

ORGANISER JOURNEY

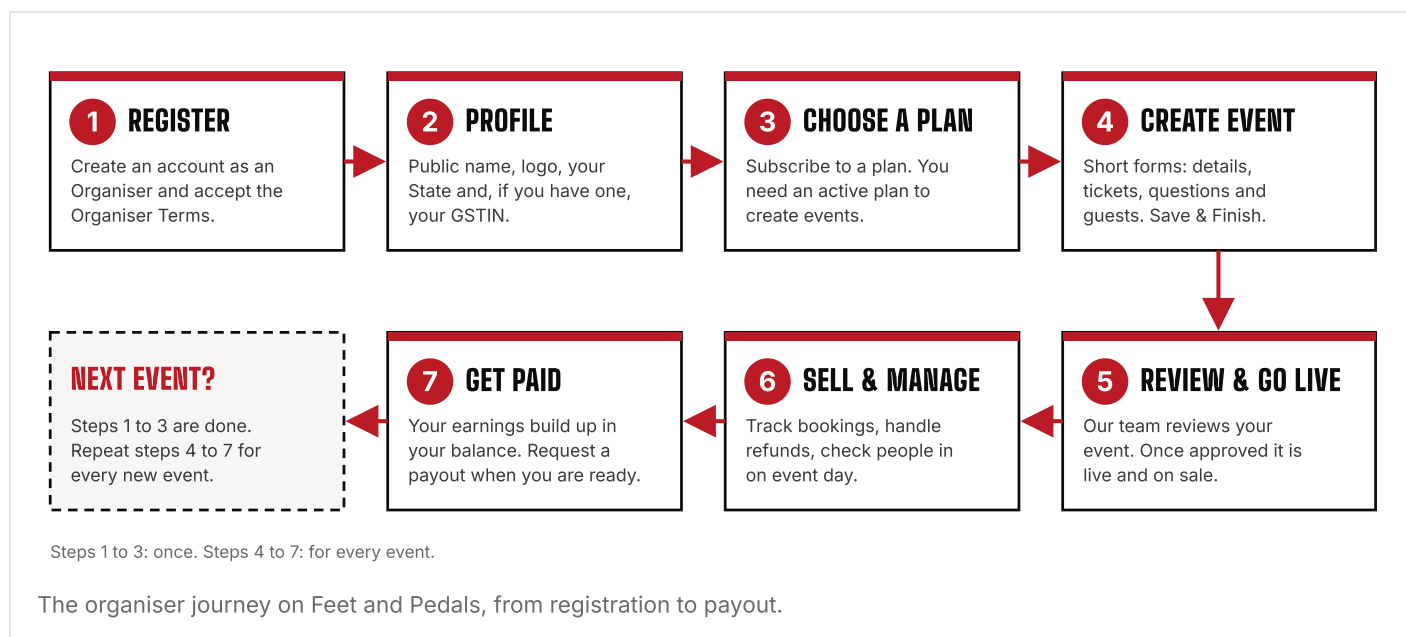
Everything a club, coach or event organiser needs to go from a new account to a first payout on Feet and Pedals, in seven steps.

VERSION 1.1 · SEPTEMBER 2026 · FEETANDPEDALS.COM

THE BIG PICTURE

YOUR JOURNEY AT A GLANCE

Seven steps take you from registration to money in your account. Steps 1 to 3 are done once. Steps 4 to 7 repeat for every event you run.



WHAT TO HAVE READY

- | | |
|--|---|
| ☐ Your club or brand name and logo | ☐ An event banner (JPG, PNG or WebP, up to 2 MB) |
| ☐ Mobile number and email you check | ☐ Event description, schedule or itinerary |
| ☐ Your city and State | ☐ Ticket types, prices, seats and sale dates |
| ☐ GSTIN and registered business name, if you are GST registered | ☐ A venue you can find on the map, or a note that it is online |

1 REGISTER AND GET STARTED

You need an Organiser account, and you need to accept the Organiser Terms once.

CREATE YOUR ACCOUNT

1. Go to **feetandpedals.com** and open **Register** .
2. Under **Account Type** , choose **Organizer** .
3. Fill in **Full Name** , **Mobile Number** , **Email** , **Password** and **Confirm Password** , then tick the agreement box and register.
4. If the site asks for an email code, enter the 6-digit code we send to your inbox.

