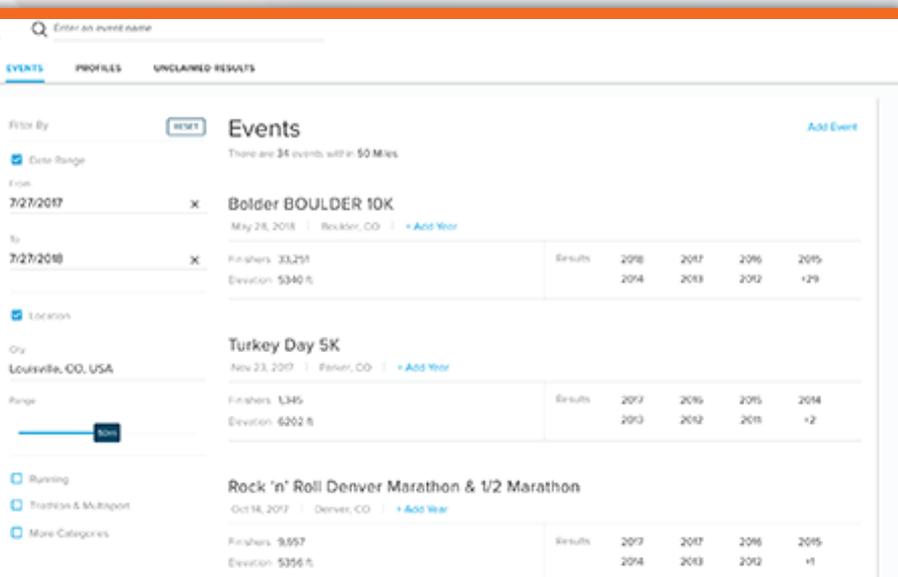


## ENHANCING THE ATHLETE JOURNEY, FROM START TO FINISH

**IMAGINE THIS:** A SWEET SUITE OF SERVICES THAT ALLOWS YOU TO MANAGE EVERY ASPECT OF YOUR RACE, ALL IN ONE PLACE.

We're talking every step of the way—from event marketing and registration, to athlete communications and onsite updates, to live GPS tracking, timing, and reporting and sharing results. Heck, why not add in digital media, plus unique—and profitable—ways to provide free race photos to your athletes?

With Athlinks Services, you can do all this and more. Athlinks Services is the only race management platform designed to enhance the entire athlete experience, from start to finish. Athlinks Services addresses every step of the athlete journey—discovery, registration, training, participation, and finally, celebration—providing the tools and resources to make your event stand apart, and your athletes return year after year.



**DISCOVER:** HELP ATHLETES FIND YOUR EVENT.

With plenty of positive marketing and exposure, you're practically guaranteed a great crowd at your event. Athlinks Services provides the tools and services you need to make your event easy to find and a must-do experience for endurance athletes, from beginners to elites. With our comprehensive toolkit, we create valuable exposure for your race, putting it in front of athletes who are actively searching for events.

## REGISTER: OFFER A SIMPLE PATH TO MAXIMIZE ATTENDANCE.

Athlinks Services offers an incredibly streamlined and simple registration path, guaranteed to get more athletes to your 'Thank You' page. No matter the sophistication of your marketing, one too many clicks can cause an interested athlete to delay—or even avoid—registration. Our streamlined platform means athletes spend less time navigating the registration process, and more time preparing for and enjoying the actual race experience.



## TRAIN: HELP ATHLETES TO ARRIVE AT YOUR START LINE FAST, FIT AND HEALTHY

Some of your participants will be seasoned endurance sport veterans; others will be excited rookies. But not everyone will be entirely comfortable and confident with what it takes to reach the start line, much less the finish. To help make athletes of all levels feel as welcome and prepared as possible, Athlinks Services offers a wealth of information and resources.



## PARTICIPATE: CREATE AN EXPERIENCE YOUR ATHLETES WON'T FORGET.

Race day is the pinnacle of everything we do here at Athlinks Services; it's the day we all work, dream, and design our industry-leading products for. With the same passion as athletes preparing for an event, we're devoted to creating sophisticated yet simple-to-use solutions that enhance race day for everyone. Our cutting-edge technology provides your athletes, spectators, and staff with the best event experience possible—period.



## CELEBRATE: PROVIDE EASY-TO-SHARE RESULTS, PHOTOS, AND VIDEOS.

Your event doesn't end at the finish line. Completing any type of endurance event is an amazing accomplishment, and it's always something worth celebrating. That's why Athlinks Services makes finding and sharing participants' results, photos, and videos as easy as possible, and offers a social forum for athletes to connect with like-minded friends and fellow participants. With Athlinks Services, your participants will savor their race experience and results as lasting—and share-worthy—memories.

