



Airborne Adventures

INTERNATIONAL HOT AIR BALLOON OPERATOR

Since 1989 when we were first established we have operated balloons for brand awareness.

The Royal Mail balloon for the North East postal region

The Smile balloon for the co-operative bank

The Hope balloon for Hope Technology

The Solar Max balloon for Du Pont

A multi brand balloon for Invista

Briefs for these balloons

have taken us to

Switzerland

Belgium

Austria

France

Spain

UK

Why a balloon?

Why should I use a balloon promote my product, brand or company?

Balloons draw massive attention.

People the world over like Hot Air Balloons. Wherever a balloon is in the sky or on the ground it will draw a crowd of people. Surveys have shown that up to 100% of those taking part in the survey confirmed that balloons draw their immediate attention compared to much less with any other form of advertising.

Balloons create a tremendous impact and people like to talk about what they have seen.

Once again surveys have shown that the public at large generally agree that balloons are interesting and consequently they want to talk about them. Far more will talk about a balloon with your name on it than say a billboard poster.

People remember balloons.

Recent surveys confirm that in countries where balloons are operating most people can remember the name of balloons that they have seen in the sky. Whereas in comparison, very few could remember billboard posters.



G-CCOT

INVISTA



INVISTA

CORDURA

ANTRON FIBRE

ONLY BY DETECT



Social Media

Many many people take photographs and videos of balloons.

Social Media is a massive opportunity for brand promotion. How can you promote your brand by using this highly influential medium? Whether it is their sheer size and colours, their grace of movement or the spirit of adventure, balloons attract attention and people want to record that in photographs to look at and share time and time again. People like balloon photographs.

Television companies also enjoy the colour and the attraction that balloons have. They love to cover ballooning events where there is the strong combination of balloons and crowds of people. Imagine the impact your logo can make using a balloon as an advertising medium.

Newspaper and magazine editors have a similar interest in balloons and balloon events. These events are regularly reported and recorded with photographs. What a balloon does is raise awareness of the company, brand or organisation. Balloon images are remembered for a long time. This is the tremendous appeal of using this media.

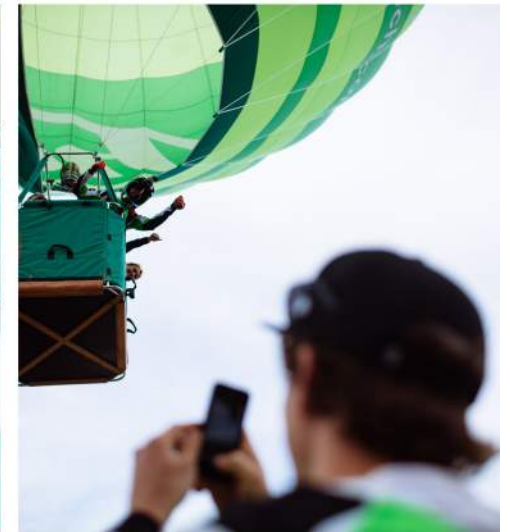


Filmed for social media

Steel city Media were briefed by to produce a film for social media sites and use on the Hope Technology website. Rachel Walker came up with a storyline to include the balloon and some downhill mountain biking. The stage was set for some serious biking and ballooning excitement !

www.hopetech.com/flying-high/

Filmed during 2014 in Catalonia, Broughton and Barnoldswick.



TV

Inside Out

In April 2004, we received a call from Ian Cundall at BBC Yorkshire ” Can we film a piece on Yorkshire’s most unusual airline?” We as at turned out were Yorkshire’s most unusual airline!

A May flight was agreed for the camera crew and Sophie, an Australian presenter who was working for the BBC at the time. We arranged to meet in a field just outside Settle from where the flight was to start. Helicopters were booked, the weather accommodated our needs and the flight took off as arranged. An exciting flight took place, with the landing on the Wharfedale R.U.F.C. pitch at Grassington

The Smile balloon was used for the trip as it was the perfect size for the film crew and Sophie. The programme was aired just after the local BBC news early in the evening, prime time viewing and better results than we could have hoped for!

Other projects that we have filmed;
The Dales Diary with Luke Casey for Yorkshire Television
Pieces of Parkin with Leonard Parkin for Yorkshire Television.



Outdoor Events

Balloon Festivals

Bristol Balloon Fiesta is one of the UK's top five outdoor events and the largest event of its kind in Europe.

www.bristolballoonfiesta.co.uk/

It is estimated to boost the local economy to the tune of £13 million each year. The event attracts 500,000 visitors annually. Achieves regional, national and international media coverage valued in excess of £500,000. Organisers work with local and national businesses to profile them through event photography, online presence and social media.