TIP

Full Name is the name buyers see on your events and organiser page. Use your club, brand or company name, not a personal name.

ALREADY HAVE AN ATHLETE ACCOUNT?

Open your dashboard and click **Be an Organizer** , then accept the Organiser Terms in the pop-up. Our team reviews the request and emails you when it is approved. After approval, use **Switch To Organizer** in the sidebar to move to the organiser panel, and **Switch to User** to come back.

ACCEPT THE ORGANISER TERMS

The first time you open the organiser panel you will see a page titled **One last step**. Read the Organiser Terms and Conditions, tick the box and click **Agree and continue** . The button stays disabled until the box is ticked.

IF YOU CANNOT LOG IN

A message saying *"Your account is not approved. Please contact support."* means your account is waiting for approval by the Feet and Pedals team. Approval is quick when your name and contact details are complete.

2 COMPLETE YOUR PROFILE

Your profile is what buyers see, and your State decides how GST is shown on invoices.

Open **Profile** from the header and fill in the following.

SECTION	WHAT TO ADD
Organizer Images	Profile Picture (your logo) and Cover Banner . JPG, JPEG, PNG or WebP, up to 2 MB each.
Organizer Details	Full Name , Phone and Email . Phone and email must be unique on the site.
Social links	Facebook, Twitter, Instagram and YouTube links (optional).
Address	Street Address , Zip Code , State (for GST invoices) and GSTIN (optional, if you are GST registered) .

Description

A short introduction to your club or business.

THE STATE AND GST POP-UP

When you start creating your first event, a pop-up titled **Add your GST details** appears if your State is missing. You cannot save an event without a State.

- Click **Use my current location** to detect your State, or choose it from the list.
- **Not GST registered?** Leave **I have a GSTIN** unticked and click **Save**. Nothing else is needed.
- **GST registered?** Tick **I have a GSTIN**, enter the 15-character GSTIN and your **Legal / Registered Business Name**. The first two digits of the GSTIN must match the State you chose.

TIP

Your legal name is used on GST invoices only. Buyers keep seeing your brand name (Full Name) on your events.

3 CHOOSE A SUBSCRIPTION PLAN

You need an active plan before you can create events. Pick your plan first.

WHAT YOU SEE WITHOUT A PLAN

Until a plan is active, only **Dashboard**, **Followers**, **Subscription Plans**, **Support Ticket**, **Subscription Log** and **Profile** are open. Every other link sends you back to Plans with the message *"You need an active subscription to access all features."*

PLANS ON OFFER

Snapshot as of September 2026. Plans, prices and fees are set by Feet and Pedals and can change, so check the **Subscription Plans** page for the current list.

PLAN	PRICE	EVENTS	PLATFORM FEE	ALSO INCLUDES
90 Days Early Bird Offer	Free for 90 days	Up to 10	1%	Featured events on the home page
Basic Monthly	₹299 per month	Up to 5	5%	Featured and recurring events
Basic Yearly	₹1,999 per year	Up to 100	3%	Featured and recurring events
Pro Monthly	₹399 per month	Up to 200	5%	Featured and recurring events
Pro Yearly	₹2,999 per year	Up to 200	3%	Featured and recurring events

- **Prices include GST.** A GST tax invoice is issued for every paid plan.
- **Platform fee** is the convenience fee on your ticket sales. A lower percentage means more for you. Step 7 explains who pays it.
- Every plan allows up to 10 volunteer accounts for check-in.
- **Recurring events** (a weekly ride or a monthly run) are only available on plans that include them.

HOW TO SUBSCRIBE

1. Open **Subscription Plans** and click **Subscribe Now** on your plan.

2. **Free plan:** it starts immediately for its trial period.
3. **Paid plan:** the **Payment Preview** opens. Add a **Coupon Code** if you have one and click **Apply**, then **Next** and **Confirm & Pay**. Some payment methods ask you to upload proof of payment, and the plan stays *Pending* until we confirm it.
4. Find your invoice under **Subscription Log** (statuses: Pending, Rejected, Canceled, Paid) using the **Tax invoice** link.

STATE NEEDED FIRST

You must have your State in your profile before buying a paid plan, so that a valid GST invoice can be issued. Otherwise you will see: *"Please add your state (and GSTIN, if you have one) in your profile before buying a plan."*

The card at the bottom of the sidebar, **Current Subscription**, shows your plan and the days left. Use **Manage Subscription** to renew or change plan before it expires.

