includes categories like News, Sport, Wanderers, What's On, Forum, Comment, Info, Announcements, Jobs, Homes, Cars, Dating, Click2find, Buy & Sell, and Advertise. The main article is titled "IT firm launches virtual balloon race for Prince Harry's charity using realistic weather simulator" by Jeremy Culley, dated 10:03am Thursday 26th September 2013. The article features a map with several colorful balloons (red, blue, yellow, green, pink) floating over a landscape. To the right of the article, there are social media sharing options (Tweet, Like, g+, Email, Print, Comment) and a weather forecast for Bolton showing 7.8°C and a 10% chance of rain. Below the weather forecast, there is a "FEATURED JOBS" section listing various roles like Clerical Bury, Delivery/Sales Bury, Nursery Nurse Bury, Teacher of English Bolton, Support Worker Bolton, and Home Carer Bolton. A "MOST READ" section lists three articles: "UPDATED: Suspected arson attack on Crofters pub in Bradshaw", "Company plans to build HQ on site of Westhoughton pub", and "VIDEO: Teenager who murdered man outside Came".

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

Finally, it sends out a positive message of technological progress and innovation from your organisation.



## 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