The oldest and most prestigious aeronautical race in the world, the Gordon Bennett Gas Balloon Race, comes to Bristol, Great Britain for the first time since the race began in 1906.
Gordon Bennett 1906
Jardin des Tuileries
Paris

Gordon Bennett 1908
Jardin des Tuileries
Paris

David Hempleman-Adams wins GB 2008

Anthony Smith 1982

Gordon Bennett 1972
St Nikolas

Gordon Bennett Race
Geneva 2009

Charles Rolls and “Team”
1908

Team GB 1
Geneva 2009
GORDON BENNETT !!

The World's Greatest BALLOON RACE since 1906

Founded by James GORDON BENNETT

Owner of the NEW YORK HERALD

Sent STANLEY to find LIVINGSTONE

Promoted ARCTIC EXPLORATION, motoring, yachting and AVIATION

Lived a RIOTOUS, SCANDALOUS life in PARIS

and

whose LONGEST LASTING LEGACY is the

ANNUAL INTERNATIONAL BALLOON RACE

The Coupe Aéronautique Gordon Bennett, is the ultimate challenge for the balloon pilots and their equipment.
The goal is simple: to fly the furthest distance from the launch site.

GB & GB & GB
Gordon Bennett and Great Britain and Gas Balloons

The Hon. CHARLES ROLLS entered the FIRST Gordon Bennett GAS BALLOON RACE in 1906, from "Le Jardin des Tuileries" PARIS. He landed in NORFOLK, in third place.

No Briton WON this race until 2008 when DAVID HEMPLEMAN-ADAMS and JONATHAN MASON flew for 74.24 HOURS from Albuquerque to Milwaukee covering 1,767 KMS earning GREAT BRITAIN the right to host this EVENT in 2010.
This honour and achievement must be **celebrated in style** in 2010. Some 20 gas balloons of the traditional kind from 10 countries will be participating, all to head for their unknown destinations.

The starting location will be Bristol in the South West of England – a city renowned for its historic links with ballooning.

It is hoped that intrepid explorer David Hempleman-Adams will be taking part, along with Great Britain’s all woman team Janet Folkes and Ann-Ruth Rich who broke the **World Record** for female duration during the 2009 race from Geneva.

Almost every past endeavour has led to **astonishing achievements**. Each race brings with it the individual stories of all the dare-devil pilots and their loyal crews.

Imagine spending **four days and nights in a 1m³ square wicker basket** relying on a fabric balloon filled with gas to keep you flying and get you back to the ground safely – this is the stuff **great stories** are made of.

Considerable organisation is necessary as preparation for this magnificent race. National and International Air Traffic rules must be respected and safety of the participants, crews and spectators is paramount. Suitable finance has to be assured.

Don Cameron, MD Cameron Balloons Ltd – the world’s largest manufacturer of hot air balloons, is chairing the GB2010 committee which has been established by the British Balloon and Airship Club to organise the event.

**EVENT PATRONS**

We are delighted to announce that HRH The Duke of Edinburgh and Sir Richard Branson, well known internationally for his ballooning antics, have agreed to be the event Patrons.

**CARE TO JOIN THE GORDON BENNETT 2010?**

**UNIQUE, MAGICAL AND OH, SO EXCITING…..**
The GB2010 Gas Balloon Race to be held from Bristol in September 2010 will be a unique spectacle attracting the attention of national and international media, with history and prestige intermingled.

It is hoped the Gordon Bennett 2008 race winner **David Hempleman-Adams** will compete to regain his title for Great Britain, adding to the desirability of the event for the media – DH-A’s latest World Record breaking success in a Gas Balloon was all over Sky News 19th & 20th September, and printed in all the major national newspapers on Monday 22nd & Tuesday 23rd September 09. [See appendix 1 & 2]

The GB2010 Gas Balloon Race will see the world’s top gas balloon pilots (the Phileas Foggs of this century) arrive in Great Britain for this **prestigious, high profile event**, appealing to those enthusiasts with a more discerning taste.

GB2010 is offering sponsors an amazing **corporate entertaining and PR opportunity**. Entertain your top company personnel, key clients, suppliers and retailers at this bespoke event, and take advantage of the multitude of PR and Marketing opportunities over a ten month campaign.
BACKGROUND TO THE RACE

Since 1906 the Gordon Bennett Gas Balloon Race has been capturing the imagination of spectators and participants alike.