4 CREATE YOUR EVENT

Open **Event Management** and click Create Event. The form has four steps: Basic Information, Ticket Types, Application form (optional) and Guest Information.

FORM 1 · BASIC INFORMATION

FIELD	WHAT TO ENTER
Event Banner	JPG, JPEG, PNG or WebP, up to 2 MB. Use a landscape image with the important text away from the edges.
Event Name	Required, up to 255 characters. Include the date range for multi-day trips, for example <i>Tour de Rajasthan (29 Jan - 6 Feb 2027)</i> .
Volunteer	Optional. Choose the volunteers who will scan tickets at the gate. You can also add them later from Volunteer Management.
Event Location	Type in Search Event Address and choose a suggestion from the list, so the map position is saved. For an online event, tick This is an online event (no physical venue) .
Events Category	Choose at least one, for example Running, Cycling, Trekking or Hiking.
Events Preference	Is Featured (Yes or No, subject to your plan) and the Event description editor. Use headings and bullet lists for the itinerary, inclusions and rules.
Events Meta	Meta Title, Meta Description and Meta Keywords. These help your event appear in search results.

COMMON STUMBLE

Typing an address is not enough. If you skip the suggestion list you will see *"Choose the event address from the suggestions that appear as you type, or tick 'This is an online event'."*

FORM 2 · TICKET TYPES

FIELD	WHAT TO ENTER
Event Start / End Date	Both are required. The end cannot be before the start.
Is Event free	Choose No for paid events.
Single ticket for whole event	Yes gives one set of tickets for the whole event. No lets you price each day separately.
Max Tickets per User	The most tickets one buyer can take in a single order.
T-Shirt/Jersey Size needed?	Yes asks every buyer for a size at checkout.
Organizer fee	An optional amount added to the ticket price and paid to you. Leave at 0 if you do not charge one.
Who pays the platform convenience fee?	Buyer pays it on top of the ticket price, or I pay it (deducted from my payout). See Step 7.
Recurring Event	Only if your plan supports it. Choose Daily, Weekly or Monthly, how often, the weekdays, and when the series ends.

Ticket types (paid). Add one or more, and use **Add Another Ticket Type** for more.

- **Type** : a name buyers understand, such as General, VIP or Early Bird.
- **Seating Capacity** : how many tickets of this type you will sell.
- **Ticket Price** : the price per ticket.
- **Sales Start** and **Sales End** date, and the time. Set a sales end you are comfortable with, because refunds are tied to it (see Step 6).
- **Have Discount** : optional, with a start and end, a Fixed or Percentage type, and a value.

Ticket types (free). Give each ticket a name, a quantity (leave blank for unlimited) and the sales start and end.

FORM 3 · APPLICATION FORM (OPTIONAL)

Ask bookers a few questions before they pay, for example their riding experience for an expedition, or their T-shirt size and emergency contact for a race. Leave the switch off and checkout works as normal.

PART	HOW IT WORKS
The switch	Turn on Ask bookers to fill an application form before paying . Switch it off at any time to remove the form.
Start from a template	Ready-made question sets such as <i>Cycling expedition</i> , <i>Trek / hike</i> , <i>Running race</i> and <i>Travel package</i> . You can also copy the questions from another of your events, or use Save as my template to reuse your own set later.
Each question	The question, the answer type (short or long answer, number, Yes / No, pick from a list, date or web link), Required , and Ask each person to repeat it for every place in a booking. Keep questions short.

Linked to profile

Link a question to the athlete's profile (for example date of birth, blood group, emergency contact, Strava, or years in their sport). Athletes then find it filled in for them, and their answer is saved to their profile for next time.

Preview

What bookers will see shows the form as it appears at checkout.

Name, email and phone always come from the buyer's account, so don't ask for them again. Bookers can pay only after answering every required question.

