



RaceTrends
ANNUAL INDUSTRY REPORT



2019



RunSignup
ANNUAL INDUSTRY
REPORT

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Intro and Methodology

Tens of millions of people participate in endurance events in the United States each year, and across the country people dedicate their lives and earn their livelihoods from the creation of those events. Despite the size of the industry, there is no singular aggregator of data for the events, and insight into the state of the market has remained elusive.

We mine RunSignup's data to generate a transparent look at our slice of the endurance market. While there are areas in which specifics of our technology or business model certainly impact the data, our sample size is estimated to be around 20-30% of the US market, making it a robust source for information. Anywhere we think the specifics of our platform may make our results different from the broader market, we make note of that. With our broad data source, we are able to identify clear trends in the industry and provide recommendations to keep endurance events competitive in a crowded market. In this report, we quantify and explore:

- Overall market movements
- Growth trends
- The success of various promotion strategies
- Patterns in registration
- Trends in peer-to-peer fundraising through events
- The impact of RaceDay technology

Throughout this report, our statistics come from RunSignup's registration and results data. The sample includes races with more than 2 people registered.¹ In order to collate the data for publication in early 2020, the dates shown are not a direct calendar year; rather, they cover December 1 (of the prior year) through November 30 of the stated year. Additionally, the RaceDay section includes some survey data from late 2019. More detail about the collection of this data and possible nuances of the sample group are available in that section.

¹ Includes both online registrations and participant imports.

Data Set

The RunSignup Numbers

RACE TYPE	# RACES 2015	# RACES 2016	# RACES 2017	# RACES 2018	# RACES 2019
Overall	21,150	31,357	37,472	43,811	52,049
5K and less	12,382	17,766	21,132	24,667	28,806
10K and less	1,957	3,187	3,324	4,223	4,894
Half Marathon and less	997	1,438	1,894	2,668	3,085
Marathon and less	424	655	774	1,070	1,294
Ultra	310	497	647	862	1,057
Triathlon	464	711	1,009	1,309	1,429
Unknown	4,616	7,103	8,692	9,012	11,484

These numbers represent all races and registrations on RunSignup between 2015 and 2019. Because the platform has seen growth in the form of increased races on our site, these cannot be taken as a representation in the overall industry. For a better breakdown of growth in the industry, see section 1.2 (page 10). This chart should be used simply to gain a better understanding of the extent of data that we are pulling from.

We welcome questions and further feedback. Please direct comments to Johanna Goode at johanna@runsignup.com.

RunSignup Participant Numbers

RACE TYPE	# PARTICIPANTS 2015	# PARTICIPANTS 2016	# PARTICIPANTS 2017	# PARTICIPANTS 2018	# PARTICIPANTS 2019
Overall	3,560,588	4,983,970	5,060,076	6,228,326	7,387,857
5K and less	1,930,06	2,797,521	3,158,121	3,784,837	4,643,094
10K and less	352,227	540,756	644,334	840,115	960,286
Half Marathon and less	334,483	533,129	549,626	781,374	816,697
Marathon and less	66,547	123,366	121,760	189,670	201,092
Ultra	32,484	50,837	55,275	71,875	93,066
Triathlon	34,166	64,048	85,604	101,927	114,392
Unknown	810,620	874,313	445,356	458,528	559,230

We estimate that RunSignup represents 20-30% of the race registration market in the US.

Because there is no single aggregator of race data in the US, there is not a precise determination of the size of the market. However, from our best analysis of data from Running USA (reported 18.1 million registrations in 2018), October race calendars, RunningInTheUSA, and worldwide endurance industry estimates from Eventbrite, we estimate that the US market is in the range of 22-30 million registrations.

Endurance Industry

KEY FINDINGS AND TRENDS

1

- **Sales Tax:** In 2018, the Supreme Court decision on the South Dakota vs. Wayfair Inc. case cleared the way for states to charge taxes on interstate purchases. As of January 2020, thirty-nine states have passed Marketplace Facilitator Laws, making registration providers responsible and liable for collecting and remitting sales tax on behalf of races and nonprofits. For the industry's approximate \$1 billion in race fees and add-on merchandise that are sold each year, early analysis shows race organizations' aggregate annual tax obligation to be approximately \$10 million.
- **Market Moves:** A flat market and increasing financial pressures on companies resulted in significant market consolidation in 2019 through acquisitions and partnerships.
- **IPOs:** In 2018 when Eventbrite announced their IPO, they had a \$3.4 billion valuation on a net revenue of \$200 million for a 17x net revenue valuation multiple. In 2019 Eventbrite's market cap normalized to \$1.7B – roughly 4.6x net revenue and 8x gross profit. Wanda's 2019 IPO shed light on the largest business in the endurance space, showing that at economies of scale, event production can be profitable when leveraging other revenue sources like sponsors, add-ons, TV and local government support.
- **Timing:** The Race Director and RunScore have been the technology pillars of race day software since the 1980s. In 2019, Alan Jones sold RunScore. Roger Bradshaw announced the last major release to The Race Director (support will continue through 2023 and Roger will continue to be on RunSignup's RaceDay team). 2019 also saw the release of RaceDay Scoring Version 2.0, the first production-ready new scoring platform released in years to our industry.
- **Fundraising:** Peer-to-peer fundraising is a big component of the endurance industry; in fact, over 8,000 of RunSignup's customers are nonprofits, and a survey found that more than 95% of races are connected to a nonprofit in some way. The peer-to-peer landscape changed this year with the expanded impact of Facebook Fundraising through its API, the sudden shutdown of crowdrise.com (redirected to GoFundMe Charity), and the launch of GiveSignup, a new division of RunSignup focused on building nonprofit technology.

