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Referral Rebates

One of the best ways to promote your event is to have your participants spread the word to others for you. Few marketing strategies are as personal and as effective as word-of-mouth marketing.

We are very excited to release the Referral Rebate tool, which will make it easy for your participants to promote your event to their family and friends.

This new feature offers a financial incentive for your registrants to promote your event. You can set rebates that registrants will receive on their registration fee for referring specific numbers of new registrants. Registrants who refer the required number of new registrants will automatically receive the corresponding rebate.

Flexible Referral Rebate Strategies

Encourage your registrants with tiered-rebate incentives to promote your event to their friends and family. The more people they refer, the higher the rebate they will receive.

Referral rebates can be a dollar or percentage rebate on the registration fee.

Example:

For referring 10 people to the event, the participant is rewarded with a 10% rebate on the registration fee. If the participant refers more people (say another 20), then the rebate increases to 15%.

Allow Registrants have the option to pay via and register later during mobile registration

Referral rebate

A registrant can invite participants via a referral link. If there are required number of fully-paid registrations completed via the referral link before the registration is closed, then the registrant will receive the referral rebate at the configured rebate time.

Create a referral rebate No Yes

Rebate type * Flat amount

Rebate rules * Set the number of registrants that must be referred to receive the discount of a rebate level

referrals or more

USD amount discount

[+ Add another rule](#)

Refund date *

[Back](#) [Save & continue](#)

Thank you! Your transaction is complete.

YOU WILL RECEIVE A CONFIRMATION EMAIL SHORTLY. [Print](#)

More People = More Fun

Get up to a \$35.00 rebate on your registration by sharing with your friends! The more people who register with this link, the bigger the rebate gets for everybody. Here's your referral link:

<https://endurancevip.qa.aw.dev.activenetwork.com/event-reg/select-race?e=15390251&rc=X-1NJLKMQQJW>

[Share](#) [Tweet](#) [G+](#) [Email](#)

Automatic Referral Management and Rebate Issuance

After you have set up your referral strategy, the only thing you need to do is to wait for your registrants to bring you new registrations and revenue. You don't need to manually track any referrals or issue any rebates.

On the rebate issue date (which you set), our referral system will automatically calculate the rebate due for each qualified participant based on your referral strategy. Then, within five days, participants will receive their registration fee rebates.

We will hold back the maximum potential rebate amount (as set in your referral strategy) until the rebates have been issued. The difference between the held-back and issued rebate amounts will be returned to you in the next remittance period.

Easy Event Referral by Participants

Participants can refer the event to others just by sharing their referral link.

For example, if Sam is registered for your event and shares his referral link with his friends (direct referrals), then any friends who register will count as Sam's referrals.

And if any of Sam's friends then share Sam's referral link with their friends (indirect referrals), then all those registrations will also count as Sam's referrals, even if a whole team registers using Sam's referral link! If Sam's rebates exceed one of the rebate thresholds you defined, all of Sam's referrals will receive a referral rebate within five days of the rebate date.

Participants will see their referral link and your referral rebate targets on the checkout page and in the registration email. They can easily copy and share the referral link via Facebook, Twitter, Pinterest or email.

Participants can check their referral progress at any time on My Events.

[4 ways to use referral rebates.](#)

MY EVENTS

SIMPSONS THEME RUN

INDIVIDUAL

Date August 31, 2016
 Category Running-5K - Individual Age group/open

[View my registration](#)

Referral rebate = \$ 0.00
 1 referrals made; 9 more to go!

\$ 0.00 off
\$ 20.00 off

Refer your friends

Share your [referral link](#) with your family and friends. You can get a \$ 20.00 rebate from 10 to 19 referrals, \$ 15.00 rebate from 20 to 29 referrals, \$ 35.00 rebate from 30 or more referrals. Referral rebates will be refunded on August 28, 2016. All your referred participants will use your referral link to invite others.

<https://endurancevip.int.aw.dev.activenetwork.com/event-reg/select-race?e=563265>

Share
 Tweet
 Email

CLAIM REGISTRATION

To avoid overwriting the participant record, do not claim another person's registration.

Registration number

TIPS

Can't find your event? It might be listed with one of our [other products](#).

Bookmark this page to make it easier to find in the future.

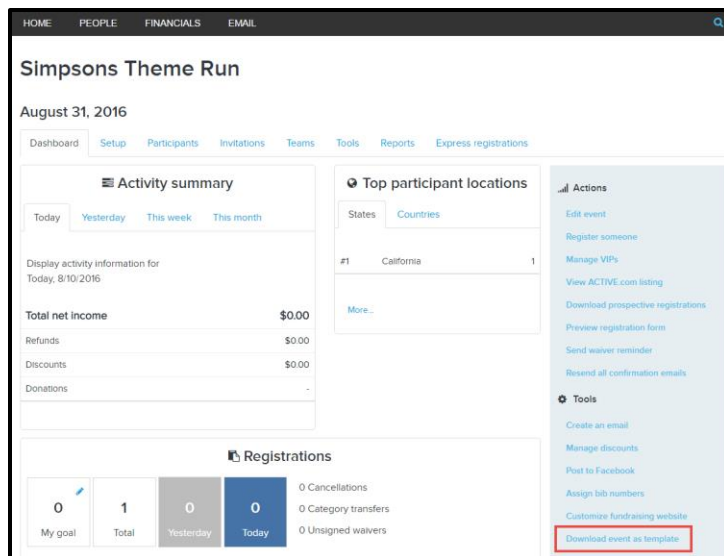
Copy Events Across Agencies

Here's a useful new feature for organizers with multiple agencies:

In the past, for similar or duplicate events in different agencies, you had to manually set up every little detail for each event in each agency.

