

Thank you for asking about our Virtual Race Promotion Service. We would love to help you create a profitable event and make the designing, promotion and holding of the event a LOT easier on you!

With our Virtual Race Promotion Package, you get all the things that you would get if we actually timed the race EXCEPT the timing. That includes:

Race Design Assistance:

- Unlimited phone & email consulting on race issues; design, scheduling, pricing, awards, course selection, etc.
- Templates for designing a race application, a sponsorship campaign & tracking entries; each a HUGE time savers!
- Online registration set-up for payment via credit card at no cost to you and with us doing all the setup.
- Free review of your race application/brochure before it goes to print to detect things that may hurt the race's marketability or administration.

Result Service:

- Do a one-time (no revisions) posting of the results on pretzelcitysports.com-displayed there for the next 3 years. Results should be sent in excel EXACTLY as you want them published.

Race Promotion: (upon request and if needed materials are supplied by the race):

- Provide you a "snail mail" list of runners in your area, including how often they race, from our 80, 000+ runner list.
- Send 2 free eBlasts about your race that you provide to the **33,000+ runners** on our email list.
- Display your race application, upon receipt, at the over **400 events** a year that PCS times.
- Add your basic race information to PCS's online calendar; **over 3/4 of a million visitors to site annually.**
- Post your race application form on PCS's online Race Application page for runners to see and download.
- Highlight your race the last 2 weeks before race day in PCS's weekly Run Update to **33,000+ runners.**
- Provide you addresses for approx 100 running stores, run clubs & run periodicals so you can notify them about your race.

Things referenced above such as our templates, mailing lists, eblasts services, online registration setup and race application review are especially valuable to a novice race director. They can save you a TON of hours and prevent you from making a critical mistake in the design or holding of your event.

If you have any questions after you review this information that can easily be answered by email, I can be reached at rhornpcs@aol.com. If your questions are more complex or more open-ended (i.e. "what do I do first"), as I indicated, it is best that you contact me by phone at 610-779-2668. I am in the office all weekday mornings from 8 AM till 1 PM and most afternoons, evenings and weekends too since I work from my home.

Cost of our Virtual Package:

The cost of our virtual package depends on whether you do your online registration thru us or not. If you DO have us administer it, then the cost is **\$75**. If you do not have us administer it or do not offer online registration, then the cost is **\$125**. **The \$75 fee assumes that there will be a minimum of 20 online registrants. If there is not, you will be billed the \$50 differential after the fact.**

How to Proceed:

- 1) Send us a two sentence email to rhornpcs@aol.com that says "I want your assistance on our virtual race (race name) to be held (date) at (location it would be if it were real or your office location). If the virtual run is to be held on a time period rather than a specific date, send that instead.
- 2) We'll send you a request for additional information so we know more details about the event and your organization. At that same time, we'll send you a document that covers some of the things you'll want to consider before designing your virtual event. We'll also send you a URL where you can pay the appropriate fee.
- 3) Go to that location, pay the fee and then send us an email at rhornpcs@aol.com telling us that you paid it; we do not check that online location every day.
- 4) Once we hear that it is paid, we'll send you all the tools that you get. Then, once your race app is done, send it to us so we can post it and set up online registration

IMPORTANT NOTE: If, during this whole process, you email us and do not hear back from us in 3 business days, CALL US at 610-779-2668. We WISH that we would get every email that is sent to us but email, just like the US Mail, doesn't always get to where it is intended.

We look forward to helping you generate income for your organization during these trying times!

Ron Horn
Pretzel City Sports