Such is the media popularity with the event, entries have to be secured at least 6 months ahead. Traditionally BBC weather presenter Carol Kirkwood gives her breakfast weather forecast from the basket of a balloon at the event. We have been lucky enough to secure this position in the past with the broadcast coming from the basket of the Du Pont Solarmax balloon.



The European Balloon Festival

Held every July 40 km to the west of Barcelona.

It is popular with all types of European media.

Many European countries run similar events.



Targeted Events

The Three Peaks Cyclocross

The 3 Peaks Cyclo-Cross is staged in the Yorkshire Dales National Park every year at the end of September. It is the toughest and biggest Cyclocross event in the UK.

<http://3peakscyclocross.org.uk>

We decided to take target the event in the Hope Technology balloon. Hope sponsor some of the riders, including winners Paul Oldham and Rob Jebb. The business partners also take part as it is totally relevant to their business as cycle component manufacturers. Taking off from a field near to Settle, we were able to fly north over the event start at Helwith Bridge. Descending to around 500 feet we were able to hover over the car parks and start line thirty minutes before the race began, before being blown north towards Ribbleshead viaduct.

Ian one of Hope's business partners said he felt like a rock star as the balloon floated over, people were grabbing their phones to take pictures, coming up to him and saying what a great spectacle it made, he was blown away by their reaction to the balloon.



Competitions

Location Photo competition

1. Photograph the balloon in a special location - one that promotes the area of interest and the balloon.
2. Publish the photograph using social media and in the press and invite entries to name the location.
3. Draw a winner.
4. The prize - a flight for two in the balloon.

Best Photograph of the balloon

1. The balloon attends several events in the UK and Europe throughout the year.
2. Entries are invited for the best photograph of the balloon during the year for use in a calendar.
3. A panel of judges chose the best 12 photographs
4. The winners take a balloon flight along side your balloon.



Ribbleshead Viaduct

Constructed between 1870 and 1874 the viaduct carries the Settle to Carlisle railway. It is a listed ancient monument.

Equipment

What makes up a Balloon?

A balloon is an aircraft, so it is built to aviation standards. It is subject to rigorous quality controls during manufacture and annual inspections in service. It is issued with a national registration. In the UK the registration is four letters prefixed by the letter G.

A balloon comprises a fixed set of components which can be mixed and matched to customise the finished balloon.

The envelope is the fabric area of the balloon, it can be specified in one of many different sizes, fabrics and shapes depending on its application. Artwork is applied in a number of different ways including printing.

The volume of the balloon dictates how much the balloon will lift and how easy it is to operate. Passenger balloons are generally large, advertising balloons are smaller. A typical balloon for advertising will be around 77,000 Cu ft. and will lift three people comfortably - one of these will be the pilot.

The basket can be made traditionally in wicker, a resilient and lightweight material with a plywood floor, or in a new super lightweight format comprising stainless steel frames, honeycomb panels, nylon rods and a plywood floor, which easily fold away for convenient transport.

The fuel system is made up of one or more burners, fuel hoses and stainless steel or aluminium fuel cylinders which contain propane. Flight instruments must be carried, generally an altimeter and variometer.

Cost



Advertising Balloon

A balloon including all the necessary equipment similar to the Hope Technology balloon will cost in the region of £25,000.

Additional artwork costs may be necessary depending on complexity and method of build.

G-HTEK

Lighter than air

The Hope Technology balloon is constructed from advanced lightweight material sourced from within the UK. The envelope material is lightweight silicone coated high tenacity nylon. The load tapes are Kevlar. Artwork on the balloon where possible has been inlaid into the structure to reduce weight and to improve luminosity.

The innovative basket uses stainless steel frames, nylon poles and composite honeycomb sandwich panels to produce a strong yet lightweight structure load tested to over 2000 kg that folds away into a Cordura bag for convenient transport and storage.

A single lightweight yet powerful propane burner is used to power the balloon to heights in excess of 10,000 ft.

Lighter weight leads to;
improved handling
reduced fuel consumption
reduced environmental impact

Envelope weight 70 kg

Basket weight 49kg

Burner weight 16 kg



Free Advertising

Seen around the world

Ultramagic is one of Europe's leading balloon manufacturers. Their balloons are sold in over 34 countries.

This is their winter 2014 advertisement, it will be seen by over 9000 readers displayed in ballooning magazines throughout Europe and America. It features in their social media and on their website.

They are showcasing the Hope balloon because they like it as much as we do and so the promotion is free!



