



FREE KIT FOR ATHLETICS CLUBS

Price it right.

The athletics club's pricing and policies kit. Price season fees, training, squads and comps so every night at the track pays, and copy ready-made policies for refunds, injuries and weather.

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simple worksheet to find your real cost per training night

4

formats priced: registration, training, squads and comps

5

policies to copy: refunds, injuries, weather, payments and come-and-try

What does one night at the track really cost you?

Most clubs set fees by checking what the club next door charges. Start with your own costs instead. Then you know the lowest fee that still pays.

$$\frac{\text{Track hire + coaches + admin and fees + equipment}}{\text{Athletes at training}} = \text{Cost per athlete}$$

COST FOR ONE TRAINING NIGHT	EXAMPLE	YOURS
Track hire · a fair share of track and lights for the night	\$120	
Coaches · paid coaches or honorariums	\$90	
Admin and payment fees · registrations, messages, card fees	\$15	
Equipment and insurance · hurdles, implements, mats and cover	\$25	
Total cost per training night	\$250	

\$250

Your break-even night. Track, coaches and gear for one session. Fewer athletes and you're paying for them to train.

\$6.25

Cost per athlete for a night of 40. Add your margin on top, for example 30%, and you get about **\$8.15 per athlete**, the lowest a training night should ever cost.

Volunteers aren't free. Count the hours parents and committee give. If the club relies on three people doing everything, price in some paid help. All figures are examples. Use your own costs and currency.

Four formats, four ways to charge

Each format has a different cost and a different value to the athlete. Price them so each one does its job.

PER SEASON, UPFRONT

Season registration

Your core income, and where every athlete starts.

- Charge one season fee that covers insurance and club costs.
- Add a family cap so big families aren't priced out.
- Close registration a set time before the first comp.

PER SEASON OR TERM

Training nights

Weekly coaching across every age group.

- Include one night in the season fee, or charge per term.
- Price extra nights at a lower rate.
- Keep little athletes' ratios small, like 1:8.

MONTHLY

Squads

Your most committed athletes, training several times a week.

- Charge a monthly squad fee by sessions per week.
- Invite athletes in, with a clear standard to join.
- Include a check-in on goals each term.

PER EVENT

Comps, camps and clinics

Extra income and a reason to keep training.

- Pass on comp entry fees, collected before you enter.
- Price holiday camps per day, with a full-week discount.
- Take payment in full at booking.

Check the per-night sum. A private session at \$60 earns \$60 an hour. A training night of 40 at \$10 earns \$400 at the same track in the same hour. Know which formats pay best, and give them your best track time.

Get paid upfront and keep athletes committed

When families pay ahead, athletes turn up more and stay longer. You get steady cash flow and less chasing.

OPTION	EXAMPLE	WHY IT WORKS
Season fee	One fee covering the summer season	Families commit to the whole season
Payment plan	The season fee split into 3 payments	Easier for families, still committed
Family cap	A maximum fee for 3+ athletes	Keeps whole families with you
Early-bird price	A small saving for registering early	Fills groups before the season starts
Two-season bundle	Summer track plus winter cross country	Keeps athletes moving all year
Come-and-try	A free or low-cost first fortnight	Builds the next step into the first visit

Three rules for discounts

Take payment at registration.

The single biggest fix for unpaid fees. Families expect it, and you stop chasing.

Discount for commitment.

Reward families who register early or for two seasons, never just anyone who asks.

Always set a deadline.

Early-bird prices and come-and-try offers need an end date, or they become your normal price.

Keep it simple. Two or three options are easier to sell than ten. If a parent needs a calculator, it's too complicated.

Clear rules mean fewer awkward conversations

Copy these into your registration page and welcome message. Change the words in teal to suit your club.

Refunds

EVERYONE

Season fees can be refunded, less a **\$30 admin fee**, until **the first comp day**. After that, fees can't be refunded, except for **injury with a medical certificate**.

Injuries and medical

EVERYONE

Tell your coach about any injury before training. We'll agree a safe plan for what your athlete can do. After a serious injury we may ask for a **medical clearance**.

