

WINGS FOR LIFE WORLD RUN

THE DIGITAL STARTER PACK





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DIGITAL... WHAT?

The **Digital Starter Pack** is loaded with freebies, samples, magazines and partner vouchers, just like a real-world starter pack.

The Wings for Life World Run **App Run Event Digital Starter Pack** is for every World Runner to redeem their own vouchers from inside the App.

How to fill your Digital Starter Pack

1. Read this document
2. Sign up **30+ people** for your App Run Event
3. Use your **App Run Event Manager** to open your Digital Starter Pack to add your partner vouchers
4. Your **App Run Event partner vouchers** are available from the end of April

HOW IT WORKS



We want every Wings for Life World Runner to have a starter pack, so with **eventbaxx** we developed a digital one. **That way, every App Run Event organizer can localize it.**

The eventbaxx technology enables **local, national and international Wings for Life World Run event organizers to share relevant, exciting merch with World Runners quickly and easily.**

APP RUN EVENT MANAGER



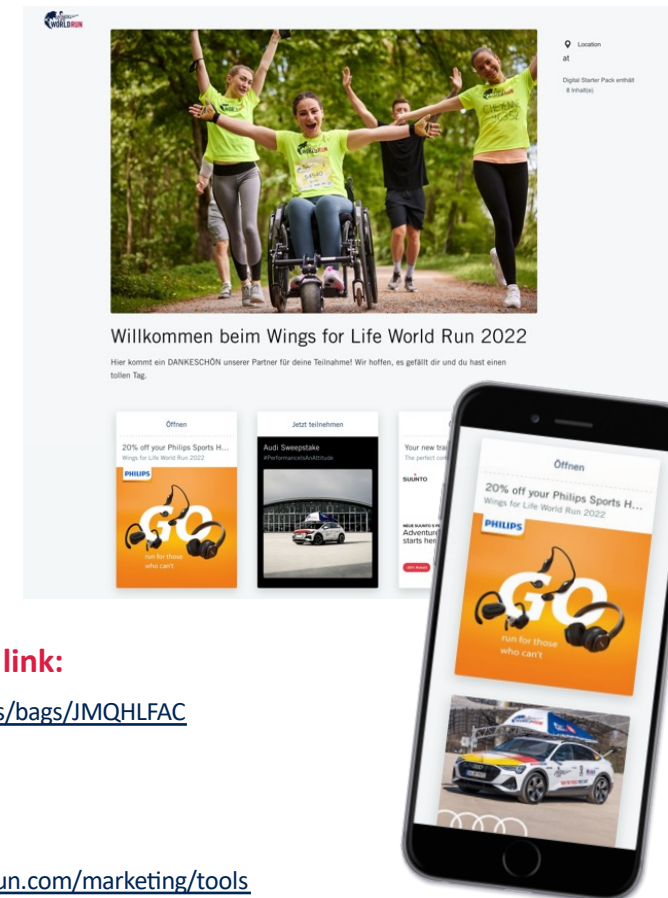
It's easy to generate a localized Digital Starter Pack in the **App Run Event Manager**. Each participant will see their pack when they use the App.

Each Digital Starter Pack can have:

- **Up to 3 global coupons**
the international team has partners with coupons to redeem worldwide
- **Up to 2 national coupons**
national teams have partners with coupons to redeem nationally
- **Up to 4 local coupons**
App Run Event with 30+ World Runners signed up by 11am UTC April 27th, 2026 can have local partner coupons

EXAMPLE + HOW TO VIDEO

Scan for example:



Or simply click on this link:

<https://www.fanomena.events/bags/JMQHLFAC>

How to Video:

<https://are.wingsforlifeworldrun.com/marketing/tools>

TIMELINE



LOCAL LEVEL (APP RUN EVENT)

As soon as your App Run Event has **30 participants**, you can start loading your Digital Starter Pack with your 4 local coupons.

If your App Run Event has less than 30 participants **by 11am UTC on April 27th 2026**, you cannot add local coupons.

➔ *World Runners can use all their vouchers from the 8th of May until the 5th of June, 2026*

PARTNER INTEGRATIONEN WITH VOUCHERS



1. CLASSIC COUPON

Draw attention with a strong image or video advert.



2. CODE COUPON

Share a **discount code** which people can redeem online.
You can choose between a general code
or a personalized code list.

PARTNER INTEGRATIONEN WITH VOUCHERS



3. REDEEM COUPON

World Runners present their coupon in the real world for a discounted or free item.



4. GAMIFICATION COUPON

Create a trophy coupon World Runners can get only when they've completed a training run, joined a team or taken part in a competition you create.

BENEFITS FOR PARTNERS



How the Digital Starter Pack boosts you partners:

- ➔ reach World Runners before, during and after the event
- ➔ generate interest for their company, product and business
- ➔ boost revenue with carefully targeted marketing and advertising
- ➔ measure your ROI in real time

QUESTIONS?



CONTACT US

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RUN FOR THOSE WHO CAN'T

MAY 10TH, 2026

WWW.WINGSFORLIFEWORLDRUN.COM