Overview

CONCLUSIONS

2

- **Sales Tax:** The potential implications of sales tax non-compliance are significant for registration companies, as well as their race and nonprofit customers. States are hungry for revenue and while they will first focus on the Amazon's and Wayfair's, there have been actions against smaller marketplaces like Eventbrite in Chicago, which resulted in Eventbrite having to pay \$799,000 to the city of Chicago to settle tax liabilities.
- **Market Moves:** Market consolidation will continue in 2020, as not many companies have the resources to build sales tax technology, and the expectations of a platform have evolved from simple registration to a complete, integrated lifecycle system.
- **IPOs:** Eventbrite's initial valuation was too aggressive, but they deserve a much higher valuation multiple than vendors in our endurance community based on size, growth of the market, growth of the company, pervasiveness of the platform, etc. RunSignup maintains that a 2x gross profit valuation is a fair price for a registration company. While Wanda is profitable, it's not really feasible for most race organizations to achieve similar economies of scale (revenue per participant, other revenue sources, repeatable processes, and investments in infrastructure) in the fragmented endurance market, which is primarily driven by volunteer power and different measures of success beyond financial scale.
- **Timing:** RaceDay Scoring provides a clear path forward for Race Director and RunScore timers. RaceDay Scoring is a unique combination of The Race Director's 30+ years of experience, input and collaboration with industry timers, and the intellectual talent of a dedicated team of developers to develop the industry's successor scoring software. By taking this approach, RunSignup has built an open scoring solution that uses the power of technology to address not just the basics of scoring, but also the challenges around scoring that can impact the race day.
- **Fundraising:** Nonprofits want an all-in-one solution that is built for nonprofits, is easy-to-use, and has the technology to help them raise more. The sudden shutdown of Crowdrise and redirect to GoFundMe left a gap in the market as nonprofits are concerned about using GoFundMe's platform, which has been built for personal fundraising for many purposes. The launch of GiveSignup fills this market gap with technology to raise more and save time, from ticket events to year-round donations to run/walk/rides to fundraising campaigns.

1.1

Sales Tax

In 2018, the Supreme Court came to a decision on the South Dakota vs. Wayfair Inc. case, changing sales tax requirements with online sales. The case has cleared the way for states to charge taxes on interstate purchases. To summarize:

- The SD vs. Wayfair case empowered the concept of economic nexus, which can be established based on a minimum number of transactions or minimum value of sales in a state
- The case did not change any existing sales tax laws; rather, it allowed states to collect sales tax on interstate sales.
- *Marketplace Facilitator Laws* are new state laws that compel platforms that facilitate sales (Amazon, Wayfair, and others) to collect and remit sales tax on behalf of their sellers

Since the South Dakota vs. Wayfair case, 39 states have passed Marketplace Facilitator Laws, and by this time next year all 45 states that collect sales tax are expected to pass a marketplace law. The reason this is good news for races and nonprofits is that your registration vendor is required to collect and remit the sales tax on your behalf.

FOR THE INDUSTRY'S APPROXIMATE \$1 BILLION IN RACE FEES AND ADD-ON MERCHANDISE THAT ARE SOLD EACH YEAR, EARLY ANALYSIS SHOWS RACE ORGANIZATIONS' AGGREGATE ANNUAL TAX OBLIGATION TO BE APPROXIMATELY

\$10 MILLION

The implications of non-compliance are serious and threatening both to platforms that do not build sales tax systems and the races/nonprofits that use non-compliant platforms. States are hungry for revenue and while they will first focus on the Amazon's and Wayfair's, there have been actions against smaller marketplaces like Eventbrite in Chicago, which resulted in Eventbrite having to pay \$799,000 to the city of Chicago to settle tax liabilities.

Furthermore, states have started coming after individual race organizations. In states where races and nonprofits have always been obligated to collect sales tax on registrations, ticket sales, and/or certain types of merchandise, races and nonprofits may owe back taxes and have tax liabilities. Some of our customers have been audited and are paying tens of thousands in back taxes.

