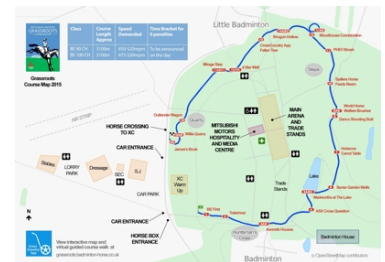# How Event Organisers can benefit from CrossCountry App

Your cross country course is both your biggest expense and your biggest attraction. CrossCountry App helps you manage it, widens your audience, deepens appreciation and prolongs sponsor promotion.

A single accurate, intelligent and attractive map is created quickly and easily for officials, riders, volunteers, paramedics, sponsors, spectators and media.

Courses are recorded using an iPhone or iPad running CrossCountry App software, by the Course Designer, TD/TA, event assistant, coach or volunteer.

EFFICIENT PROJECT MANAGEMENT

- Aid communication between the course designer, builder and the event organising team.
- All share a common picture, which remains private until you are ready to publish
- Create maps for program and riders

PROMOTION

- Showcase your cross country course on your own website and others
- Achieve wider media coverage for your event and your sponsors

"It may not be long before we see multi-media packages from events being produced, much like press releases, to serve an increasingly under-resourced equestrian media. This, I believe, has the potential to draw in new fans if done well, as the material's exposure is sure to extend beyond horse-related websites".
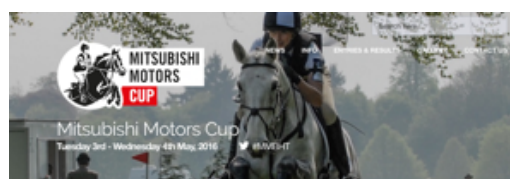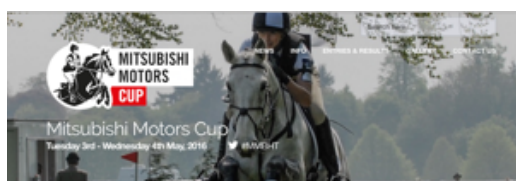
Neil Clarkson, horstalk.co.nz

- Highest quality maps for online and programs
- High quality satellite background, photos of fences from all angles
- Much more dynamic than Facebook or static photos
- Audio for spectator engagement - plan their xc day and enjoy it more
- Additional long term promotion of sponsors which you can on-sell
- Attract riders and spectators to your event
- Encourage safer and better riding – riders are more prepared

ENGAGE ONLINE AUDIENCE

CrossCountry App map with photos and audio from Yogi Breisner embedded in the Mitsubishi Motors Cup website

ONLINE PUBLISHING IS FREE

We also provide additional services such as sponsor branding or annotating maps with venue specific information.

We are truly innovative in our thinking and are creating more exciting tools. We especially welcome feedback and suggestions on how we can improve the lives of course designers, officials, organisers and riders.

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www.crosscountryapp.com/organise