FORM 4 · GUEST INFORMATION

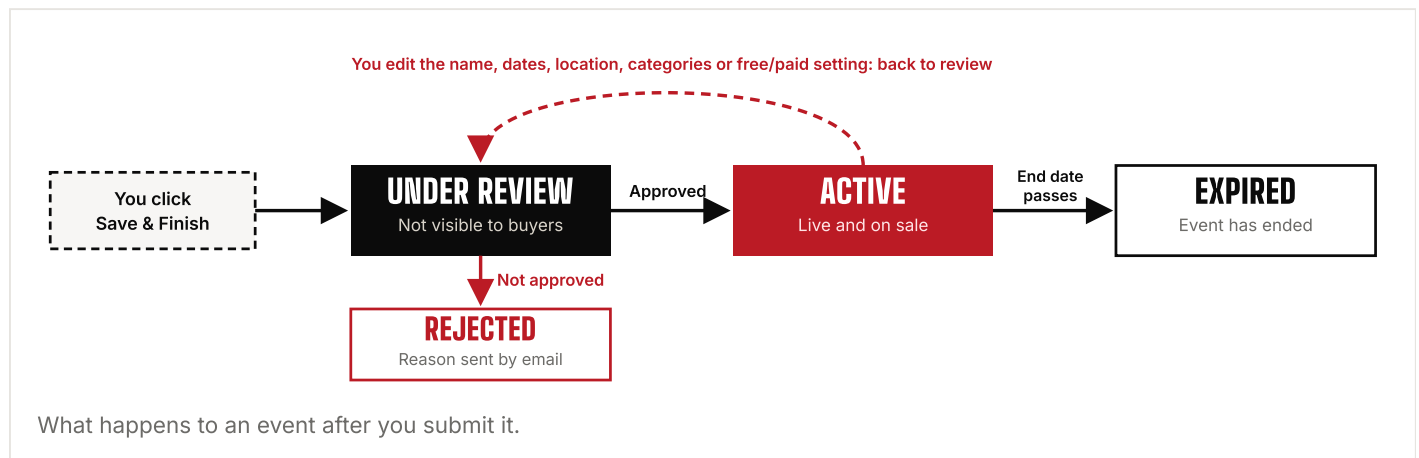
Optional. Add speakers, coaches or special guests with a photo, name, role, social links and a short description. Then click **Save & Finish**.

TIP

Finish all four forms. Your event is sent to our team for review only when you click **Save & Finish** on the last form.

5 REVIEW AND GO LIVE

Every event is checked by the Feet and Pedals team before buyers can see it.



WHAT TO EXPECT

- You receive an email when your event is **approved**, **rejected** (with the reason) or **put under review**. Approved events go live immediately.
- If an event is rejected, read the reason, fix the issue and raise a **Support Ticket** so it can be looked at again.
- After approval, changing the **name**, **start or end date**, **free/paid setting**, **location or categories** sends the event back for review, and it is off sale until approved again.
- Other edits, such as ticket details or guests, keep the event live but our team is notified.
- A change to the **application form** of a live event may also be checked by our team before it goes live.
- Events **expire automatically** after their end date.

CAREFUL WITH TICKETS ON A LIVE EVENT

Saving the Ticket Types form rebuilds your ticket types. Plan your tickets before you publish, and contact support before changing them after sales have started.

Recurring events are edited from the main series entry. Once a series has sales, schedule or ticket changes need a new series.

6 SELL AND MANAGE

Once your event is live, your dashboard shows what is happening.

WHERE TO LOOK

IN THE SIDEBAR	WHAT IT DOES
Dashboard	Balance, total events, tickets sold, total sales, earnings, payouts, followers and average rating, with a 12-month chart, upcoming events and recent reviews.
Ticket Purchase Log	Every order on your events: transaction ID, date, amount, fee, tickets and status. Filter by start and end date. Open an order to see your earnings on it, the fee invoice and the buyer's application answers. Events with an application form get an Application answers download (Excel) with every applicant.
Refunds	Refund requests from buyers, to approve or reject.
Volunteer Management	Create and manage the people who check tickets at the gate.
Chat	Messages with buyers.
Coupons	Discount codes for your events, when the Coupons add-on is enabled for your account.
Followers	People who follow your organiser page.

REFUNDS

- A buyer can request a refund only while the order is paid and at least **one day before the sale end date** of each ticket type. This is why the sales end date matters.
- You will find the request under **Refunds** marked *Requested*. Open **Review Refund Request** and choose **Yes, Approve** or Reject (add feedback for the buyer).
- On approval, the **ticket price** goes back to the buyer and the seats return to sale. The **platform convenience fee and its GST are not refunded**. The refunded amount is deducted from your balance.

