



Course Promotion Kit

Tips & Resources for promoting
your courses

1st March, 2022

jose.diacono@crosscountryapp.com

+61 418 224 081

Dear Organisers,

Thank you for creating courses with CrossCountry App and CrossCountry Toolkit. Publishing your courses will help you boost the profile of your event and sponsors. It encourages entries, entertains online fans and attracts spectators. To help your event get maximum exposure from your cross country courses, we have created these resources to make it easy for you to promote your courses. If there is anything missing please get in touch and we will add it in.

Happy eventing!

Helen and Jose from the CrossCountry App team

Promote your Courses Checklist

- Send an email to competitors before the event **P3**
- Print posters **P4**
- Share courses on Social Media **P5**
- Embed courses in your event's website **P7**
- Ask our team to send an in app notification **P10**

1. Pre Event Email

Send an email out to competitors in the lead up to the competition as soon as the courses are published. Email has proved to be the most effective way of informing riders.

Dear Riders

Digital cross country maps for this weekend are available on CrossCountry App.

Remember you must always check the official map and optimum time at the event and walk your course as presented.

1. Download CrossCountry App for iPhone and Android free [here](#).
2. Open CrossCountry App and search for the event
3. View or download your course to see the interactive map with jump markers and minute markers

Courses can also be viewed online at www.crosscountryapp.com/courses.

2. Poster

Print out and display a poster at the event office or start box.

A4 Poster

Colour Background

[Download Poster](#)



A4 Poster

White Background

Good for printing if you're short on ink

[Download Poster](#)



3. Share your courses on Social Media

Posting photos and linking to the courses in the lead up to the event increases engagement and anticipation.

Share your event page with multiple courses

CrossCountry App event pages show all the courses from a single event.

1. Go to toolkit.crosscountryapp.com > tap on the event > tap share

Tip

You can now share a course directly to social media from CrossCountry App 2!

Share a single course

Share a direct link to the course.

Go to toolkit.crosscountryapp.com > tap on the event > tap on the course > tap share > Tap the Facebook or Twitter icon

Or share a course directly from CrossCountry App 2 on iPhone or CrossCountry App on Android

Tip

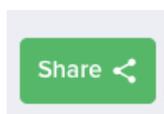
Share a link on your Instagram story by using a 'link' sticker. Tag us @crosscountryapp !

4. Embed in your event's website

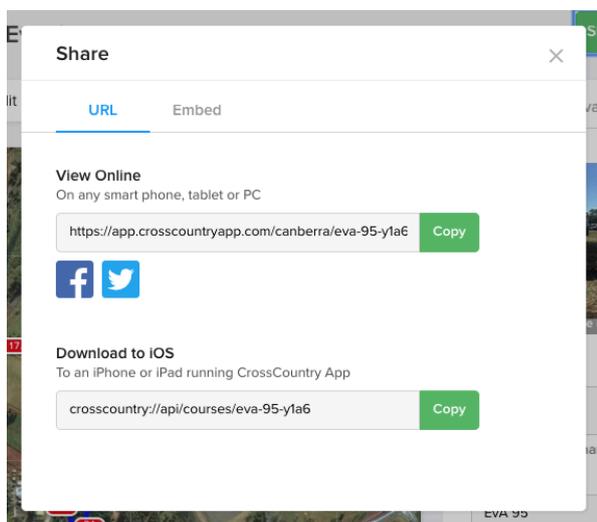
Embed the maps in your event's website or link directly to each map from your website.

Here's how

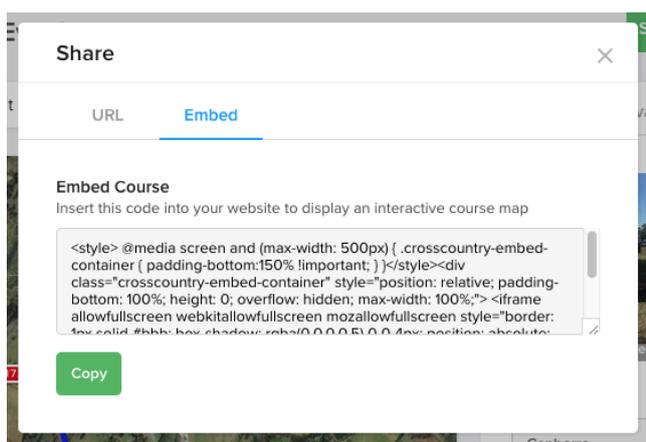
1. Open the Toolkit (toolkit.crosscountryapp.com) > Tap on the event > tap on the course > Tap the share button



