

Multi-Race Bundles



Hello!

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I love helping organizations grow and solve complex problems!

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How can you use Multi-race Bundling?



- ▷ Challenges across multiple races
- ▷ Race Series
- ▷ Season Pass
- ▷ Cross Selling

Why Bundle Races?

Benefits of Bundles

Better Data Management

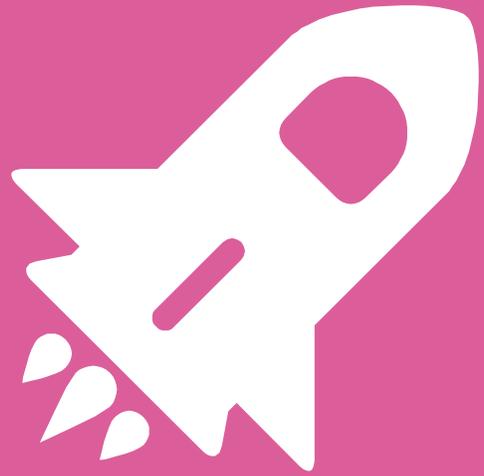
You don't have to import participants into each race after they have signed up for a bundle. This also means participants can edit their own data at anytime without the race's involvement.

Joint Ventures

With Multi-race Bundles, two or more organizations can create their own series or challenge without fear of sharing all participant data.

Reduced Marketing Cost

You already have spent money to get people to sign-up. With bundles, people are able to sign-up for more races at the conversion time with less effort.



Why RunSignup's Bundles?

Why our bundle vs. another race setup?



- ▶ No need to import data from the bundle race to actual races.
- ▶ Accounting is easier to trace as the funds show by actual race not the bundle.
- ▶ Participants only answer one t-shirt question and can edit it anytime.
- ▶ BIB and corral assignments can be automated.
- ▶ New ways to market older offerings.
- ▶ New partnerships can be formed.

Multi-Race Bundles

Allows race directors to immediately see all of the bundles they have set-up with participant totals, availability dates, pricing, and races included.

Multi-Race Bundles Help Admin Notes: 1					
BUNDLE INFO	AVAILABILITY DATES	PRICING	INCLUDED RACES/EVENTS	PARTICIPANTS	ACTIONS
<p>*BFD with King Crab Challenge</p> <p>Set up on 11/27/2018 7:18pm from 76.167.200.161</p>	12/01/2018 12:00am - 12/12/2018 11:59pm	Discount	<p>Baltimore Running Festival – Baltimore, MD US</p> <p>Pick 1 of 3 Events:</p> <ul style="list-style-type: none"> Marathon – 10/19/2019 Half Marathon – 10/19/2019 BaltiMORON-a-thon – 10/19/2019 <p>Delaware Running Festival – Wilmington, DE US</p> <p>Pick 1 of 3 Events:</p> <ul style="list-style-type: none"> Marathon – 04/28/2019 Half Marathon – 04/28/2019 5K – 04/28/2019 <p>Frederick Running Festival – Frederick, MD US</p> <p>Pick 1 of 2 Events:</p> <ul style="list-style-type: none"> Half Marathon – 05/05/2019 Nut Job Challenge (Half & 5k) – 05/04/2019 <p>Baltimore 10 Miler – Baltimore, MD US</p> <ul style="list-style-type: none"> Baltimore 10 Miler – 06/01/2019 	<p>Participants</p>	<p>Edit</p> <p>Advanced Settings</p> <p>Copy</p>

Multi-Race Bundle Setup - Basics

Create a new multi-race bundle by providing the name, availability dates, and if you only want the bundle to show on the primary race.

Multi-Race Bundle Name *

Available Starting *

 12 : 00 AM | ▾

America/New_York Time

Primary Race Only

Require the participants register from the primary race in the bundle (Cone Head Savage).

Available Until *

 11 : 59 PM | ▾

America/New_York Time

Multi-Race Bundle Setup Included Races & Events

After setting the primary details up, you will need to select which races and events are included in the bundle along with the min and max number of races included.

Included Races & Events

The included races in a bundle can be set up in two ways. The first is to allow the registrant to pick X out of Y races. The second is to specify exactly which races are included in the bundle. The option is determined by the setting below for **Minimum Number of Included Races** and **Maximum Number of Included Races**. If the minimum setting is equal to the number of races, the second option is used.

Similarly, you need to specify how many events are included for each race. Set the number of applicable events equal to the **Number of Included Events** to have the bundle offer specific events in each race. Set the **Number of Included Events** to the number of total events in a specific race to give participants full choice of which event they want to include.