\$799,000

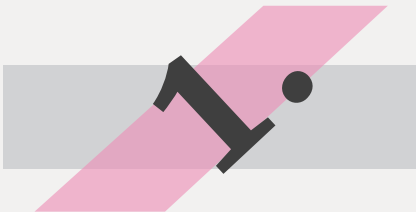
TOTAL EVENTBRITE PAID THE CITY OF CHICAGO
TO SETTLE TAX LIABILITIES FROM 2007-2019

RunSignup released its sales tax system for all 50 states in December 2019. Over the first several days, we collected more than \$40,000 in sales tax out of about \$4,500,000 in transactions. We expect to collect and remit more than \$3,000,000 dollars in 2020 on behalf of races and nonprofits. This amount is so large because many states transitioned to become marketplace states during 2019 and early 2020.

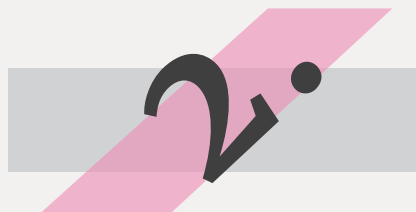
\$3 MILLION

TOTAL SALES TAX RUNSIGNUP EXPECTS TO
COLLECT AND REMIT IN 2020

Takeaways



Understanding sales tax obligations and ensuring compliance is critical not only to individual races, nonprofits, and companies, but also to our entire industry.



RunSignup will remit approximately \$3 million in sales tax on behalf of our customers in marketplace states in 2020. The longer non-compliant races and registration companies delay sales tax implementation, the larger the potential liability.



The rapid market consolidation we saw in 2019 will continue through 2020, as smaller registration companies do not have the resources to build a sales tax system.

1.2

Market Moves

With a flat market and companies trying to adapt to financial pressures, the endurance market continued to consolidate in 2019 through numerous acquisitions and partnerships. Some of the significant 2019 market moves included:

HOT CHOCOLATE/ENMOTIVE/RAM RACING SALE TO NEW MEDIA

Rugged Races acquired the Hot Chocolate Series. This continues a trend for Rugged of expanding beyond the OCR business after Rugged's acquisition by New Media for \$10M in August, 2018. Rugged now has 90 races and 450,000 participants per year, or nearly 2.5% of the market using the RunningUSA number of 18.1 M participants. Beyond the acquisition of the Hot Chocolate Race Series, Rugged also acquired RAM Racing's registration platform, EnMotive. As a result, Rugged Maniac moved its race registration off of RunSignup (they were less than 0.2% of RunSignup's business, so the loss is not significant).

Rugged is part of Gatehouse Live, which operates a number of other endurance and non-endurance events. Gatehouse Live is owned by New Media, which is mostly a newspaper company. In Q2, Gatehouse Live as a whole contributed 5% to New Media's revenue. This year, New Media acquired Gannett (owner of USA Today, 100+ daily newspapers, and 1,000+ weeklies), financed by additional debt of \$1.7 billion at 11.5% interest rate. Gannett is twice the size of New Media; as a result, Gatehouse Live's events make up about 2% of the organization's revenue. EnMotive contributes approximately 6% to that 2% (about 0.12%), which is fairly small within a huge company. This may mean they will get funded and keep their employees, or the company may focus on other verticals since race processing fees and timing services will never be a significant part of the new company.

ASICS ACQUIRES RACE ROSTER

The acquisition brings additional consolidation to our industry, and a great outcome for Race Roster. Race Roster's investors got a good return, and Race Roster employees will stay on and work for Asics, a company that has shown real commitment to this market as demonstrated by their investment in Runkeeper and the creation of Asics Digital.

The move also brings focus to the potential value of sponsors to races. In their November 2019 financial summary, Asics details their strategic reason for acquiring Race Roster: "Asics expands opportunities for runners to come into contact with the Asics brand through 'Race Roster'", with a targeted demographic focus on "a direct point of contact with women and young runner classes in [the] North America market". While there could be challenges with corporate overhead, new accounting systems, new development processes, new compliance processes, new budget cycles, etc. that come with being part of a larger company, the acquisition may have positive benefits. There is the potential for Race Roster to be able to do things like accelerate a move internationally. For races, there may be some additional sponsor money that Asics throws into their value proposition in return for access to runner data, and they may extend RunKeeper to do the GPS tracking RaceJoy does.

RACES ONLINE PARTNERS WITH RACE ROSTER

RacesOnline has had their own registration platform, and reports are they sold that business to RaceRoster and are migrating customers. We think this may be as many as 200-300,000 registrations per year.

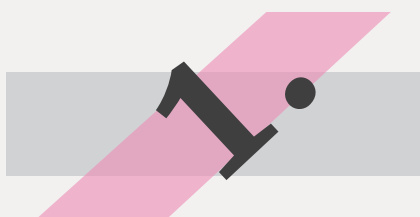
RYAN HENRY AND JOSH DREW LEAVE STACK SPORTS

Ryan was the founder and CEO of RaceWire and Josh was the leader at GetMeRegistered. They were both acquired by Stack Sports, a Private Equity backed company focused on growing online processing in the sports industry. Alexa rankings are down considerably on both sites. There is likely to be further migration off of their registration platforms, and customers who stay will need to understand the platforms' ability to meet sales tax requirements.