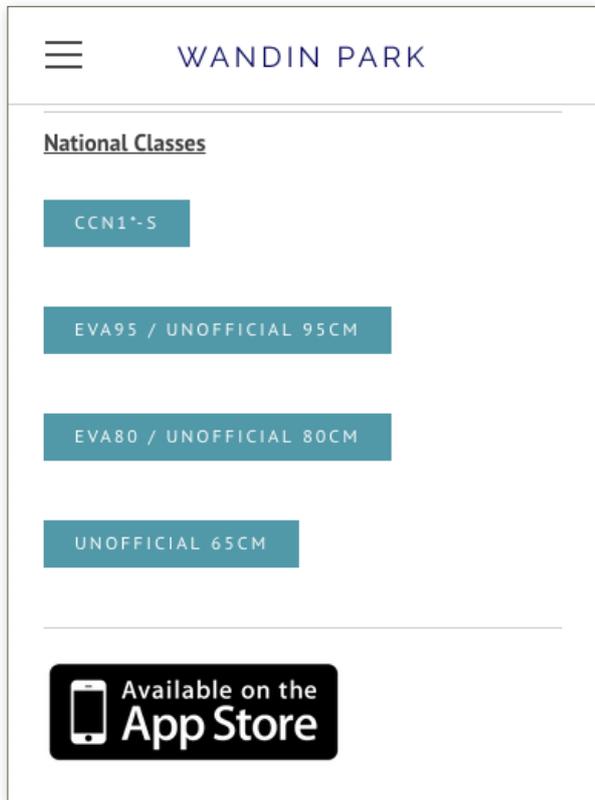
2. To link up buttons on your event website to each course, tap copy beside the 'View Online' link



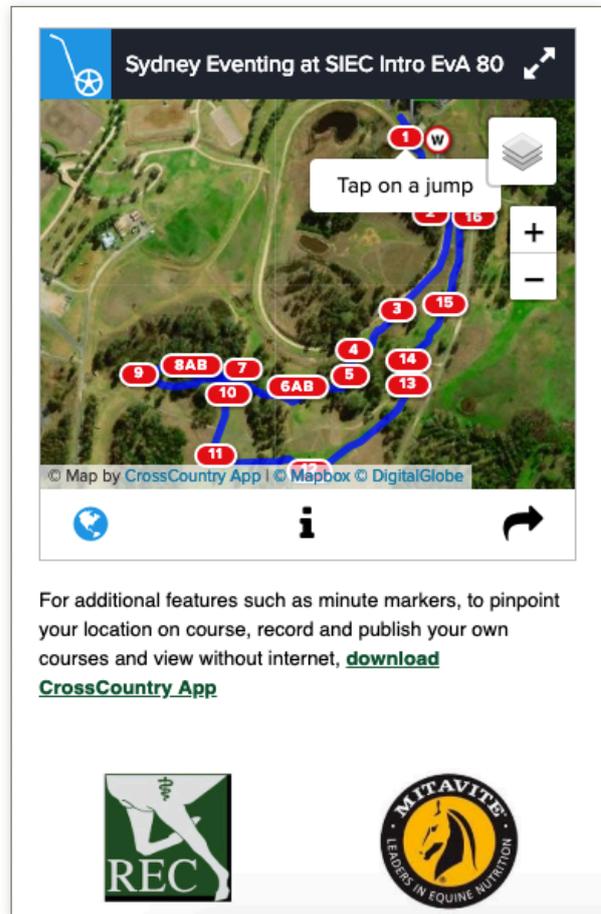
3. To embed the maps in your website, tap embed > tap copy



Embedded Website Examples



Wandin Park have linked up buttons for each course to the individual courses.

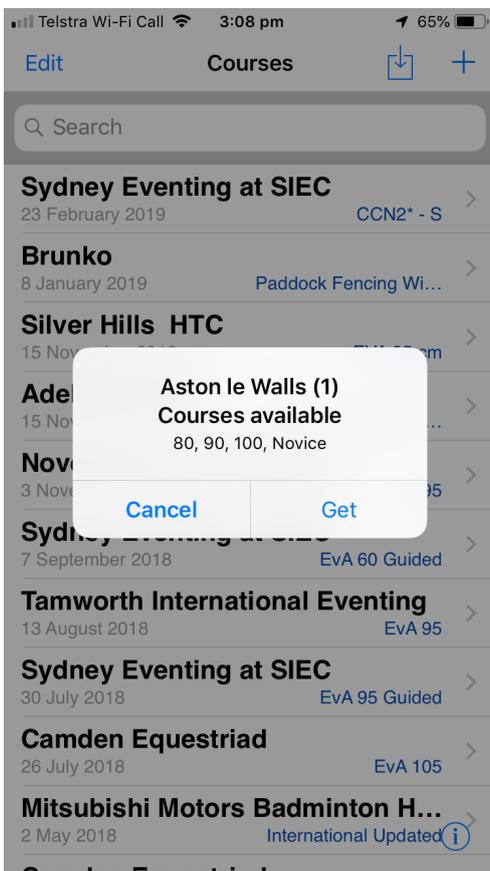


Sydney Eventing have embedded the map in their website

5. Location Based Notification

The CrossCountry App team can make a location based in-app notification. The way this works is riders will receive a notification when they open CrossCountry App at the event venue alerting them that courses are available to download.

How to do it



Currently, only the CrossCountry App team can create in-app notifications. If you would like an in-app notification for your event please email

jose.diacono@crosscountryapp.com several days in advance.