

SELLING THE ATHLINKS RACE MANAGEMENT PLATFORM



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KEVIN SMITH
DIRECTOR

Athlinks/Chronotrack Sales

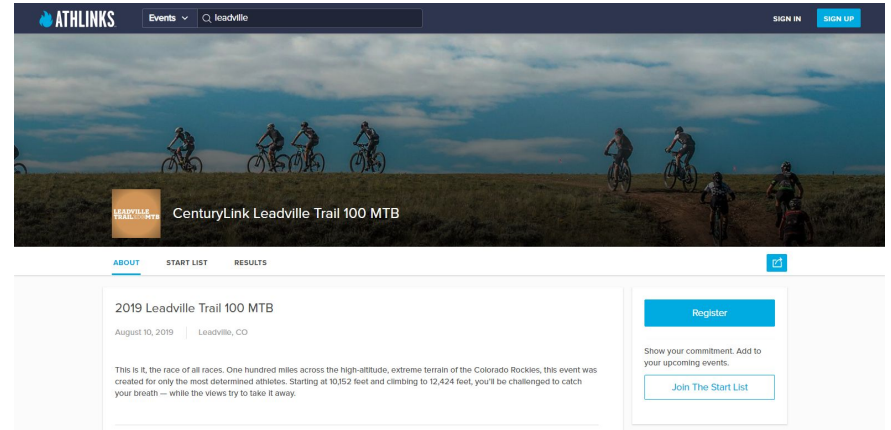


KEVIN EGAN
DIRECTOR

Athlinks/Chronotrack Sales

ATHLINKS SERVICES ELEVATOR PITCH

- Athlinks Services is the only endurance sports technology company to offer a unified platform for The Entire Event Lifecycle:
 - Registration
 - Event Promotion through Athlinks.com
 - Athlinks mobile, audience network
 - Timing
 - Scoring
 - Live Results/Map Tracking
 - Media services and hosted media



SHOW AND TELL

- Prezi
 - RSM & Marketing to keep updated
- Athlinks Profile, ELP, IRP
- Reg path
- Athlinks Results
- Hosted photography/video
- Athlinks promotional package (Carlsbad)
- Media Package
- Proposal Doc

PREZI

- Use Prezi for large events to demonstrate professionalism
 - Strength of Athlinks/ChronoTrack
 - Highlight the feature/functionality
- Contact your Regional Manager for access
<https://prezi.com/view/oqKWc9hDAjHiuFCJPyVw/>

ELP (ATHLINKS EVENT LANDING PAGE)

- Acts as supplement to an event website **or** primary website for smaller events
- Fully customizable with:
 - Event Details
 - Schedule
 - Course Map
 - Historical & Predicted Weather
 - Sponsor Logos
- Home to Newsfeed, Results, Tracking & Media
- Provides a “sexy” entry to the registration path
- Customized Event Landing Page on Athlinks provides exposure to 1.5M Athlinks members (and growing!)
- Drives registrations through Athlinks Event Discovery
- Keeps Athletes engaged with the events’ historical results

REGISTRATION PATH

- **Get Athletes Registered**
 - Progress bar indicates exactly how many slides before checkout
 - Athlinks sign on to populate athlete details and speed up reg
 - Reg fees displayed up front for transparency and to minimize sticker shock and reg drops
 - Team registration functionality
 - Add additional registrations
- **Custom Functionality**
 - Custom questions can include Survey Questions and Product
 - Custom reg forms for Corporate Sponsors
- **Extras**
 - SMS race updates
 - T-shirt inventory controls
 - Donations
 - Confirmation email with buttons for event details, social sharing links, receipt details, update management
- **UX**
 - Clean and simple
 - Responsive form for online or mobile reg

LIVE AND HOSTED RESULTS

- CT scored results are updated in real time, allowing for immediate digital results using Athlinks.com or Athlinks Mobile App
- Beautiful UX with gun and chip time, split times, ranking, filters
- Individual Result Pages with digital Custom Finisher Certificates and hosted media available for download and social sharing
- Showcases Sponsor logos

CT ADMIN

- Hit the highlights
 - Reporting and analytics for what they care about most
 - Reg, Scoring, Results, Email tool and Media

DIGITAL MEDIA PACKAGE

- Free media when registration and timing are bundled
 - Must be approved by RSM
 - Must be scored in CT
 - Timer needs to forgo either 2% **or** free tag
- Media team will coordinate all aspects of photography
 - Staffing and paying photographers
 - Coordinate uploading of imagery
 - Manual tagging
 - Pre-race, start, finish, post-race portraits
 - 3-4 images per Athlete
 - Photo overlay with event and Sponsor logos

ATHLINKS PROMOTION

- Ways in which we drive participation
 - ELP searchable by 1.5M members and through Event Discovery
 - Startlist entries so athletes can promote your event to their followers
 - Social Sharing link in email confirmation
- Free or paid digital promotion
 - Dedicated email to regional Athlinks members
 - Display ads on Athlinks IRPs, profile and event discovery pages
 - Display ads to audience network across the web
 - Athlinks.com community and CT registration
 - 1.5 M members
 - Featured event in eNewsletter and Blog

“MONEY FOR NOTHING...”

- RSMs will do the sales demo/pitch with or without your assistance
- RSMs will introduce event organizer to dedicate account manager who will do the setup
- Online CT [setup form](#)
- Race Director and Athlete support
- Media Team does the photo coordination
- Marketing Team coordinates the Athlinks promotion

SUPPORT

- Race Director
 - 9-5 PM MST, M-F
- Timer
 - 24/7, 365
- Athlete/Registrant
 - 9-5 PM MST, M-F

EVENTS WON IN 2018

- XTERRA
- Seattle Marathon
- Carlsbad 5000
- LA Chinatown Firecracker 5K
- Numerous smaller events



QUESTIONS?

THANK YOU!