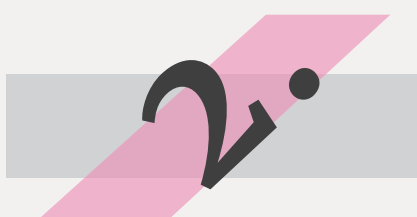
CHRONOTRACK-ATHLINKS-RUNSIGNUP

The companies announced a significant partnership in July. It involves technology collaboration and integration, as well as ChronoTrack migrating their customers from their registration platform to RunSignup.

Takeaways



RunSignup continues to be the stable technology platform in a rapidly consolidating market. This is because RunSignup has a unique employee-owned company structure.



The Asics acquisition of Race Roster puts pressure on other investor backed registration companies to find homes. With increasing tax liabilities for marketplaces that fail to implement sales tax along with growing pressure to match the level of functionality provided by RunSignup at the same price level, the pressure will be high and the outcomes will likely not be as pleasant as the Race Roster outcome.



The departure of the heads of RaceWire and GetMeRegistered following their acquisition by private-equity backed Stack Sports continues a consistent path of companies being acquired and founding teams eventually leaving and the business going downhill.

1.3 IPOs

After a \$3.4 billion valuation and an impressive stock market debut in 2018, Eventbrite's initial earnings disappointed investors and shareholders; furthermore, there were significant technical issues and customer churn around the TicketFly acquisition. Eventbrite's growth is currently rebounding, and they will have a stable future with a solid platform, international business, and multiple growth channels.

\$3.4 BILLION

VALUATION OF EVENTBRITE IN 2018

In 2019, Eventbrite experienced customer churn from the acquisition of Ticketfly. Ticketfly was approximately \$80M revenue business within Pandora before Eventbrite bought it in 2017. When Eventbrite went public, their revenue was about \$200M, so Ticketfly was a significant chunk of the growth that was being shown on their income statements. Eventbrite cut Ticketfly customers over to the Eventbrite platform

in 2019, which makes sense strategically. However, for much of 2019, it meant that a number of Ticketfly customers moved to other platforms. Eventbrite is not reporting the churn numbers, but looking at some of their other stats, it seems pretty significant since their self-serve business grew 23% and their overall growth was only 9% in their 2019 Q1 earnings.

<h2>\$80 MILLION</h2>	<h2>\$200 MILLION</h2>
APPROXIMATE REVENUE OF TICKETFLY WHEN EVENTBRITE BOUGHT IT IN 2017	APPROXIMATE REVENUE EVENTBRITE WHEN THEY WENT PUBLIC

Wanda Sports Group, the owners of IRONMAN, Rock'n'Roll, Cap Epic, and more endurance events filed to go public in 2019.

The Wanda IPO shows that it is possible to achieve economies of scale in the endurance industry. Their average revenue per participant was €110, and the average revenue per event was €424,000. Sponsorships were worth €69M, or 24% of net revenue. Acquisitions increased revenue from €196M in 2016 to €284M in 2018. Average revenue per athlete dropped to €110 in 2018 compared with €129 and €158 in 2017 and 2016, respectively.

€110

AVERAGE WANDA
GROUP REVENUE PER
PARTICIPANT

€424,000

AVERAGE WANDA GROUP
REVENUE PER EVENT

25%

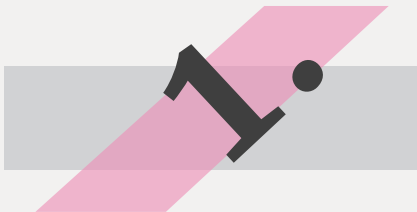
PERCENT OF NET
REVENUE FROM
SPONSORSHIPS

The market growth projections in their SEC filing seem to be overly optimistic, with 7.3% participation growth through 2022 projected in the North American market. This year's RaceTrends data shows much more modest participation growth estimated at 1.0%, with the top 150 races on our platform growing 2.3%. Wanda's initial quarterly report showed growth, but it was primarily in China and international.

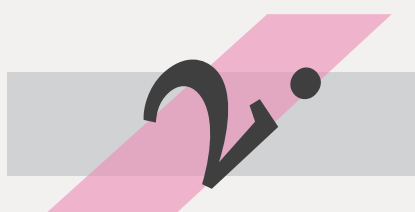
7.3%

NORTH AMERICAN GROWTH PROJECTION THROUGH
2022 IN THE WANDA SPORTS GROUP SEC FILING

Takeaways



After disappointment in initial earnings and high customer churn, Eventbrite's rebound in Q3/Q4 of 2019 shows that they have a stable future and their business growth will continue to normalize – probably tracking closer to that 23% self-serve growth rate they reported. They have a number of assets, like a solid platform, international business, and multiple growth markets. This contrasts with many race registration businesses that have investors locked into illiquid assets that are not appreciating in value and where growth possibilities are limited.



