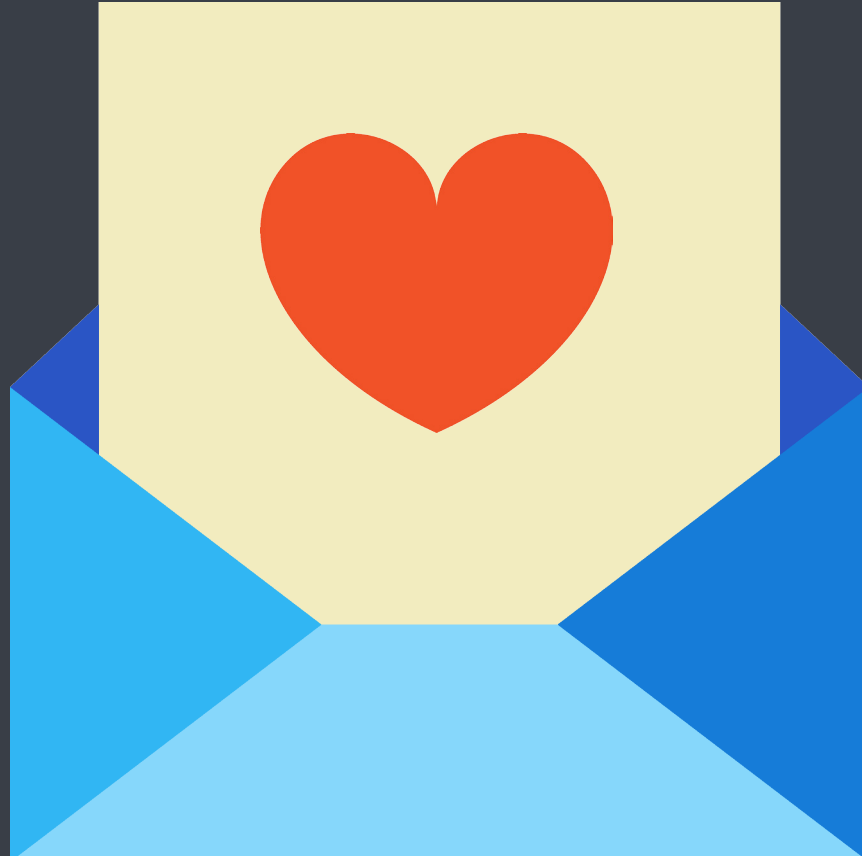


# Five Event Emails



Steal these emails from us.  
Save time and make more money.

FROM YOUR FRIENDS AT





## Email # 1: Exclusive Invite

**What It's For:** Send the exclusive invite to recurring attendees to generate recurring attendees and get some of those early sign ups.

**Don't Forget!** Proofread the email and make sure you replace any content in brackets with your own information.

To: [theiremail@domain.com](mailto:theiremail@domain.com)

Subject: [\[EVENT NAME\]](#) is Back [\[DATE\]](#) and You're Invited!

You are part of our exclusive early invite list!

We know you love to challenge yourself. The problem is, races can be pricey. We feel it doesn't have to be this way, which is why we are inviting you to a time sensitive, limited offer.

Event Date: [\[EVENT DATE\]](#)

Event Time: [\[EVENT TIME\]](#)

Event Location: [\[EVENT LOCATION\]](#)

An event that puts you first. Here is how to get in! Sign up, show up and feel like a million bucks for having this accomplishment under your belt.

Use the code below to snag your discounted entry. Remember how much fun you had last year?! Don't miss out on this great deal, as it expires in [\[# OF DAYS\]](#) days.

Click here and use code: [\[ENTER COUPON CODE HERE\]](#)

Relive the fun by scrolling through the photos below. If you look closely, you might even find yourself in some of the photos!

[\[INSERT PHOTOS WITH LITTLE SUBTITLES BELOW\]](#)

Click here [\[Make 'here' a hyperlink to your registration form\]](#) in the next [\[# DAYS\]](#) and use code: [\[COUPON CODE\]](#)

We look forward to seeing you there! You are what makes this event great!

[\[YOUR NAME\]](#)

[\[YOUR EVENT/ORGANIZATION NAME\]](#)

[\[WEBSITE\]](#)



## Email # 2: Follow Up to Non-Sign Ups

What It's For: Encourage any of the procrastinators to sign up

**Dont Forget!** Proofread the email and make sure you replace any content in brackets with your own information.

To: theiremail@domain.com

Subject: Over [# OF PEOPLE REGISTERED] of registrations are already gone! Secure yours before we have to close early ticket sales!