James Gordon Bennett Jr., an American Press baron and adventurer wished to stimulate technical development in aeronautics, and in 1906 organised the first event in France, his then home and the birthplace of ballooning. In conjunction with the Fédération Aéronautique Internationale (FAI), sixteen competing balloons took off from the historic Tuileries Gardens in the centre of Paris with distinctive French flair, giving the event its official title “Coupe Aéronautique Gordon Bennett”.

The first winners were Lieutenant Frank Lahm and Henry Hersey both of the USA and under the rules established by Bennett for his balloon race, the winning team’s home country was afforded the honour of holding the next year’s event. In 1907, the race was held in the United States, in St. Louis; most pleasing for its American founder.

And so, for over 100 years this highly esteemed and celebrated event, with its Franco-American roots, has travelled the world and it is with honour and pride that Great Britain plays host to the 2010 Gordon Bennett Gas Balloon Race.

MAJESTY AND SERENITY – A GAS BALLOON’S STORY

Picture the day... a beautiful blue sky, calm conditions, glimmering green grass, and 20 gas balloons, slowly filling with gas, rising over a number of hours, from the ground to their fully inflated majesty. A serene and magical scene.

Gas ballooning is a very civilised and relaxed affair. Quiet and peaceful, whilst still creating an atmosphere of wonderment and excitement.

During the inflation of the gas balloons, VIP guests will be free to walk around the field, talk to the crews and pilots, and see the balloons and the inflation process up close.

Once fully inflated (usually in the late afternoon), the gas balloons will launch. Taking off one by one as a live orchestra plays each pilot’s national anthem. The crowd will wave them off as they embark on their mystical adventure, all competing to see who can travel the furthest, and win the Gordon Bennett Trophy.

VENUE FOR GB2010

Bristol, often called the “home of ballooning” will host the 54th Coupe Aéronautique Gordon Bennett in a prestigious location befitting to the history and image of the event.

Situated in the South West of England, and with prevailing easterly winds, Bristol is fantastically placed for the start of this endurance race, giving the pilots a great opportunity of fly over the south of the country.

With the full backing of Bristol City Council and Destination Bristol GB2010 is set to be a top notch event.

The Gordon Bennett 2010 Team have established strong links with UK air traffic control officers and have already obtained permissions which will allow night flights over London, including Heathrow Airport.
THE MODERN DAY RACE

The 2009 Gordon Bennett began in Geneva, with 16 teams taking off into the night to fly past Mont Blanc. The winners, French Team 1 - Sébastien ROLLAND and Vincent LEYS – flew for four days and landed near the airport of Lagos, in the extreme south-west of Portugal 1,587km from Geneva.

World Records were broken and the excitement built as thousands of Gordon Bennett enthusiasts watched the 2009 race unfold on-line with the satpro website showing a live link from each of the 16 participating balloons. Team GB2 containing two female pilots Janet Folkes and Ann-Ruth Rich broke the World Record for Female Flight Duration, flying for almost 70 hours, [see appendix 3] and three European teams landed in Algeria entering the record books by making the first three cross continental flights between Europe and Africa.

And so the excitement will continue as we prepare for the race to launch from Great Britain in September 2010.

Website Hits information for www.satpro.org/gordon2009

From 4th to 12th September in summary there were:
5,657,612 hits
53,508 unique users

Going forward the site will show the race again, like a film in fast motion to continue the interest for those who missed the live tracking. The similar website for the 2002 race also experienced over 5.6 million hits illustrating the high level of interest the Gordon Bennett race.

There are many marketing and advertising options linked with this site, including a user competition to hook in visitors to the site, and promote sponsor companies and products. With the right promotion, online campaigns and links to social networking sites, we can build on this exciting website and attract many more unique visitors.
PROPOSED SCHEDULE OF EVENTS FOR GB2010

Thursday 23rd September 2010
Welcome Reception

A lively, high class launch party and welcome ceremony for pilots and teams, sponsor guests and VIP balloon guests.

GB2010 will begin in style at an imposing venue, guests will be hosted, entertained and will hear relevant information and fascinating stories from competitors and gas ballooning enthusiasts. There is major scope here for sponsor led direction and brand influence.

