



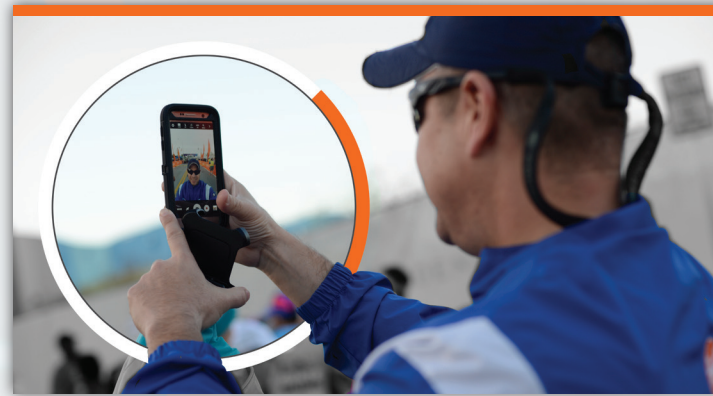
# DISCOVER: HELP ATHLETES FIND YOUR EVENT

One of the most important elements of hosting an event is promotion. It's the difference between a sold-out race and wondering why no one showed up. With plenty of positive marketing and exposure, you're practically guaranteed a great crowd at your event. But how do you go about making sure the right audience of athletes discovers your race?

## THE TOOLS YOU NEED TO TALK TO THE ATHLETES YOU WANT

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. You'll enjoy:

- Direct access to our database of over 650,000 athletes
- Custom event landing pages on [athlinks.com](http://athlinks.com)
- Athlinks mobile app
- Social promotion tools
- Cross-promotion on multiple platforms



## TAKING IT SOCIAL MAKES IT SUCCESSFUL

Our social promotion tools and referral codes help you create and track incentives for your athletes to organically spread awareness of your event and drive registration across their own networks. With Athlinks Services social promotion resources, you'll be able to:

- Recruit race ambassadors
- Reward ambassadors with discounts based on the number of referrals they generate
- Reward "social butterflies" that regularly post about their preparation and their positive experiences at your event
- Measure the success of your contests and incentives
- And much, much more!

Too much work goes into planning an event to let it go unnoticed. Visit X URL today to learn more about Athlinks Services and experience the joy—and ROI—of DISCOVERY.

