

JINGLE BELL RUN 2017 EXPRESS PASS FAQ

What is the Jingle Bell Run Express Pass?

A \$75 registration option that offers participants additional perks. It's a one-click option for runners that are accustomed to these "VIP" or added-swig registration options at other race events across the country.

What if someone raises \$75, can they get the Express Pass benefits?

Yes, absolutely! We don't want anyone to be left out, but we want to offer the benefits as easily as possible for those runners that want the additional perks but don't want to "fundraise" after registering.

Is there a deadline to register or fundraise for the Express Pass benefits?

Yes.

- November 1st for November events
- November 15th for December events
- Participants that raise \$75 **after** the deadline will still be eligible for the event-day benefits, but will not receive the limited-edition swag.

Why are we offering the Express Pass registration option?

Most JBR participants simply register so they can run in a fun, festive event around the holidays. These participants are more likely to participate in multiple race events during the year where these "VIP" registration packages are offered. They are less likely to fundraise for our mission, but they are likely to sign up for a registration package that offers add-on benefits, much like paying for upgraded seats on an airline or the express line option at a theme park.

Can someone use a discount code on their Express Pass registration?

No. Discount codes will not be allowed on any Express Pass registrations.

What are the benefits for Express Pass registration?

- Express Packet Pickup (or mailed packets, where available)
- Express Gear Check
- Unique race bib
- Additional entries or drink tickets at events with post-race parties
- Limited edition Jingle Bell Run swag (more details to come)

Talking points for the Jingle Bell Run Express Pass

- It's a \$75 upgraded registration package
- You can fundraise to receive the benefits, too
- The deadline for Express Pass benefits is November 15th for December events and November 1st for November events
- Benefits include express packet pickup, gear check, special race bib, and limited edition JBR swag