Friday 24th September 2010
Pilots’ Briefing and Equipment Preparation

Sponsor and VIP guests will have privileged access to the “behind-the-scenes” preparations.

Saturday 25th September 2010
Gas Balloon Launch Day

The planned launch day is Saturday 25th September 2010, but there will be provision to delay it until the following day, or the day after, if weather conditions should dictate.

During the long inflation guests would be hosted and entertained in an event themed to complement the Race and the Sponsors where possible. The spectacular and graceful launch of each balloon would be accompanied by the playing of the competitor’s national anthem by a live orchestra. Sponsor and VIP guests will be entertained throughout the inflation and launch period, and free to walk around the launch field, soaking up the full atmosphere and truly participating.

It is a privilege to be invited onto the launch field; guests will really see and appreciate the size and majesty of the balloons, giving them a unique and memorable experience, one which they will talk about for a long time.

While the competitors are flying, global positioning system (GPS) loggers will track their progress with a direct feed to the GB2010 website, all interested parties and media can watch the race unfold on-line. It is usual that the winning team will by flying for 3 or 4 days and nights, travelling for thousands of miles across country borders. The balloonists are in the hands of nature as it is the wind direction and speed which will determine where the flight takes them, although the more skilled the pilot and navigation team, the more they will be able to find and harness the most effective winds to win the race.

The 2006 Gordon Bennett, starting from Belgium, highlights the potential excitement. The balloons crossed the channel, flying up the east side of England, eventually flying up the coast around Scarborough. Most of them crossed the sea to Norway and, by using different winds at different altitudes the winners got to the very northernmost point of Norway. Everyone landed safely.

Saturday 2nd October 2010
Gala Dinner & Awards Ceremony

Prestigious Gala Awards Ceremony and Dinner for all pilots and navigators, sponsor guests and VIP balloon guests, with a possible Royal attendee.

The Return Dinner is held ten days after the Welcome Party, giving competitors time to return to the start of the race, and giving the sponsor the opportunity to host another set of guests, if desired.

Again a high class venue could host this impressive event where the competitors’ efforts would be recognised, and their journeys relayed to the dinner guests. Entertainment and theme would again follow the GB2010 style and sponsor requests.
MARKETING AND MEDIA OPPORTUNITIES

Not only is the GB2010 event an incredible opportunity to entertain key personnel, clients, contacts, there are plenty of opportunities for marketing and PR.

Public Relations
- This unique international event will attract the attention of the global media, with pilots attending from across the world; there are huge opportunities to explore in each competitor country.
- A press launch will take place once the venue is confirmed.
- The press launch will start the 10 months marketing campaign up to and beyond the event
- Publicity for the event will be continual and will be linked to the event sponsor
- Gordon Bennett race will be held in the UK for the 1st time in its 100 plus year history – a great link for proud UK originating brands
- Local, National and International media potential
- Social Media and Networking website ie facebook, twitter and LinkedIn are being used to communicate with interested parties and to build interest in the event. [see appendix 4]

Product Marketing
- Product sampling - Opportunities tied in with pre-event publicity and event spectators, and balloon teams.
- Product positioning - Link sponsor products with a highly regarded international event
- GB2010 would be happy to work with the sponsor on a package based marketing campaign to promote both the event and the product.

Launch Site and Balloon Branding
- Fencing Banners are a great way to advertise sponsors to the spectators and to gain media coverage, especially with television cameras and crews reporting from the event
- A commemorative brochure will be produced for competitors and attendees containing sponsor information and advertising space.
- Basket banners and sand bags can be branded for sponsors
- Specific media briefings at the event will ensure the right message is delivered to the press

Website Advertising and Links
- Sponsor websites and the event website can be linked, with offers and competitions to encourage participation and further promote the brand to the target market.
- There is huge advertising potential on the “live link” site which tracks the progress of all the balloons during the event.
- Example idea – sign up to pick a team on the website at the start of the race, winning team backers win sponsor prizes or go in to draw for big prize (hot air balloon flight), etc.

