

ONLINE ENTRY SYSTEM



**more dirt**  
ONLINE MOUNTAIN BIKE MAGAZINE

## INTRODUCTION

Exciting news....More Dirt has teamed up with DigiTickets - the UK's leading ticketing software, to deliver an unrivalled solution for managing your MTB event registrations!

With a simple, stress-free, hassle-free solution, you can take payment for your event entries online, collect rider entry information, streamline and seamlessly manage the whole process on the day of your event, and have access to a wide range of reports and information following the event.

You'll also receive extensive coverage and promotion of your event on [www.moredirt.com](http://www.moredirt.com); where more than 50,000 MTB riders have made their online home.

As well as banner adverts, you'll also get a featured entry on the events listings section, and promotion within our regular newsletters.

**Richard Booker**  
Co-Founder

SET YOUR  
EVENT UP FOR  
**FREE!**



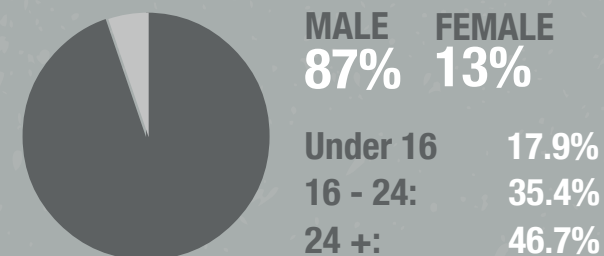
Best of all, it's all **100% FREE** for you to use!

## TRAFFIC & AUDIENCE

Avg Unique Visitors: *	60,826
Avg Pageviews: *	350,066
Avg Pages per visit: *	5.71
Avg Time on Site: *	3:22
Member Profiles:	50,000+

\* Average monthly stats

## GENDER & AGE GROUPS



## SOCIAL REACH

Facebook:	22,865 Weekly Reach
Twitter:	2,498 Followers

**Note:** All figures related to impressions are correct at the time of going to press.



## FEATURES

Check out some of the features available to you below:

- \* Set up your own events and be selling entry entries within minutes.
- \* More than 50% of people register to events using a smart phone. Take advantage of the UK's only fully mobile entry system dedicated to the MTB industry.
- \* Get free promotion on More Dirt to drive additional awareness of your event.
- \* You own the customer data, so you can build up your own email list and customer database.
- \* Get access to our comprehensive reports, telling you everything you need about about who's coming to your event, which previous events they've been to, where they are based and anything else that you want to know!
- \* Either print a list of rider entries on the day of your event, or manage the whole process on your phone; your choice!
- \* Check riders in on the day using our fast track barcoded race entry, telling you who's arrived and who's left to register in real-time
- \* Tired of waiting for your money until your race has passed? We don't blame you! Get paid up front at the point that riders register!
- \* Get 24/7 support from our UK-based team. All the support you ever need, when you need us.

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- \* Pre-build templates for rider insurance documents and other legal agreements, so you can be assured of complete peace of mind.
- \* We take responsibility for your bank security, data backup, and customer data so that you can focus on organising your event.
- \* It's **100% FREE** for you, and always will be. Riders are charged a nominal booking upon entering a race to cover our costs, and all revenues raised and re-invested back into the More Dirt MTB community.

*“The online ticketing system is working extremely well for us and has opened up avenues that had previously been completely untapped”*

*“Thank you so much, you've far exceeded my already high expectations.”*

*“Thank you for all your help getting us up and running. You have been amazing! The Unsurpassed customer service and response you have provided us is very appreciated!”*

*“Working with DigiTickets has been a breath of fresh air. We've been growing our business organically from scratch and with such a dependence on the Internet needed expertise. In such a competitive market we really appreciated this level of expertise and support. Thank you!”*

*“Working with you guys is more akin to working with a colleague - collaborating to get the job done well, rather than getting a supplier to do a job for you. You've been careful, thorough and reliable and have a wealth of experience and expertise. We have been very impressed with your 'can-do' attitude and flexibility. Lastly, we value the personal attention and good humour that they bring - and deliver excellent results however challenging the timelines!*

## WHY OFFER ONLINE EVENT REGISTRATIONS?

- \* Improve cash flow by receiving full payment in advance.
- \* Generate rider entries any time of day or night.
- \* Zero paperwork for you!
- \* Capture rider data and build an enewsletter list to promote future events.
- \* Streamline on the day race management

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## WHY USE MOREDIRT & DIGITICKETS?

More Dirt was founded by riders for riders. We are, and have always been, passionate about our industry. Our mission over the past 10 years has been to build an online home for riders to connect with like-minded people, share their experiences and stories, plan their next MTB adventure and be part of a community.

DigiTickets shares the same ethos as More Dirt. Since formation, innovation and passion for our industry has been at the heart of the company. This focus on a great product and great service has earned us many recommendations from existing customers using the software and we've grown to support many hundreds of event organisers with the software now processed thousands of event registrations per week for our customers.

Over and above anything else, we're a friendly and proactive team that's passionate about what we do. We believe that this partnership offers a perfect solution for both you, the race organisers, as well as the riders themselves to make the whole process of managing event registrations easy and hassle-free for everyone involved.

## FIND OUT MORE....

We would love to show you a demo of the event registration software to demonstrate the ease of the software and the array of features available.

Please call us anytime on **01392 826980** and we'll be happy to help.

**Alternatively, please visit:**

[www.moredirt.com/events](http://www.moredirt.com/events)

or

[www.digitickets.co.uk](http://www.digitickets.co.uk)