

7 STEPS TO A SUCCESSFUL BALLOON RACE...

- 1) Pre-sell as many tickets as possible at £1.00 -£1.50 each in advance of the event (e.g.: hand out 5 per person or pupil for them to sell beforehand to ensure you cover the cost of the race and make profit). Experience has proved that only small amounts are sold on the day.
- 2) Approach local businesses to sponsor your balloons and gas. This will reduce your outgoings leading to increased profits.
- 3) Purchaser of ticket fills in their name and address on ticket which is then attached to the inflated balloon (normally by pulling the knot through the hole in the ticket) and then released into the sky.
- 4) When ticket lands many miles away, finder is requested to post it back to the address before the closing date printed on the back of the ticket.
- 5) The grand prize should be awarded to the purchaser of the balloon ticket that travelled the furthest. Display prize on the day to encourage more sales. Try to get your prize sponsored to reduce your costs.
- 6) A token prize should be sent to the finder of the ticket that travelled the furthest.

PLEASE REMEMBER.....

If your event is within 10 miles of an airport, you must inform the airport of the balloon race.

Inform the local police if over 100 balloons are to be released.

Contact the [Civil Aviation Authority](#) on **01895 445566** for permission if more than 1000 balloons are to be released

Example of a balloon pack

750 balloons
750 balloon race tickets
750 self adhesive address labels
Balloon gas cylinder

Outlay cost: **£199.00**
Maximum takings: **£750.00**

For further details please contact us.