The high customer churn associated with acquisitions is one of the reasons why RunSignup has been unwilling to pay a premium on the various registration companies that are looking to sell. We maintain our 2X Gross Profit valuation as a fair price for registration vendors.



The endurance market is very fragmented because relatively few of the events in the space can be operated at the same economies of scale (revenue per participant, other revenue sources, repeatable processes, and investments in infrastructure).

1.4

Race Timing

The release of RaceDay Scoring 2.0 is the first production-ready new platform released in years to our industry. The Race Director and RunScore are both 30+ year old products that have 60% market share today. They have served timers well, but there is a new generation of technology available. RaceDay Scoring is that open alternative.



60%

COMBINED MARKET SHARE
FOR THE RACE DIRECTOR AND
RUNSCORE

30+ YEARS

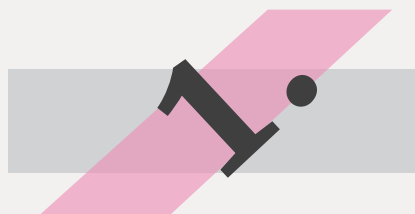
AGE OF LEADING SCORING SOFTWARE
PRODUCTS THE RACE DIRECTOR AND
RUNSCORE

In 2019, 303 timers were trained on RaceDay Scoring. We do expect that all The Race Director customers will migrate over the next 3 years to RaceDay Scoring. We are also seeing a large number of RunScore users who have been part of the 1.0 user base this year. They love the power they get, and especially appreciate the ease of use and the ease of training new timers. Over the next several years, RaceDay Scoring is expected to become the most used scoring tool for timers.

303

TIMERS CERTIFIED IN RACEDAY
SCORING IN 2019

Takeaway



The future is now. With the release of RaceDay Scoring Version 2.0, we expect a surge of timers to migrate to RaceDay Scoring this winter.

1.5 Fundraising

RunSignup made several significant moves in 2019 to establish leadership in the peer-to-peer fundraising industry:

1

RunSignup announced the launch of GiveSignup, a new division of the company that expands RunSignup's technology suite for nonprofits with a ticketing platform designed for nonprofits, donation websites, fundraising campaigns, and a next generation nonprofit dashboard. GiveSignup is an all-in-one and open platform that powers nonprofit revenue generation and supporter engagement.

2

RunSignup is the first and only platform to offer a free Facebook Fundraiser Integration that is available to every nonprofit. The Facebook Fundraiser integration is the best tool that nonprofits can provide to their fundraisers to raise more and save time: Nonprofits using the integration are seeing a 10% bump in donations from Facebook Fundraising, and a decreased overall processing fee rate from RunSignup's flat 4% to less than 3% (approximately 0.4% when opt-in donor covered fees are also enabled).

3

There were several strategic developments specific to RunSignup's integrated registration and fundraising platform, including new fundraising pages that tell stories, data-driven fundraiser leaderboards, and a UX redesign of Donation and Fundraising set up pages in the Race Dashboard to make our platform even more user-friendly and self-serve for nonprofits.

0.4%

EFFECTIVE PROCESSING FEE WHEN
NONPROFITS ENABLE BOTH THE FACEBOOK
FUNDRAISER INTEGRATION AND OPT-IN DONOR
COVERED FEES

RunSignup's expansion in peer-to-peer fundraising comes at an interesting time. Several months after our GiveSignup launch and re-release of the free Facebook Fundraiser integration, GoFundMe shut down the Crowdrise platform, redirecting the URL to GoFundMe's website. The Crowdrise shutdown is confusing to nonprofits and the fundraising industry, since GoFundMe made no real mention of the end of Crowdrise and redirect to GoFundMe's

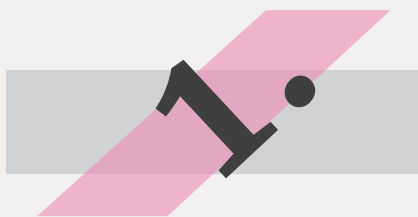
website in their press release on October 15, or anywhere on their site. GoFundMe acquired Crowdrise in 2017, and there had been work to integrate the platforms over the past two years. While Crowdrise was designed for nonprofits, GoFundMe has been designed from the start as a platform for individual fundraising for many purposes. The change is causing some concerns for nonprofits.