Magic Ultralites

Leading the way forward with light weight, top quality balloons



S-50 50 kg



H-65 65 kg



S-70 65 kg



B-70 55 kg



M-77 70 kg



S-90 80 kg



M-120 92 kg



B-70 Penguin 67 kg



Tekno Basket

CT-01 35 kg

CT-02 49 kg

CT-03 38 kg



Large colour range of Ultralite fabrics and Kevlar tapes available now!
Make contact now to find out just how affordable truly innovative balloon equipment can be.

ultramagic.com



Flying is magic

Hot air ballooning

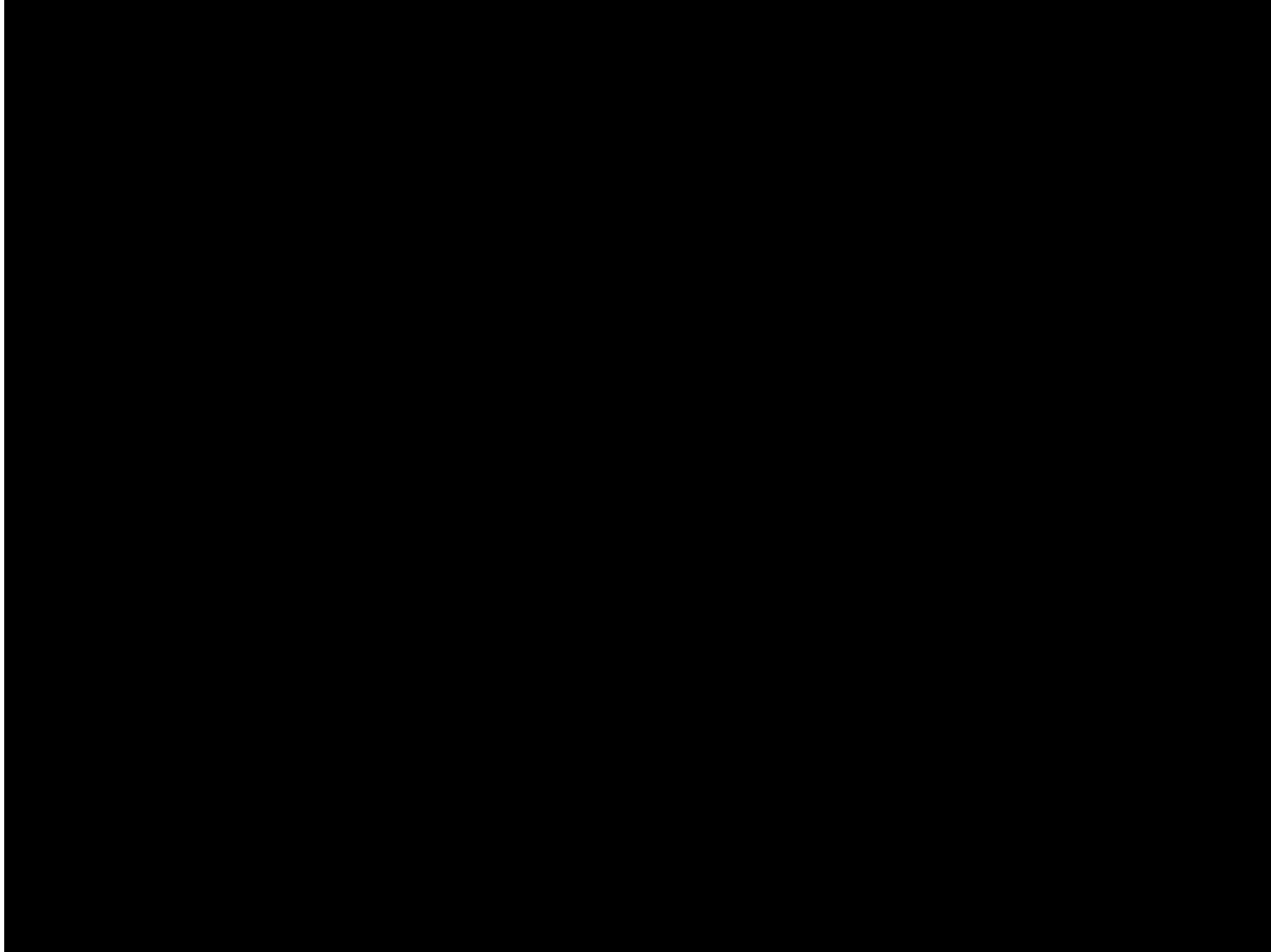
It's also fun as well as business...

During the past 30 years of piloting balloons I have always tried to remember that everyone else involved should also be having a really great time!

Whether flying the Chanel, competing at the world championships, flying in the Yorkshire Dales, the Pyrenees or the Sahara, ballooning is always a team effort. We encourage others to get involved, it is a sociable sport, a visual feast, a magical experience.

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