

## What is the Cordonco Event Management System?

Cordonco is a free and easy way for Coaches, Community Ed Directors, and Athletic Directors to simplify event management and fee collection. Using an intuitive website, you can schedule events, track registrations, and collect payments online.

Cordonco started as a way to help the Minnesota State High School Coaches Association (MSHSCA) manage the registration of their members. John Erickson, MSHSCA's Executive Director, wanted a way for their 8,000 MSHSCA members to register online. We built our first registration system to help him out. Now, at the request of other teachers and coaches, we are rolling out Cordonco as a free way to schedule camps, classes, clinics, and meetings; monitor registrations; and even collect payments online!

In Partnership With:



## Why participate in the beta testing program?

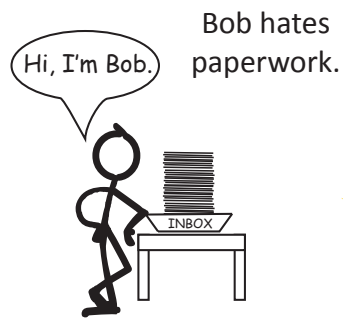
As we develop the site, our goal is to have its functionality driven by users. After all, you know what you need better than anyone else!

To help test the site and collect feedback, we are looking for Coaches, Community Ed Directors, and Athletic Directors to participate in our beta testing program. As a beta tester, you will have an important say in the development of the site. You'll tell us what features are most important, which ideas you love, and which ones you don't love quite as much. As a beta tester, you'll use the system before anyone else. Keep in mind that the site is still in beta (meaning *almost* done), so it's possible that you may run into the occasional bug. If you do, we want to hear about it so we can fix it! Plus, you'll receive a **\$25 gift card** as a special thank you for your help. Space is limited, so register soon. Here's how the program works:

- 1 Join the beta testing program by filling out the "Become a Beta Tester" form at [www.cordonco.com](http://www.cordonco.com).
- 2 When we're ready for you to review the system, you'll be given access to a sneak preview of the site. Take a look around and share your feedback via a short survey.
- 3 Use the system to host at least one event (such as a camp, class, or clinic) with 10 or more registrants. After your event, we'll follow up with one more survey and a phone call to get your final thoughts.
- 4 As a special thank you, you'll receive a **\$25 gift card** of your choice!

**To register as a beta tester and receive your  
\$25 gift card, visit [www.cordonco.com](http://www.cordonco.com)**

## How does Cordonco work?



Bob visits [www.Cordonco.com](http://www.Cordonco.com) to create a free account and schedule classes, camps, clinics, and meetings online.

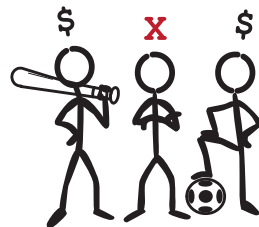


Students and parents view events, register, and pay online.



Bob sees his empty inbox and jumps for joy.

On the first day of the event, Bob is happy because he can print out a list of everyone who registered and paid.



Bob and his staff can see real-time registration and payment status for each event. When the registration deadline closes, Cordonco sends Bob a check for the credit card payments.

## What does it cost?

Cordonco is provided to Coaches, Community Ed Directors, and Athletic Directors at **no cost!** In fact, we created a benefit program that pays the MSHSCA \$5-\$25 each time their member coaches use the system to organize a camp that charges over \$20 per camper (see upper right table). As an added bonus to their members, they pass a percentage of that benefit payment back to the coaches. We have similar benefit programs for community education and athletic programs. If you're a Community Ed Director or an Athletic Director, please contact us for details.

How does Cordonco cover its costs? After you set a price for your event, the system will automatically add a small administrative fee (see lower right table) to each registration. For example, if you offer a golf camp for \$73, the event fee listed on the website would be \$75 (\$73 event fee + \$2 admin fee). After registration closes, Cordonco will send you a check for the credit card payments collected online.

Number of Campers	MSHSCA Benefit Payment
1 - 20	\$5
21 - 50	\$10
51 - 100	\$20
101 & Up	\$25

Event Price (set by you)	Admin Fee (paid by attendees)
Under \$1	Free
\$1-5.99	\$0.50
\$6-10.99	\$1.00
\$11-20.99	\$1.50
\$21-75.99	\$2.00
\$76-150.99	\$3.00
\$151 & Up	\$4.00