CROWDRISE SHUTDOWN

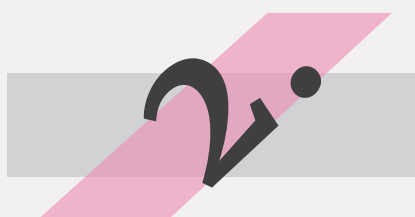
CROWDRISE URL'S NOW REDIRECT TO GOFUNDME 2 YEARS AFTER THEIR ACQUISITION BY THE INDIVIDUAL CROWDFUNDING PLATFORM

We see another interesting market gap in ticketing for nonprofits: before the launch of GiveSignup, there hadn't been a modern ticketing platform built specifically for nonprofits. Eventbrite is going after the larger concert and festival markets; while they have a good generic ticketing platform, it's not built for nonprofits' unique needs. Traditional fundraising platforms have old software, high costs, and are not user-friendly for nonprofits or their ticket purchasers.

Takeaways



GiveSignup meets nonprofits' demand for an all-in-one fundraising solution that is built specifically for nonprofits, is easy-to-use, and has the technology to help them raise more and save time.



The free RunSignup - Facebook Fundraiser Integration sets an early industry precedent for technology platforms to offer an integration with the Facebook Fundraiser API for free.



Crowdrise's shutdown and redirection to GoFundMe Charity is causing concerns for nonprofits, their fundraisers, and donors, as they are forced to transition to a platform built for individual fundraising efforts, with different functionality and a lack of clear messaging about the transition.

Industry and Growth Trends

1

KEY FINDINGS AND TRENDS

- As a platform, RunSignup saw a **19% increase in the number of registrations on their platform from 2018 to 2019.**
- Races that were on RunSignup in both 2018 and 2019 **grew very slightly, with an overall 1.0% increase in the number of registrations.**
- Repeat participation in events held steady, with **17-18% of participants returning to the same race each year** between 2017 and 2019.
- Race prices increased for shorter distances while longer distances showed signs of pricing pressure with **half marathon and marathon prices dropping by 4.8% and 1.8% respectively.**

2

CONCLUSIONS

- While we continue to read news stories about cancelled races and hear about competition related challenges from our customers, the market appears to be flat to slightly growing.
- Convincing participants to return to a race is a challenge, and races cannot grow or maintain their participation levels without continually finding new groups of potential runners.
- Pricing changes indicate that longer distances are struggling with competition more than shorter distances.

3

RECOMMENDATIONS

- Highlight what makes your race unique in every form of race communications, including social media, email marketing, and referral rewards programs. Your brand speaks for your event.
- Cross-promote your events to bring new participants to your races. Use your integrated RaceCRM, email marketing, and custom Facebook Audiences to build a year-round communications strategy that targets your participants and incentivizes them to bring family and friends to your race(s).
- Add multiple race distances, including a shorter option or a relay division, to supplement long distance events that are struggling more from competition.

2.1

Race Growth

RACE TYPE	# RACES 2018	# RACES 2019	# PARTICIPANTS 2018	# PARTICIPANTS 2019	GROWTH
Overall	33,140	34,856	5,403,940	5,460,004	1.0%
5K and less	18,064	18,948	3,225,941	3,333,524	3.3%
10K and less	3,271	3,397	805,198	782,024	-2.9%
Half Marathon and less	2,187	2,241	679,999	649,688	-4.5%
Marathon and less	838	888	168,359	155,587	-7.6%
Ultra	638	682	66,617	63,124	-5.2%
Triathlon	984	1,022	87,218	87,269	0.1%
Unknown	7,158	7,678	370,608	388,788	4.9%

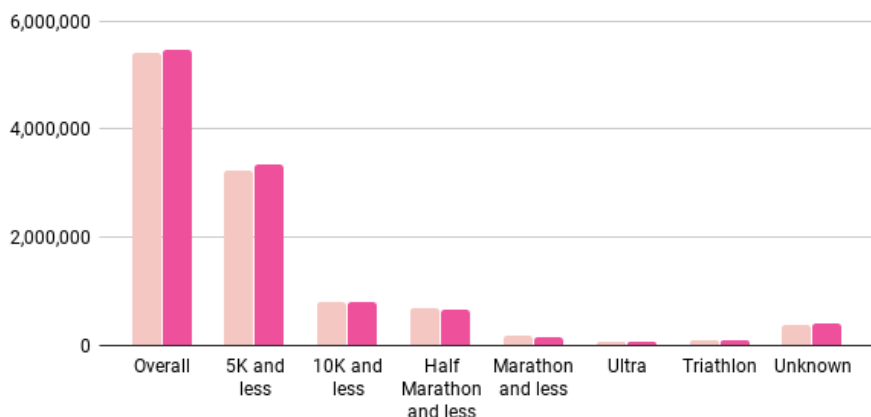
The number of races listed in 2018 vs. 2019 varies due to races adding (or removing) events to existing races.

Overall participant growth of 1.0%

The topline finding here is that races that used RunSignup in 2018 and 2019 saw an average of a 1.0% increase participation. While we did find some anomalies in the data that may have impacted some of the results (discussed more on the following page), the 1.0% growth number suggests that races are finding some room to succeed, but that the industry is highly competitive.

With the market tightening in the industry, races are demanding more targeted promotional tools and flashier RaceDay technology to set their events apart from the competition. In both arenas, social participation is key, with races finding success through marketing strategies built on FOMO, and RaceDay tools that make it easier for participants and spectators to enjoy an event together.

