



### **Yumigo Basic \$19.95pp**

- ✓ 2x 10% Yumigo event discounts
- ✓ Free entry into Yumigo information/social events

### **Yumigo Supporter \$59.95 (couples \$79.95/family \$89.95)**

#### **Seniors (65+) minus \$10.00 from each amount (singles and couples only)**

*Designed for those who can't/don't run or who run a limited amount of times per year.*

- ✓ One Yumigo head buff and car sticker per two Supporters
- ✓ One commemorative member bib per Supporter
- ✓ 2x 10% Yumigo event discounts per Supporter
- ✓ 50% off Yumigo-branded merchandise
- ✓ Complimentary Personal Accident insurance for each Yumigo event per Supporter
- ✓ Free entry into Yumigo information/social events

### **Yumigo Elite \$79.95 (couples \$109.95/family \$129.95)**

#### **Seniors (65+) minus \$20.00 from each amount (singles and couples only)**

*Designed for the consistent runner and participant in Yumigo activities*

- ✓ One Yumigo head buff and car sticker per Elite
- ✓ One commemorative member bib per Elite
- ✓ 20x Personal drop bag labels per Elite
- ✓ 3x 10% Yumigo event discounts per Elite
- ✓ 50% off Yumigo-branded merchandise
- ✓ 10% off initial consult with Nutrition Strategies per Elite
- ✓ Automatic entry into all Yumigo Strava challenges (a potential saving of \$120)
- ✓ Complimentary Personal Accident insurance for each Yumigo event per Elite
- ✓ Free entry into Yumigo information/social events
- ✓ Half price entry into the Extreme 500 Cup (a saving of \$37.50) per Elite

### **Yumigo Extreme \$99.95 (couples \$129.95/family \$159.95)**

#### **Seniors (65+) minus \$30.00 from each amount (singles and couples only)**

*Designed for the consistent runner and participant in Yumigo and interstate activities*

- ✓ All of Yumigo Elite, plus:
- ✓ 30x Personal drop bag labels per Extreme
- ✓ An exclusive Mekong&Yumigo Member Tech Band per Extreme
- ✓ Complimentary entry into the Extreme 500 Cup (a saving of \$75.00)
- ✓ 10% off Ultra Series WA events
- ✓ 10% off entry into the Stromlo Running Festival (November 25-26, 10k/30k/50k)
- ✓ Discounted entry into selected Trails+ events

## LIMITED OFFERS:

1. REGISTER BY **AUGUST 7 2017** TO GO INTO THE DRAW TO WIN YOUR OWN HANDMADE CERAMIC EVENT BEAD FOR EVERY YUMIGO EVENT THAT YOU COMPLETE WITHIN YOUR FIRST MEMBERSHIP PERIOD. WE HAVE 10 OF THESE TO GIVE AWAY, WITH THANKS TO JEN AT ART BY JEN GREENEKLIEE<sup>1</sup>
2. THE FIRST TEN **SUPPORTER** REGISTRATIONS WILL RECEIVE AN EXCLUSIVE MEKONG&YUMIGO MEMBER TECH BAND<sup>2</sup>
3. THE FIRST 20 **ELITE** REGISTRATIONS WILL RECEIVE AN EXCLUSIVE MEKONG&YUMIGO MEMBER TECH BAND<sup>3</sup>
4. THE FIRST FIVE **EXTREME** REGISTRATIONS WILL RECEIVE A MEKONG ATHLETIC ACTIVE SINGLET OR TEE UP TO THE VALUE OF \$45<sup>4</sup>

**1 Each form drawn counts as one bead offer. However if a couple or family registration is drawn then each person nominated within that form will each qualify for a bead per event that they complete**

**2 One tech band per registration form, not per person nominated on the form**

**3 One tech band per registration form, not per person nominated on the form**

**4 One shirt or tee per registration form, not per person nominated on the form**

**\*\*\*NB. All membership applications made by Dec 1 2017 will be valid up until Nov 30 2018. After that, membership periods are strictly 12 months\*\*\***

**HURRY – THESE ARE INTRODUCTORY PRICES AND ARE VALID ONLY UNTIL DECEMBER 1 2017**

### What is the Extreme 500 Cup?

The Extreme 500 Cup is an annual challenge for runners, whereby a registrant in the Cup completes 500km in racing across a combination of Yumigo and/or Yumigo-affiliated events in any 12 month period.

For example, they may complete the Heysen 105km, the Track 100km, the Cleland 50km, run 180km at the Adelaide 24 Hour, and then complete the Coastal 65km.

The reward for anyone who completes the Challenge is to have their name inscribed on the perpetual cup, and they will be awarded their own commemorative plaque.

The link to the E500 Cup Registration Form is <http://www.cvent.com/d/y5qghl>

## **MEMBER CONDITIONS**

1. Memberships are valid for 12 months from the date of registration.
2. Any event discount cannot be used in conjunction with any other event discount (eg with Volunteer Discount entries).
3. Commemorative bibs are not for use in any running event.
4. "Yumigo-branded merchandise" refers to non event-specific merchandise.
5. The Yumigo Elite and Extreme runner must still register their nomination for Strava challenges via the online form, however they are exempt from paying the entry fee.
6. Membership fees are non-refundable.
7. Discount offers are not transferrable within a couple/family (eg. One member cannot claim 6x 10% Yumigo event discounts in lieu of another member in the same family claiming none).
8. For couple and family rates, each member must be in a valid relationship eg. "friends" is not a valid couple relationship.
9. For Senior couple member discounts, only one member needs to be 65 years of age or over for the discount to apply.
10. Member registrations made prior to December 1 2017 will be valid until November 30 2018, after which date any registrations will be strictly 12 months.
11. The 10% Yumigo event offer begins from the 2017/18 Summer Trail Series. All other offers commence immediately.
12. New-member items will be posted out at the end of every month, commencing from August 30 2017.
13. The prices as listed above are introductory prices only. From December 1 2017 new memberships revert to each price point above, plus \$15.
14. The prices as listed above are the membership renewal prices until further notice.
15. Yumigo, with fair warning and reason, reserves the right to change these conditions.