Minimum Number of Included Races *

This is the number of races a registrant must choose from when registering. If the number of included races is greater than the number of races open for registration, the bundle will not be available.

Maximum Number of Included Races

If blank, **Minimum Number of Included Races** will be used as the maximum.

	Race * <input type="text" value="Cone Head Savage"/>	Applicable Events * <input type="checkbox"/> Pro - non-complete – Jan 4, 2020 <input type="checkbox"/> Pro - 100% complete – Jan 4, 2020 <input type="checkbox"/> Charity Runner – Jan 4, 2020 <input type="checkbox"/> Open – Jan 4, 2020 <input type="checkbox"/> Relay – Jan 4, 2020
	Number of Included Events * <input type="text"/> <p><small>If the number of included events is greater than the number of events open for registration, the bundle will not be available.</small></p>	Event Display Location on Race Website * <input type="text"/>
	Race * <input type="text"/>	Applicable Events *
	Number of Included Events * <input type="text"/> <p><small>If the number of included events is greater than the number of events open for registration, the bundle will not be available.</small></p>	Event Display Location on Race Website * <input type="text"/>

+ Add Another Race

Multi-Race Bundle Setup - Pricing

Multi-Race Bundles current support two types of pricing:

1. Discount on Event Price - the bundle is priced by the sum of the normal price for the included events with a discount.
2. Registration Periods - you set up registration periods indicating the exact cost of the bundle for each date range.

Per Event Discount *

%

+

\$

You can enter "0" if there is no percent or fixed amount discount.

Discount on Event Price
 Set Up Registration Periods

Registration Opens *

mm/dd/yyyy

12 : 00 AM

America/New_York Time

Registration Closes *

mm/dd/yyyy

11 : 59 PM

America/New_York Time

Event Fee *

\$

Strikethrough Pricing ⓘ

\$

+ Add Another Period

Multi-Race Bundle - Registration Flow

Choose Your Event *

All 4 Races

Space Coast Trails Series 12K - All 4 Races ~~\$220.00~~ **\$200.00**

All 4 Races

Space Coast Trails Series 6K - All 4 Races ~~\$140.00~~ **\$120.00**

6K Trail Race #1 Only **\$35.00** + \$3.50 Signt

12K Trail Race #1 Only **\$55.00** + \$4.30 Signt

All 4 Races

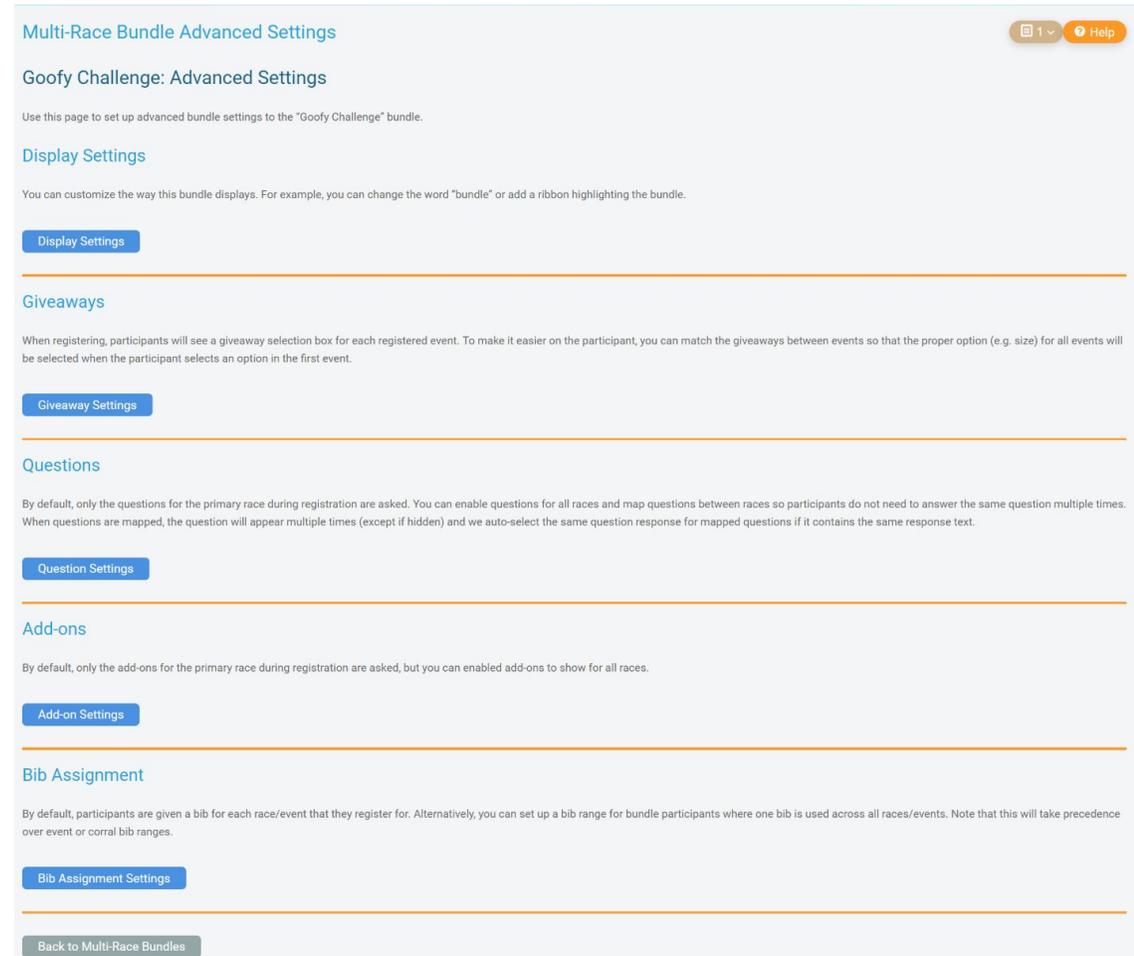
Space Coast Trails Series 12K - All 4 Races ~~\$220.00~~ **\$200.00**