A Fully Branded Balloon
- To take the potential of this to the maximum, a fully branded Gas Balloon to be flown by one of the competition pilots would largely increase the media and marketing possibilities. (Price available on request)

Corporate Entertaining and Sister Event
- As previously mentioned, the marketing potential from this event is in addition to the corporate entertaining opportunity which the event itself allows.
- The potential to expand the event to include additional attractions are limited only by available budget.
- Perhaps a high class car show, or classic car gathering (Gordon Bennett Car Race?), or fireworks and laser display to run in conjunction with the GB2010.
THE GB2010 COMMITTEE

The organising committee for GB2010 consists of a number of highly regarded individuals in the world of ballooning and events. The success of any project relies on the people who drive it forward and make it happen. Committee personnel have long standing reputations for success in their own fields, producing the ideal team to implement the Gordon Bennett Gas Balloon Race from Great Britain.

Anthony Smith, President of the British Balloon & Airship Club
Author, broadcaster and pioneer balloonist. Pilot of historic balloon flights over Africa. Past Gordon Bennett competitor. GB2010 is privileged to enjoy Anthony’s experience and expertise.

Don Cameron, Cameron Balloons
Founder, owner and MD of the largest and long established manufacturer of Hot Air and Gas Balloons, Don’s life has revolved around ballooning at every level and function. His knowledge and experience is unmatched.

David Hempleman-Adams, Explorer and Entrepreneur
David’s achievements around the world speak for themselves. Never far from adventure or the attention of the media, David brings a wealth of benefit to the organising team. In addition to his role on the committee, David hopes to compete in the GB2010 Race, as he has in the previous 4 races.

Clive Bailey, Bailey Balloons
Founder, owner and operator of one of the largest passenger rides, aerial marketing and corporate entertaining balloon companies, Clive operates at the heart of ballooning in the UK. Responsible for directing the Bristol Balloon Fiesta annually Clive’s knowledge of large scale outdoor events is priceless.

Jo Slade, Every Eventuality
Over 12 years of marketing and event management experience and expertise put Jo in an enviable position to organise and manage events. Her experience with balloons on a number of levels including marketing, PR and international crew chief makes Jo the ideal person to oversee this event.

Hannah Cameron, Cameron Balloons
Hannah has lived her life around balloons, supporting her father both as fellow director at Cameron Balloons and throughout his personal achievements in ballooning. With a continued contribution to the British Balloon and Airship Club and UK ballooning UK, Hannah’s skills are invaluable to the team.

Julian Hensey, British Balloon and Airship Club PR and Publicity Officer
Julian has been involved in ballooning for over ten years and is dedicated to ballooning in the UK. As a manager in the travel industry his contacts and knowledge will be greatly utilised.

Robin Batchelor, Balloon Pilot, Adventurer & TV star!
Robin’s list of ballooning adventures is almost limitless, he taught Richard Branson to fly a balloon, has flown in 30 countries, was the screen double for Ryan O’Neal, Robert Vaughan, and Piers Brosnan, has adventured across Africa with Stephen Tompkinson for ITV, crossed the channel to France four times, was almost British Balloon Champion, has been struck by lightning in a one-man balloon…. Robin is a real asset to the team.

Ben White, Constellation Media
Ben is a producer at Bristol independent TV production company Constellation Media. His television work has included several pieces with balloonists Clive Bailey and David Hempleman-Adams. His team will support Gordon Bennett 2010 with video media, and hopefully a documentary covering the event.

WHAT NEXT?

The enthusiasm and commitment of the GB2010 committee to make this event an incredible and memorable occurrence is enormous and we would relish the chance to discuss this most exciting opportunity with you in greater detail.
SPONSORSHIP PACKAGES

In a recent BBC interview 2008 GB Race Winner David Hempleman-Adams said “It’s a lovely, historical event to hold in Britain for the first time, and I do hope we can do it justice.”

This unique event requires financial backing to make it happen, to make it spectacular and do it justice.

With your help we can achieve this and we will be delighted to talk to potential sponsors in a face to face meeting to make this event work for you.

Whilst the main thrust of this event can be corporate entertaining, we understand the importance of making a worthwhile return on your investment, and we will happily work with our sponsors to make the most of their contributions in a way which best reaches the target audience.

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MAIN SPONSOR – HEADLINE THE EVENT

Put your company alongside Gordon Bennett himself by becoming GB2010’s headline sponsor.

The opportunities for PR are limited only by imagination, and with a team dedicated to making this event an enormous success, we will make your name fly.

The main sponsorship will cover the key elements of the event – Welcome Reception, Launch Day and Returner’s Gala Dinner where the media spotlight will be on the winners and stories of adventure will be aplenty!