## **EXTREME 500 CUP CONDITIONS**

1. The 500km must be completed within one continuous 12 calendar month period. The Qualifying Period starts the day the registrant submits their nomination form. To qualify for their discount (where applicable), a Yumigo Member must nominate for the Cup within one month of becoming a member.
2. A registrant's results will be tracked automatically when competing in a Yumigo event. However if they complete an affiliated event they must notify Ben of their result for it to be counted.
3. "Yumigo-affiliated events" does not include events where Yumigo is contracted by a third party to provide event management services.
4. If a registrant enters an event with a time cutoff (such as the Track 100 or Heysen 105) and does not complete the distance within the time cutoff, their distance at the time that the event finishes will count towards their cumulative total in the Extreme 500 Cup Challenge.

5. Similarly, if a registrant has to pull out of an event (due to injury, for example), their distance at the time of their retirement will still count.
6. Any distance calculated in 4. and/or 5. may need to be calculated as close as possible where an accurate spot measure is not available, and must be agreed upon by the registrant and Ben.
7. If a course has to be altered (for example, re-routes that make the Heysen 105 shorter than 105km) the altered distance will apply to cumulative totals.
8. If an event has to be cancelled before it starts, all registrants in the E500 may nominate a similar distance event in the ensuing twelve months to make up for the cancellation. This event may be up to two months past the expiration of the Membership period as stated in Condition 1.
9. The Cup registration fee is non-refundable.
10. Kilometres can be claimed beginning from the 2017 Coastal Challenge 65km.
11. Yumigo, with fair warning and reason, reserves the right to change these conditions.

## Why Should I Become a Yumigo Member?

Entering its 10<sup>th</sup> year of operation in 2018, Yumigo (You-Me-Go) has been steadily growing its event calendar year on year, and now offers what is arguably the most varied trail and ultramarathon calendar in Australia. Venues range from the ovals of North Adelaide to the vast expanse of the Ikara-Flinders Ranges region.

We host ten of our own events, plus we currently work with four other organisations to bring running to the people. These businesses are:

- Royal Australian and New Zealand College of Radiologists
- Zahra Foundation
- Barossa Tourism
- TeamKids (Women's and Children's Hospital)

We also collaborate with other businesses to present the best events that we can, including:

- RunningSA (event insurance)
- First In Sports First Aid
- The Running Company
- Event Strategies (timing)
- Pinsource (medals)
- Prestige Trophies
- Ablaze Print
- K Photography by Karina Cook
- Aimsetters (printing and manufacturing)
- Mekong Athletic

We pride ourselves on our collaborative approach to running; if you have a good idea for an event or a partnership we will always be open to a chat. We know that our business is not actually in events, our business is in relationships. We have a database of amazing volunteers and suppliers that have been instrumental in us being able to offer the services that we do today.

We also talk to Race Directors of other major events interstate, and we are pleased to be able to count them as part of our collaborative network. Their events often set a standard for our own.

To this end, putting on events has never been about putting profit as king for Yumigo. Of course, making money is important, but what is more important is if we think South Australia (or even Australia) needs an event, we will look at how we can make it happen. Some of our events lose money, some make money. For those that are in the red, we are always looking at how we can continue to grow them. We are in this for the long haul and we want to prove why we believe an event is worth the investment.

Building Yumigo from the ground up has taken (and still takes) significant investment. Big ticket items have included our two inflatable arches, a trailer, radios, our professional-looking podium, and website refreshes. We are always looking at how to improve the experience our fabulous runners have at our events.

Funds are primarily raised through our entry fees. We know they can appear expensive to some people (though many more can see past the entry fee to what having the event actually means). Unless you are privy to the facts and figures of the costs of running such a business, it is easy to write the fees off as overpriced.

In 2015-16 we turned a modest profit of around four thousand dollars after tax. Considering no-one in the organisation receives a wage, and the fact that running costs were nearly AUD100,000 (which will be in excess of, for 2016-17) you can quickly see how much we need to raise to keep things going.

Despite this cost though, we are extremely optimistic about our events' futures. We have a great calendar, an enthusiastic band of supporters and volunteers, and no end of runners who seem to quickly forget the pain of the last Yumigo event when they enter the next one.

As with any offer, we want to ensure that you, the Yumigo runner/supporter, come out in front.

Consider our Volunteer discounts – who else offers 50% off entry for volunteers at future events, for just a minimum of four hours of your time? Volunteers get a free Yumigo shirt. There are full event transfer credits, half-price entry offers for ex-entrants, free professional photos at all our events, and a team that never stops working towards making your experience better.

So in answer to the question right back at the very start, you should become a Yumigo member to invest in a business that is putting on events that are high on cost but are also high on memories, in one of the most challenging markets in Australia. We love to run, we love to see people inspired to run, and with your help we will continue to build on what we have until it is the best-known running event management business in the country. Why the best-known? Because, simply, it has the best people and the best events.

**Here is the link to the registration form: <http://www.cvent.com/d/x5qg4x>**

Thanks as always!

Ben