Here's what you get when you sign up for this race bundle:

<p>Space Coast Trail Race #1 - Fox Lake Sanctuary Titusville, FL US 32796 01/05/2020</p> <p>12K Trail Race #1 Only – Jan 5, 2020 at 7:00am EST</p>	<p>Space Coast Trail Race #2 - Malabar Scrub Sanctuary Malabar, FL US 32950 01/19/2020</p> <p>12K Trail Race – Jan 19, 2020 at 7:00am EST</p>	<p>Space Coast Trail Race #3 - Wickham Park Melbourne, FL US 32935 02/23/2020</p> <p>12K Trail Race – Feb 23, 2020 at 7:00am EST</p>
<p>Space Coast Trail Race #4 - Forever Florida Saint Cloud, FL US 34773 03/21/2020</p> <p>12K Trail Race – Mar 21, 2020 at 5:00pm EDT</p>		

Multi-Race Bundle Advanced Settings

Multi-Race Bundles Advanced Settings allows display settings, giveaways, questions, Add-ons, and BIB assignments to get configured per Bundle.



The screenshot shows the 'Multi-Race Bundle Advanced Settings' page for the 'Goofy Challenge' bundle. The page is divided into several sections, each with a title and a brief description, followed by a 'Settings' button:

- Multi-Race Bundle Advanced Settings** (Page title)
- Goofy Challenge: Advanced Settings** (Section title)
- Display Settings**: Use this page to set up advanced bundle settings to the "Goofy Challenge" bundle. You can customize the way this bundle displays. For example, you can change the word "bundle" or add a ribbon highlighting the bundle.
- Giveaways**: When registering, participants will see a giveaway selection box for each registered event. To make it easier on the participant, you can match the giveaways between events so that the proper option (e.g. size) for all events will be selected when the participant selects an option in the first event.
- Questions**: By default, only the questions for the primary race during registration are asked. You can enable questions for all races and map questions between races so participants do not need to answer the same question multiple times. When questions are mapped, the question will appear multiple times (except if hidden) and we auto-select the same question response for mapped questions if it contains the same response text.
- Add-ons**: By default, only the add-ons for the primary race during registration are asked, but you can enable add-ons to show for all races.
- Bib Assignment**: By default, participants are given a bib for each race/event that they register for. Alternatively, you can set up a bib range for bundle participants where one bib is used across all races/events. Note that this will take precedence over event or corral bib ranges.

At the bottom of the page, there is a 'Back to Multi-Race Bundles' button.

Limitations

- ▶ No Coupon Codes
- ▶ Can transfer in/out of the bundle
- ▶ Individuals that transfer out of one race may not qualify for bundle perks so you'll have to monitor the transfers.
- ▶ Accounting is not included in the summary report but has to be pulled from the race that has the Multi-Race Bundles set-up.

New and Coming Soon

- ▶ Support for private events that are only available in a bundle but not at the individual race. We already support loyalty lists within a bundle.
- ▶ CRM Reporting for Challenges and Series.
- ▶ Accounting will be addressed in 2021 with all funds getting split at time of transaction thus reporting at the race level vs. custom multi-race reporting.

Thanks!

Any Questions?