The main sponsor will be able to entertain guests at all of the main events, and have the opportunity to meet and talk to the pilots and crews – the real stars of the show.

\textit{Main Sponsor Package £150,000}

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SUPPLEMENTARY SPONSORS

- Weather Information
- GPS Trackers
- Gas
- Pilot Packs & Jackets
- Commemorative Brochure
- The Sand
- The Flags
- The Orchestra
- Insurance
- Briefing PA
- Security
- Crew Food

Put your company name against these important items - all imperative for the event to happen, and entertain guests at the social and launch events.

\textit{Package information on application}

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PRIVATE SUPPORTERS – LIMITED AVAILABILITY TICKETS

Aimed at balloon enthusiast, the Private Supporters will be given access to the social and launch events, alongside pilots, crews and sponsor guests.

\textit{Tickets £500 per person}

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BE PART OF SOMETHING

UNIQUE, MAGICAL AND EXCITING.

THE GAS BALLOON RACE

For Further Details Contact a Member of the GB2010 Organising Committee

Jo Slade – Event Manager
07973 748544 jo@everyeventuality.co.uk

Don Cameron – Chairman
0117 963 7216 dcameron@cameronballoons.co.uk

Robin Batchelor
07768 206100 robin@gasballoon.com

David Hempleman-Adams
07976 704981 david@coldclimates.co.uk

www.gordonbennett2010.com

The Coupe Aéronautique Gordon Bennett, is the most prestigious event in aviation and the ultimate challenge for the balloon pilots and their equipment.

The goal is simple: to fly the furthest distance from the launch site.

The event has been sanctioned by the Royal Aero Club, and has the full backing of the British Balloon and Airship Club, the UK national governing body of ballooning.
THE GAS BALLOON RACE

SUPPORTING PAGES

Appendix 1 & 2 – Media Coverage of David Hempleman-Adams World Recording breaking flight in a mini gas balloon September 2009

Appendix 3 – Janet Folkes and Ann-Ruth Rich break the World Record for Female Flight Duration during the Gordon Bennett Race from Geneva September 2009

Appendix 4 – Janet and Ann capture their recording breaking flight on video and broadcast it on YouTube, receiving over 65,000 views in the first 3 days of broadcast.

Appendix 5 – Social networking and blogging sites will be used to keep interested parties informed of GB2010 developments. GB2010 Facebook Group Page had 127 members within 4 days of launch, and it continues to grow daily. Members include pilots, crew, spectators and event directors from other ballooning events.
David Hempleman-Adams breaks gas balloon world record

The Press and Journal

British explorer aims to put his feet up after breaking two world records
ADVENTURER SPENDS MORE THAN 14 HOURS IN HELIUM BALLOON

GB2010 Sponsorship Document
Appendix 2
Media Coverage for GB Team World Record - Geneva GB2009

Dr Ann Webb and Dr Janet Folkes set female world record for air ballooning
By Neil Cooper

Two university researchers are flying high after setting a new ballooning world record.

Dr Ann Webb and Dr Janet Folkes from the University of Manchester are the only female team taking part in the annual Coupe Aeronautique Gordon Bennett – a race established in 1895 where teams of two aim to fly their gas balloons as far as possible.

Dr Ann Webb, who works in the Centre for Atmospheric Science in The School of Earth, Atmospheric and Environmental sciences (SEAES) and Dr Folkes have today (Wednesday 9 September) broken the female duration world record of 60 hrs and 12 minutes – a record set in 2005.

In a text message sent from the skies over Spain at just after 12.30pm BST Dr Webb and Dr Folkes said: "Down Spain. Just set female world record for duration over 60 hours. 518 flying – 1000 km."

At one stage, Dr Webb and Dr Folkes were one of just five remaining teams. They landed safely just south of Madrid at around 8pm local time on Tuesday after having covered 1,105km and flying non-stop for around 70 hours.

Often compared with the America’s Cup for sailing, the duration race is described as the most difficult challenge in ballooning.
Janet and Ann’s World Record Breaking flight is captured on YouTube. Just three days after the video was published online there have been over 65,000 views.

http://www.youtube.com/watch?v=8WOIagF2i8M
Social and professional networking and blog sites allow instant and effective contact with interested parties.