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USA Triathlon Membership Changes

January 11, 2024

Agenda

- New Membership Products & Why (USAT)
- What Race Directors Need to Do (RSU)
- Demo (USAT + RSU)
- Timelines

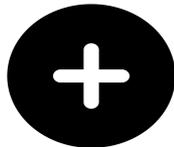


Why the change?

- USA Triathlon **must stay viable** for long-term future of sport
- *No price/product changes since 2015/2016*
- Landscape and buying habits, expectations, and constituent needs has changed greatly
- Need to consider important Race Director and other constituent feedback and protect/grow our USA Triathlon value proposition that:



Grow the Sport



Add Value

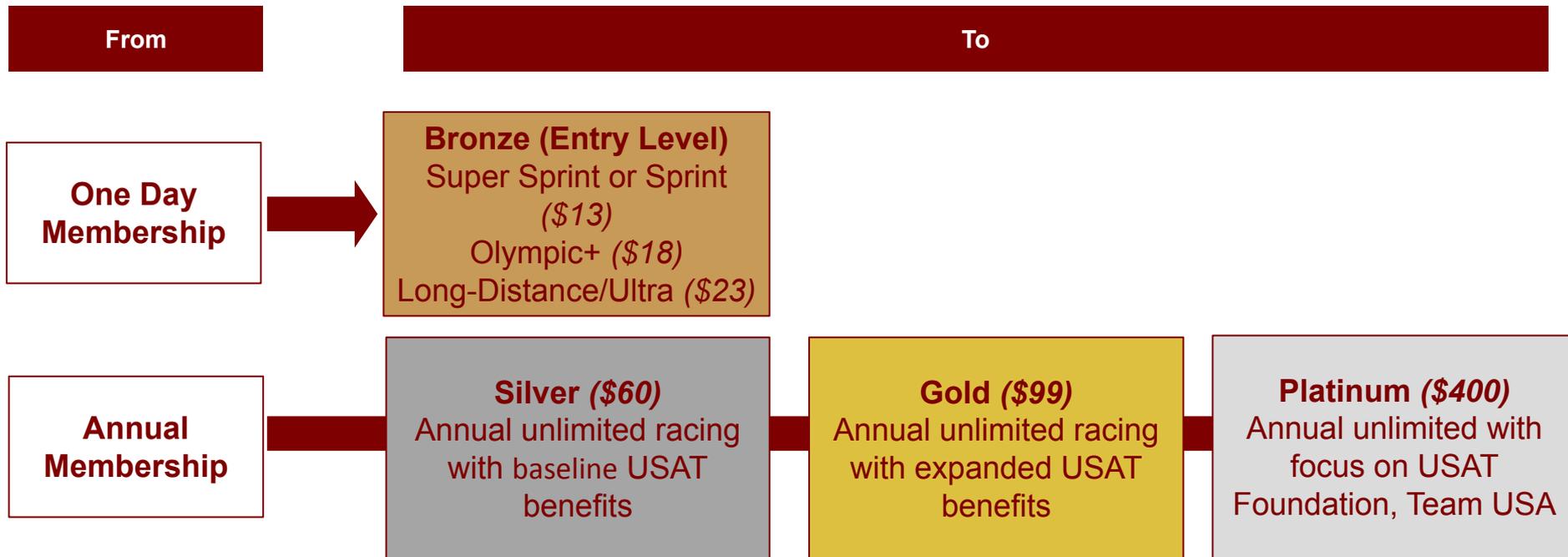


Drive Revenue



Long-term Flexibility

New Membership Product Overview



Types and Distances

Race Types

Triathlon
Duathlon
Aquathlon
Aquabike
Relay
Clinic

Distances

Distance Term	Distance
Short	750m/20k/5k
Intermediate	1500m/40k/10k
Long	1.2mi/56mi/13.1mi
Ultra	2.4mi/112mi/26.2mi

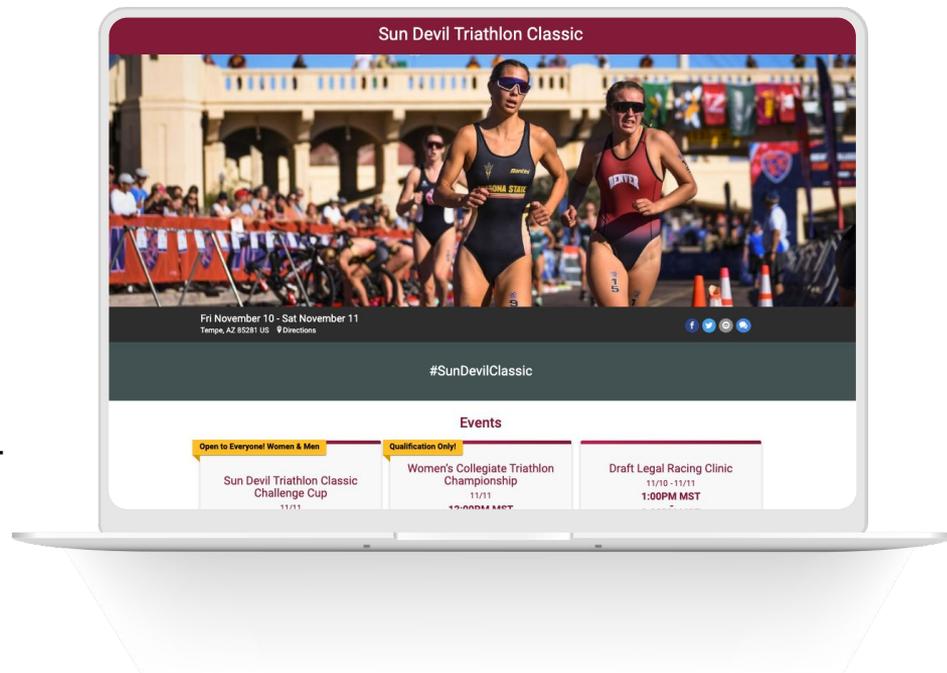
Relay Races

- Need at least one relay race listed on your sanction application
- In registration, link your relay registration
- Individual relay members (who are not annual members) will be charged \$6 per relay leg. If they are an annual member at the time the event takes place no further payment will be necessary.
- Anyone who has already registered for the event will have no additional price changes and will not be impacted, if your athletes have additional questions, they can contact service@usatriathlon.org



Next Steps for Race Directors

1. **In the USA Triathlon Sanctioning System:**
Update your event to ensure they include the correct distances, race types and sanction ID.
(Note, Relay is a new race type)
2. **In the RunSignup Dashboard:** Associate your USAT races with their corresponding RunSignup events.





Terminology



Event = *“The Best Triathlon”*
(Event_ID or Sanction ID)



Race = *“The Best Triathlon”*
(Event_ID or Sanction ID)

Race(s)

Long-Triathlon

Short-Duathlon

Intermediate-Aquabike

Short-Relay

Events(s)

70.3 Half-Triathlon

Duathlon

Aquabike

Tri Relay

 Fun Run



Demo



Q & A



 RunSignup

 TicketSignup

 GiveSignup