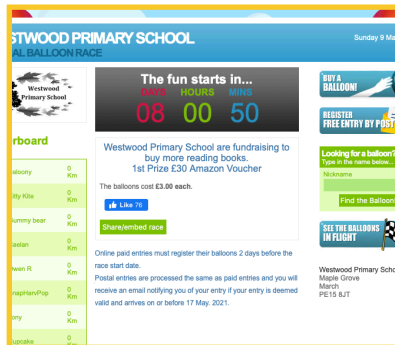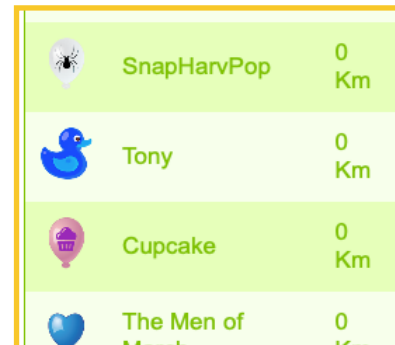# Example Balloon Race Timeline

Setup, sales & follow

Advertise your race. Use social media and email newsletters to spread the word.

Week 2

The race will start automatically. All balloons can be followed from your homepage.

Week 4

Week 1

Build your race page, choose payment methods, prizes & set your start & finish dates.

Weeks 2 -3

Watch your leaderboard and sales grow.

Week 5

The race will finish automatically and the full leaderboard will be displayed for 2 months.

Setup your race for £36