

Bet

THE WEATHER

**Pump
Aid** Beyond
Water



OBJECTIVE

TO RAISE MONEY FOR PUMP AID PROJECTS
PROVIDING CLEAN WATER AND SANITATION
FOR PEOPLE IN SUB-SAHARAN AFRICA

**Pump
Aid**
Beyond
Water

INSIGHT

WE CRAVE FOR SUNNY DAYS AND CALL
THEM A “**GOOD WEATHER**”, WHEREAS
AFRICANS PRAY FOR RAIN AND SUNNY
DAYS ARE NOT SO GOOD FOR THEM

OPPORTUNITY

WHAT IF YOU PAY FOR
A WEATHER YOU NEED?

**Pump
Aid** Beyond
Water

IDEA

http://www.pumpaid.org/bet-the-weather/

Bet THE WEATHER

MAKE A BET ON A WEATHER YOU NEED

Moscow ▾ 27 march ▾

I am ready to pay for the weather I need \$

I love rain and I am ready to pay for it \$

PLEASE, DON'T RAIN

PLEASE, RAIN

If you bet wrong — you get your money back.

If you guess right — you get your good weather.
And your bet* goes to Africans, whose life depends on weather.

* All collected money goes to Pump Aid digging water holes in rural communities of Sub-Saharan Africa, where people have no access to clean water.

SHARE YOUR BET TO YOUR FRIENDS.

Let them know you may predict weather and do socially useful gambling at the same moment.



We catch people when weather is the most important for them:

BOOKING A FLIGHT



anywayanyday



Check your itinerary (all times are local)

OUTBOUND - Mon, 20 Mar 2017
DME —→ JFK 1 stop

RETURN - Sun, 26 Mar 2017
JFK —→ DME 1 stop

Book your ticket
Economy class, 1 adult

Read before booking

United **Airline** 374 € **Select →**
106 ★★★★★

Bet **THE WEATHER**

Don't want weather in New York to spoil your trip?

Pay for a weather YOU need

Pump Aid

Airport transfers

Need a lift from the airport? Check out these easy door-to-door airport transfer options.

Check out airport transfers →

Need a hotel in New York? Rooms available from 223 €

BOOKING AN APARTMENT

Booking.com

airbnb

Hotels.com



Дата заезда:
чт, 16 марта 2017

Дата отъезда:
чт, 30 марта 2017
(14 ночей)

Гости:
2 взрослых

[Изменить параметры поиска](#)

Bet THE WEATHER

Don't want weather in
London to spoil your trip?

Pay for a weather
YOU need

Pump
Aid

Услуги — Hotel Smart Продуманные удобства! Оценка по отзывам: 8,0

Ванная комната

- ✓ Туалетная бумага
- ✓ Туалет
- ✓ Фен
- ✓ Душ

На свежем воздухе

- ✓ Сад

Бассейн и оздоровительные услуги

Медиа и Технологии

- ✓ Телевизор с плоским экраном
- ✓ Кабельные каналы
- ✓ Телефон

Питание и напитки

- ✓ Бар

Интернет

Бесплатно! Wi-Fi
предоставляется на территории

Заезд и отъезд

- ✓ Заезд: 13:00 - 00:00
- ✓ Отъезд: До 12:00

Сервисы

- ✓ Факс/ксерокопирование
- ✓ Прокат автомобилей

Общие

- ✓ Кондиционер
- ✓ Кухня на всей территории

Сейчас 15:41

снег
-14 °C

В ближайшие два часа снег не прекратится

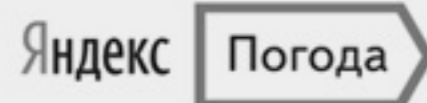
показать на карте

Вечером Ночью

-15 -16

Восход: 08:27 Закат: 17:34
 Ветер: 4,0 м/с св
 Влажность: 93%
 Давление: 750 мм рт. ст.
 Данные на 15:00

ON WEATHER FORECASTING SERVICES



Gismeteo



Bet THE WEATHER

Don't want weather in Moscow to spoil your day?

Pay for a weather YOU need

сегодня
5 февраля

снегопад
-14 днём
-16 ночью

ПН
6 февраля

небольшой снег
-18
-19

ВТ
7

небольшой снег
-16
-20

ср
8

малооблачно
-15
-18

ЧТ
9

небольшой снег
-10
-15

ПТ
10

небольшой снег
-14
-18

PURCHASING TICKETS FOR OPEN AIR EVENTS



Tickets Currency £ € kn

STANDARD TICKET

Standard Ticket <i>(£139.00 Face value)</i>	£152.90 <i>Inc. booking fee</i>	-	0	+
Standard Ticket with Programme <i>(£145.00 Face value)</i>	£159.50 <i>Inc. booking fee</i>	-	0	+

Booking fee explained **SUBTOTAL: £0.00** **BUY TICKETS**

Bet THE WEATHER

Don't want weather in Barcelona to spoil your party?

Pay for a weather YOU need

MAP

Карта Спутник

○ Our “good day” is a sunny day. We want weather to be perfect, so that nothing spoils our holidays. Africans pray for rain, because they need water to survive

○ What if you pay for a weather you need?

○ *Bet* **THE WEATHER**

Get the weather you need or we will give your money back



Why is it going to work?

- 1 — We make emotional link between people depending on weather
- 2 — We catch people when they are really interested
- 3 — We turn boring donation into funny and socially useful gambling



Thank you