Now, you can copy an event from one agency to another by downloading the event template and then uploading it to another agency.

[Reach out if you need a little help copying.](#)

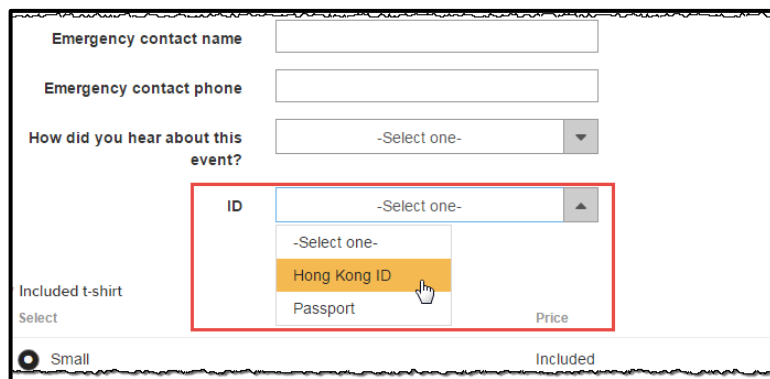


Hong Kong Market Support

As a step towards improving our support of event organizers in Hong Kong, ACTIVEWorks Endurance now accepts Hong Kong ID numbers as a mandatory question on the participant registration form.

With this feature, event organizers in Hong Kong will be able to ensure that the Hong Kong ID numbers provided by registrants are valid.

[Let us know if you have any Global support needs.](#)

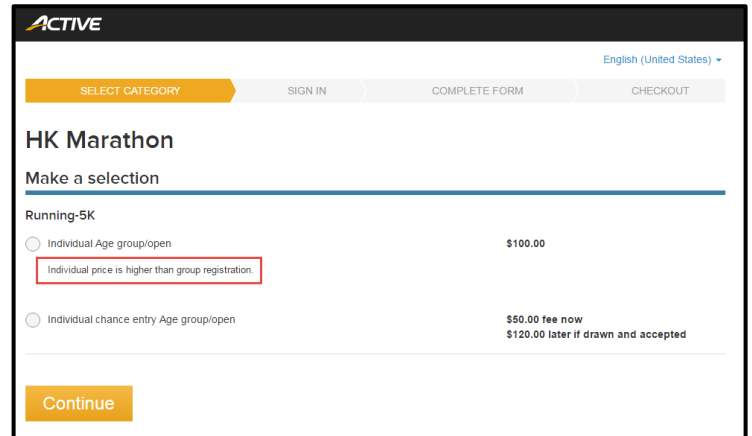


Price Category Descriptions for Registration

Do your participants have difficulty telling the difference between the unique price categories you've created for them? Now, in addition to the category name, you can also add a short description to each price category to help participants identify the best registration for them.

Just another small feature that makes it much easier for participants to register for your events!

[Contact Your Account Manager with any questions.](#)



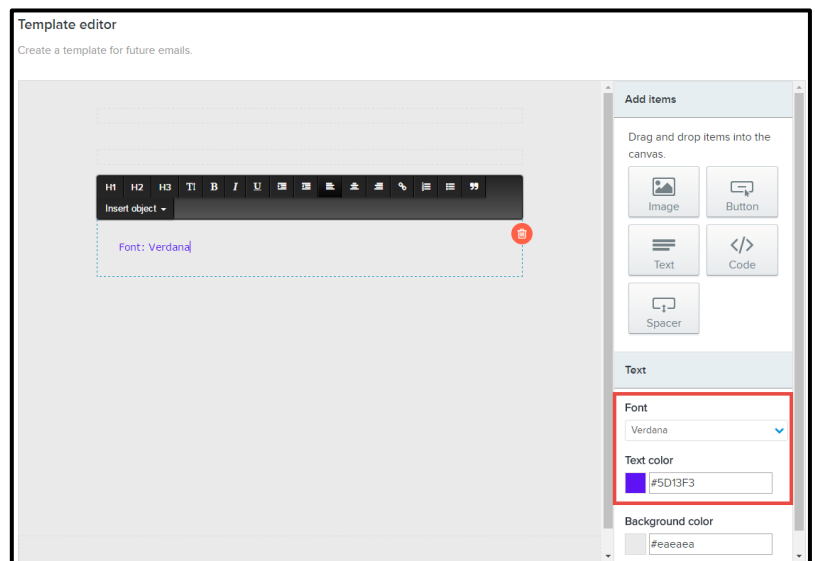
Define Font and Text Color in Emails

Do you find black and white, plain text emails dull and uninspiring? So do your participants!

Stand out from the crowd and grab your participants' attention using the new email tool in ACTIVEWorks Endurance.

Customize email text fonts and colors to match your organization's style.

[Additional help articles for the email tool.](#)



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About ACTIVE Network, LLC

ACTIVE Network, LLC is a technology and media company that helps millions of people find and register for things to do and helps organizations increase participation in their activities and events.

For more information about ACTIVE Network, LLC products and services, please visit ACTIVEnetwork.com.

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