Weather

EVERYONE

We'll let you know by **3 pm** if training is cancelled for heat, storms or lightning. Comps follow the **association's** weather policy. Cancelled sessions aren't refunded, but we'll **add a catch-up night**.

Payments

EVERYONE

Season fees are due at registration, or in **3 payments** on the **1st of each month**. If a payment fails, we'll send a reminder with a pay link. If it's still unpaid after **14 days**, comp entries are paused until it's settled.

Come-and-try

NEW ATHLETES

New athletes can train for **two weeks** for **free**. Register within **7 days** of your last free session to keep your spot in the group.

What makes a policy work

Short

A parent should understand it in one read. If it needs a paragraph of exceptions, simplify it.

Fair both ways

If families lose a session to weather, give them a catch-up when you can.

Applied every time

One exception becomes the new rule. Let your registration system enforce it, not the committee.

How to chase a late payment, kindly

Most late payments are forgotten, not refused. A friendly, automatic schedule gets them paid without an awkward chat.

DAY 0

Friendly reminder

"Hi **parent**, a quick reminder that **name**'s season fee is due. You can pay here: **link**. Thanks!"

DAY 7

Second nudge

"Just checking you saw this. Here's the link again. Reply if anything's wrong and we'll sort it."

DAY 14

Final notice

"We need payment by **date** to keep **name**'s comp entries active. After that, entries are paused."

Put policies where families agree to them. Show your policies at registration, so families accept them before they pay. Then there's nothing to argue about later.

How to put prices up and keep everyone

Your costs go up every year. If your fees don't, the club falls behind. Small, regular rises with plenty of notice rarely cost you athletes.

When

At the start of a new season, never mid-season. Announce it before registration opens.

How much

Small and regular beats big and rare. A little each season is easier to accept than a big jump.

Notice

Give families 4–6 weeks. Explain the rise at your AGM or end-of-season night.

Price change message

[COPY AND SEND](#)

Hi **parent**, thanks for being part of **club**. Next season's fee will be **new price**. This helps us **pay for new hurdles and more coaches**. Early-bird registration saves **\$20** until **date**. As always, reply if you have any questions.

Show families what they get for the money

Visible progress

Results and PBs families can see in the app.

Safe sessions

Coaches and ratios planned for every group.

Easy admin

Registration, comp entries and payments handled in seconds.

Expect a few questions, not an exodus. Answer each one personally and briefly. Families who love the club rarely leave over a small, well-explained rise.

Set it up in one afternoon

Work through this list once, then review it every year when you set new prices.

COSTS

Know your numbers

- ☐ Fill in the cost worksheet on page 2
- ☐ Count volunteer hours
- ☐ Work out cost per athlete

FEES

Set your fees

- ☐ Set the season fee and family cap
- ☐ Price extra nights and squads
- ☐ Set comp and camp prices

PLANS

Get paid upfront

- ☐ Add a payment plan
- ☐ Set an early-bird deadline
- ☐ Bundle summer and winter

POLICIES

Write your rules

- ☐ Refunds and injuries
- ☐ Weather, payments and come-and-try
- ☐ Show them at registration

One last check: look at your track booking for next week. Are your best nights full of the groups that need them most? If not, move squads to quieter times.

Fees, seasons and policies that run themselves

Everything in this kit works on paper. It's far easier when your registration system enforces it for you. That's why we built Outcoach.

Every format

Season fees, training nights, squads, comps and camps, each with its own pricing.

Payment plans

Season fees in instalments, billed automatically.

Paid at registration

Families register and pay online from your own page.

Automatic reminders

Overdue fees get reminders with a pay link, without the treasurer chasing.

Family discounts

Family caps and sibling discounts applied for you.

Comp entries

Add comp entries and uniforms to any invoice.

Get paid on time, every time

Outcoach brings registrations, training nights, age groups, comps, results and payments into one app, with AI that does the admin for you.

Start your free trial at outcoach.io

Questions? Email support@outcoach.io and a real person will get back to you.