Participant Totals For Renewed Races Only

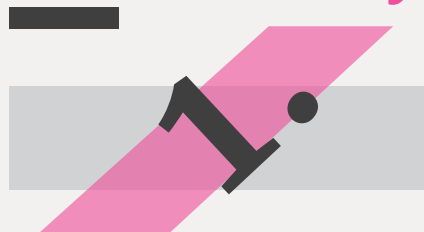


We did find some variability in this year's data with events that imported a large number of participants in 2018 following the shutdowns of RacePartner and RaceIt, leading to significant mid-registration onboarding of races. This gives the appearance of a significant decrease in imported participants from 2018 to 2019, and a misleadingly high increase in paid registrations for the same period.

Imported vs Paid Registrations

RACE TYPE	IMPORTED REGISTRATION GROWTH 2018-2019	PAID REGISTRATION GROWTH 2018-2019
Overall	-28.2%	11.5%
5K and less	-26.6%	12.5%
10K and less	-28.6%	10.1%
Half Marathon and less	-37.6%	10.0%
Marathon and less	-47.0%	6.9%
Ultra	-46.0%	12.8%
Triathlon	-30.8%	6.8%
Unknown	-10.4%	11.4%

Takeaways



Don't get complacent with your race plan. Start each year by evaluating what makes your race special - whether it's a beautiful course, premium swag, a fun theme, or a no-frills approach - and embrace your identity. Participants have plenty of choices, and uniqueness matters.



A competitive market is not an impossible one. There is still room for growth for events with aggressive, targeted marketing campaigns and stress-free, community-oriented RaceDay experiences.



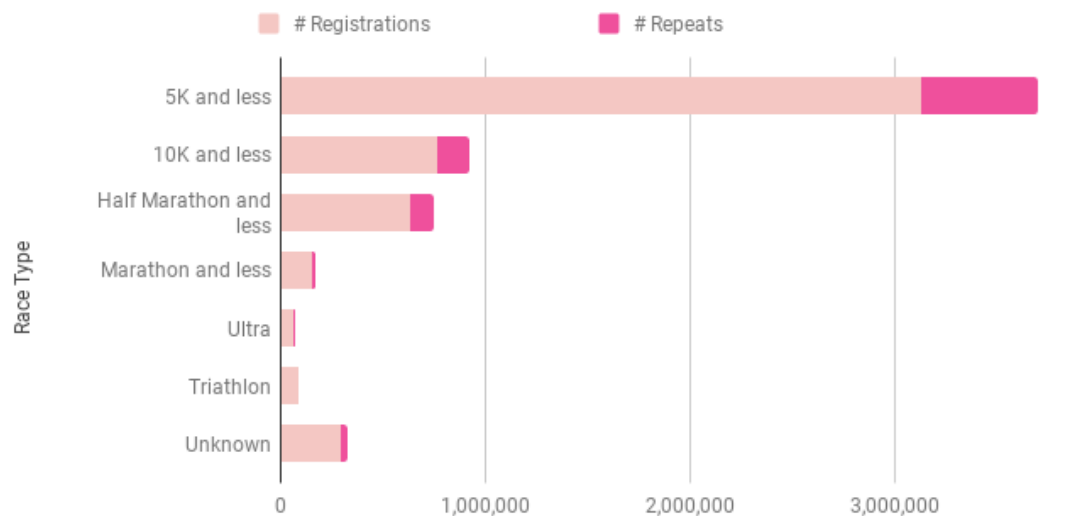
If you're a nonprofit or work with a charity partner, use your cause to reach a wider audience who may be interested in participating specifically because of your fundraising efforts.

2.2

Repeat Participants

On average, 18% of registrants return to run the race the following year. Distance makes a difference, though, with longer races and triathlons seeing a smaller percentage of runners returning in subsequent years. Shorter events face a challenge from significant competition, with multiple 5K's each weekend in populated areas. Meanwhile, longer distances require more intensive training and travel commitments. In both instances, successful events must simultaneously entrench themselves in their local community while expanding their outreach to find new runners.

2019 Repeat Participants

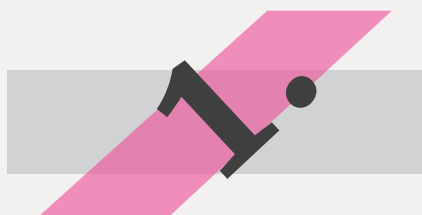


RACE TYPE	# OF REGISTRATIONS	# OF REPEATS	REPEAT %
Overall	5,097,148	902,546	18%
5K and less	3,130,359	565,700	18%
10K and less	762,115	154,088	20%
Half Marathon and less	630,797	112,194	18%
Marathon and less	148,245	19,908	13%
Ultra	55,509	7,661	14%
Triathlon	80,388	6,379	8%
Unknown	289,735	36,616	13%