VOLUNTEERS AND CHECK-IN ON EVENT DAY

- Open **Volunteer Management** and click to add a volunteer: photo, full name, phone, unique email, password and address. Your plan sets how many volunteers you can have (up to 10).
- Assign volunteers to an event in the **Volunteer** field of the event form.
- Volunteers do **not** log in on the website. They use the QR ticket scanner on their phone, with the email and password you created, and see only the events assigned to them.
- At the gate, the volunteer scans the buyer's ticket QR code or looks up the ticket code, then accepts or rejects it. A ticket can be accepted once. It then shows as scanned.

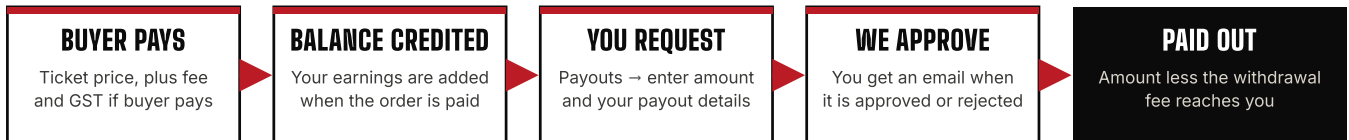
WHAT BUYERS RECEIVE

- An email with their ticket as a PDF with a QR code, and a tax invoice where one applies.

- WhatsApp updates for order confirmation, payment issues, cancellations, event reminders and event changes, when these are switched on for the site.
- You are notified in the panel (the bell icon) about new purchases, refund requests and payout decisions.

7 GET PAID

Earnings are added to your balance as orders are paid. You request a payout, and we approve it.



A rejected payout returns the amount to your balance.

How money moves from a ticket sale to your account.

FEES AND GST

- **Platform convenience fee.** A percentage of the ticket value set by your plan (see Step 3), plus GST on that fee at the prevailing rate (18% at the time of writing).
- **You choose who pays it,** per event, in the ticket settings: the buyer pays it on top, or it is deducted from your payout.
- **Payment gateway charges** are deducted from your earnings by default. Feet and Pedals can change this for your account.
- **Free events** carry no fees.
- The GST invoice for the fee is addressed to whoever pays it, the buyer or you. When you pay, you can download it from the order detail page and it is also emailed to you.

Example (illustration only). A ₹1,000 ticket on a plan with a 5% fee and 18% GST: the fee is ₹50 and GST on it is ₹9, so ₹59 in total.

- **Buyer pays the fee:** the buyer pays ₹1,059 and you earn ₹1,000.
- **You pay the fee:** the buyer pays ₹1,000 and you earn ₹941.

Gateway charges are not included in this example. Your own plan percentage applies.

REQUESTING A PAYOUT

1. Check your balance on the **Dashboard**.
2. Open **Payouts**, enter the **Amount** and fill the payout details shown on the form. Upload files as JPG, JPEG or PNG, up to 2 MB. You see an **Estimated Fee** before you send.
3. Click **Submit Withdrawal**.
4. Track it under **Payout Log** (Pending, Approved or Rejected). Every credit and debit is listed in **Transaction Log**.

PAYOUT RULES TO KNOW

There is a minimum withdrawal amount, and withdrawals may be allowed only on certain days. The form tells you when a request is not allowed: "Your balance is below the minimum withdrawal amount.", "Insufficient balance." or "Withdrawals are only allowed on: [days]."

QUICK ANSWERS

IF YOU SEE...	DO THIS
Most of the sidebar sends me to Plans	You have no active plan. Subscribe in Step 3.
"Select your State please."	Choose your State in the pop-up or in Profile (Step 2), then save again.
Address error when saving an event	Pick the address from the suggestions, or tick the online event box.
"You have reached the maximum number of events allowed for this subscription."	Upgrade your plan or wait for the plan to renew.
My live event disappeared from listings	An edit to a key field sent it back for review. It returns when approved.
A buyer cannot get a refund	Refunds close one day before the sale end date of the ticket.
I cannot request a payout	Check the minimum amount, your balance and the allowed withdrawal days.
Anything else	Open Support Ticket in your panel and we will reply there.

BEFORE YOU SUBMIT AN EVENT

- ☐ Banner uploaded, name includes the dates for multi-day trips
- ☐ Address picked from the suggestions, or online box ticked
- ☐ At least one category selected
- ☐ Description covers the schedule, inclusions and rules
- ☐ Ticket prices, seats and sales dates checked
- ☐ Sales end date set with refunds in mind
- ☐ All four forms finished with Save & Finish (the application form can stay switched off)