This exclusive discounted entry is almost over! Don't be the one who misses out on this year's [EVENT NAME] happening on [EVENT DATE] at [EVENT LOCATION].

In addition to the discount, we'd love for you to also enjoy [INSERT SOME FUN FEATURES, ATTRACTIONS, FEELINGS OR BENEFITS OF ATTENDING].

Click here [MAKE 'here' A HYPERLINK TO YOUR FORM] in the next [# OF DAYS] days and use code: [COUPON CODE]

You are going to leave this event feeling exhausted, but so fulfilled and accomplished. Your friends will admire you for having completed [EVENT NAME] more than once!

Click here [MAKE 'here' A HYPERLINK TO YOUR FORM] in the next [# OF DAYS] days and use code: [COUPON CODE]

We look forward to providing you with your next accomplishment!

[YOUR NAME]  
[YOUR EVENT/ORGANIZATION NAME]  
[WEBSITE]



## Email # 3: Thank You For Signing Up

**What It's For:** Build rapport and bring value

Include any sponsor offers.

**Don't Forget!** Proofread the email and make sure you replace any content in brackets with your own information.

To: theiremail@domain.com

Subject: Congratulations on Registering For Your Next Race - [EVENT NAME]

You took the first step of signing up for [EVENT NAME]. Now prepare to show up and complete the race so you can receive your awesome finisher's t-shirt.

When you rock your finisher's tee, friends, family, co-workers and people around town will surely admire you and see you as an athletic inspiration.

In order to help you achieve the goal of finishing, we'd like to provide you with [LIST OUT TIPS, TRAINING PLANS, OFFERS FROM YOUR SPONSORS]

Enjoy! We look forward to cheering you on as you crush [EVENT NAME]. See you [EVENT DATE] at [LOCATION].

[YOUR NAME]

[YOUR EVENT/ORGANIZATION NAME]

[WEBSITE]



## Email # 4: Reminder of Event

**What It's For:** Equips registrants with FAQs so they can have a good experience and lowers customer support emails.

**Dont Forget!** Proofread the email and make sure you replace any content in brackets with your own information.

To: theiremail@domain.com

Subject: You Ready For [EVENT NAME] in [# of DAYS]?!

Over [# OF PEOPLE] have successfully crossed the finish line. Now it's your turn. You've prepared and put in the hardwork and now it is about to payoff. [EVENT NAME] is about you and the community of amazing runners who have set out with a common goal.

Since we are an event who puts you first, we would like to provide you with some race day tips and info to help make it your next great success!

[DATE/START TIMES]

[DIRECTIONS]

[PARKING]

[CHECK-IN / RACE DAY REG / PACKET PICKUP]

[GEAR CHECK]

[STARLINE]

[THE COURSE / AID STATIONS / SPECTATOR SPOTS]

[SCHEDULE OF THE DAY]

We are thrilled to watch you come and crush it! Please feel welcome to contact us with any questions [CONTACT INFO]. In the meantime, taper well, stretch well, rest well, hydrate well.

See you race day!

[YOUR NAME]

[YOUR EVENT/ORGANIZATION NAME]

[WEBSITE]



## Email # 5: Post Event Email

**What It's For:** Thank them and invite them back for next year.

**Dont Forget!** Proofread the email and make sure you replace any content in brackets with your own information.

To: theiremail@domain.com

Subject: You Did It! - [EVENT NAME] Recap & Photos

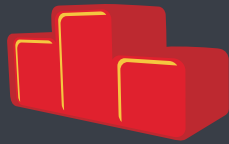
Way to go! You did it! Our team is proud of you, as we are sure your friends and family are as well. As our gift to you, we invite you to enjoy the photos of the day below.

Since the main focus of the day is you, we welcome your opinion on how [EVENT NAME] can be better for you next year. Simply click here to share your opinion. [MAKE 'here' A HYPERLINK TO A POST EVENT SURVEY].

[LIST SOME PHOTOS OF THE DAY AND CAPTIONS, THEN LINK TO YOUR WEBSITE WHERE THEY CAN VIEW ADDITIONAL PHOTOS]

We look forward to cheering you on next year!

[YOUR NAME]  
[YOUR EVENT/ORGANIZATION NAME]  
[WEBSITE]



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*[www.RedPodium.com](http://www.RedPodium.com)*

*888-552-1362*

*[sales@RedPodium.com](mailto:sales@RedPodium.com)*

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