



RENTABALLOONRACE CLIENT WELCOME PACK

100% Eco-friendly, protecting animals and birds

Rentaballoonrace is really excited to have you as a potential client. We will work hard to maximise your revenues from our unique 100% eco-friendly digital fundraising system.

If after reading this introductory text you still have questions, please refer to the FAQs section on the main website or contact us using details below

What You Get for Your Money

Race Website

- We will create, maintain and host your personalised website based on the Rentaballoonrace.com template and the text / images that you provide
- The suggested URL will be based on your organisation's name but typically will be as short as possible for maximum marketing effectiveness. For example <http://www.rabr.co/cft> is below
- Adverts and PR material for sponsors are easily promoted

Cystic Fibrosis a race we must win

Virtual Balloon Race, 21 March 2015

Home Race Prizes Race Info Watch our Video Your Donation Sign in Create an account

Cystic Fibrosis a race we must win

The Big Balloon Bonanza releasing on 21 March 2015
£5 per balloon

Big Balloon Bonanza
21-28 March 2015

Join in now!

Win an iPad!

View Live Race Results Login & Track your Balloon(s)

How to enter
1. To enter your balloon(s) start by [creating an account](#).

Why buy a balloon
For some people with cystic fibrosis, even blowing up a balloon is too much

Cystic Fibrosis is beatable
Cystic fibrosis is a genetic condition that affects the lungs by clogging them

What you can do
1. **Enter the race!** Buy your balloon, decorate it as garishly or tastefully



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- Rentaballoonrace consistently applies good English grammar and Internet industry standards aggregated from the Cambridge University Press, OUP and the Financial Times of London
- Whilst Rentaballoonrace staff work hard to accommodate as many client brand attributes onto the race website as is practical, it is not possible to encompass everything. We focus on two primary levels of personalisation
 - 1) Using your supplied brand colours, images, logos and text
 - 2) Agreeing one appropriate Google font to ensure the race website works smoothly across all platforms - mobile, tablet and PC
- Please be aware that the client is solely responsible for the accuracy of their content

Email Advert for Social Media Sales Channels

- For both race packages we produce an email advert that can go globally viral very quickly using three primary channels of Social Media – email; Facebook and Twitter. There are no privacy issues as you send out the tweets, for example, to your own database

A3/A4 Downloadable Poster

- Posters around your scout hut or corporate offices work well. We will design a scalable A4 / A3 full coloured poster for you to distribute to your supporter base. They can be printed off whenever appropriate.

Balloon Cards

- We will design balloon cards for your organisation to sell directly to supporters and the general public. The new style card is DL size (one third A4) and can be in full colour both sides or black and white only
- If you so wish, you can produce these yourselves

Sold by	 Virtual Balloon Race Ticket sold by Ticket bought by <p>This part of the ticket and money need to be returned to your Scout Group before Friday 27th Nov at 7pm 2015. Any unsold tickets need to be returned in full by the same date and time.</p>	 <p>Virtual Balloon Race rabr.co/cheshire Balloons £3 each</p> <p>1st prize: Villa for 6 in Portugal - plus £300 towards the cost of flights (courtesy of Mr & Mrs Appleton) 2nd prize: £300 cash 3rd prize: £200 cash</p> <p>The Cheshire Scouts Virtual Balloon Race will start 9am Saturday 5th December with a virtual launch from London. The race will finish 7 days later on Saturday 12th December at 9am. Winners will be declared on Tuesday 16th December to allow verification of the result by the race organisers. Winners are those balloons that have travelled the furthest from London.</p> <p>Thank you for supporting Cheshire Scouts</p> <p>To enter your balloon for the race and decorate it, simply create an account & use the activation code below.</p> <p style="text-align: center; background-color: #0056b3; color: white; padding: 5px;">Launch 9am, 5th December from London</p>
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Personalised Online Brochure

- We will design and produce a personalised e-brochure for you. They are extremely easy to distribute to schools and corporates and there are no privacy issues as the recipient distributes the brochure to staff, not you



www.rabr.co/rnli

Free Default Developmental database

- A database of all balloon purchasers split into Opt-Ins and non-committals is given to you after the race. It is not sold to anyone for any purpose whatsoever. These are warm, potential life-long supporters for relational marketing use.

End to End Process Management

We manage the whole process for you. This includes

- Printing of balloon cards
- Initialisation and running the virtual balloon race for 7 days
- Hosting and management of the website
- Customer support whenever necessary
- Selling and collecting the monies from Internet purchases
- Post-race revenue calculations
- For a modest extra fee, our printers offer a full distribution service with boxes of balloon cards to all your relevant and appropriate destinations



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What We Need from You

A Signed Contract and Paid Invoice

Internet work is not like ordinary product manufacture. A website created for your charity cannot be sold elsewhere - it's personal to you only! So we will not start work without these two important documents resolved

Race details to be confirmed in writing

- Start date, finish date, launch location
- Price of each balloon
- List of prizes
- Agreed URL title

Website and Video Content, Images and Messages

- Wireframe contents. A wireframe is a simple, industry standard mechanism to gather and collate your content for your website - it's just like a set of text boxes really. And in most instances, it's very easy to just cut and paste text from your current website
- For all colours we need the Hex / RGB codes
- All images and logos should be high resolution PNG or JPEGs – minimum 300x300. In reality, the bigger the better
- Homepage picture sliders are sized at 915 x 300 pixels
- Video footage needs to be HD1080p
- The general public typically only support charities with clear objectives and workable, relevant strategies. So make sure your messages are consistent and motivational

Contact details

Feel free to ring or email any senior member of the team at any time

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