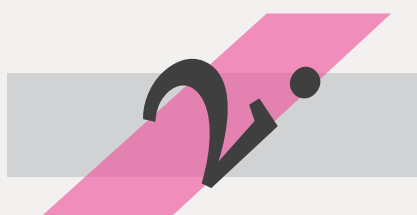
RACE TYPE	REPEAT % 2016	REPEAT % 2017	REPEAT % 2018	REPEAT % 2019
Overall	15%	17%	18%	18%
5K and less	16%	16%	18%	18%
10K and less	26%	26%	24%	20%
Half Marathon and less	17%	15%	20%	18%
Marathon and less	13%	10%	14%	13%
Ultra	8%	13%	13%	14%
Triathlon	8%	10%	9%	8%
Unknown	3%	10%	12%	13%

Repeat participation has remained relatively steady throughout the last 5 years, indicating that it is difficult for races to move the needle on the number of participants likely to return

Takeaways



Reward loyalty to increase loyalty. Priority registration options and other perks make returning participants feel appreciated and make them more likely to encourage their friends and family to check out the event.



Regardless of the quality of your event, there will always be turnover. Continually seek out new sources of participation by building partnerships with local running clubs, gyms, and school groups.



Expand your pool of potential participants by including a variety of race distances, allowing happy participants to return to your event through the ups and downs of their training schedules.

2.3

Pricing

Average registration prices increased in 2019 for shorter events (10K or less), ultramarathons, and triathlons, while falling for half and full marathons. This is consistent with events that are feeling pressure to set themselves apart in the marketplace, with shorter distances bringing in premium swag and more extravagant finish-line parties, and longer distances attempting to stay competitive with cheaper prices.

Average Race Prices

RACE TYPE	2015 AVG PRICE	2016 AVG PRICE	2017 AVG PRICE	2018 AVG PRICE	2019 AVG PRICE	INCREASE
5K	\$25.68	\$25.75	\$26.38	\$26.48	\$28.22	6.6%
10K	\$31.92	\$31.78	\$33.10	\$34.91	\$36.24	3.8%
Half Marathon	\$57.69	\$61.21	\$64.46	\$67.58	\$64.35	-4.8%
Marathon	\$87.49	\$85.93	\$84.13	\$94.11	\$92.45	-1.8%
Ultra	\$102.42	\$102.10	\$112.38	\$107.70	\$109.44	1.6%
Triathlon	\$90.09	\$87.42	\$89.18	\$89.69	\$90.39	0.8%

Average # of Price Increases

RACE TYPE	2015	2016	2017	2018	2019	% INCREASE
5K	0.7	0.7	0.8	0.8	1	25.0%
10K	0.9	1	1.2	1.3	1.4	7.7%
Half Marathon	1.5	1.7	1.9	2	2.1	5%
Marathon	1.5	1.5	1.8	2.1	2.2	4.8%
Ultra	1.2	1.3	1.6	1.5	1.5	0.0%
Triathlon	1.7	1.9	2.0	2.1	2.2	4.8%

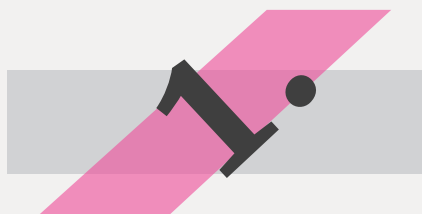
The average number of price increases continues to grow slowly, with every race distance now averaging at least one increase. Longer distances generally have

longer registration cycles and higher prices, allowing for more price increases and larger gaps between the minimum and maximum price.

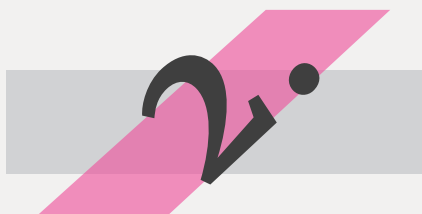
Average Difference Between Minimum and Maximum Price

RACE TYPE	2015	2016	2017	2018	2019	% INCREASE
5K	\$7.48	\$7.99	\$8.36	\$8.38	\$10.51	25.4%
10K	\$8.86	\$9.40	\$9.78	\$10.52	\$11.58	10.1%
Half Marathon	\$18.32	\$19.97	\$23.02	\$23.93	\$24.04	0.5%
Marathon	\$26.38	\$27.41	\$29.52	\$36.31	\$37.17	2.4%
Ultra	\$45.18	\$30.42	\$32.12	\$41.16	\$39.32	-4.5%
Triathlon	\$25.67	\$34.12	\$27.52	\$30.52	\$28.70	-6.0%

Takeaways



Use price increases to expand your pool of potential runners, with thriftier runners likely to be drawn to a low opening price and serial procrastinators willing to pay a premium to register at the last minute.



Price increases are a valuable call-to-action, but only if your runners know they are upcoming. Integrate price increase information into your email marketing and social media strategy.

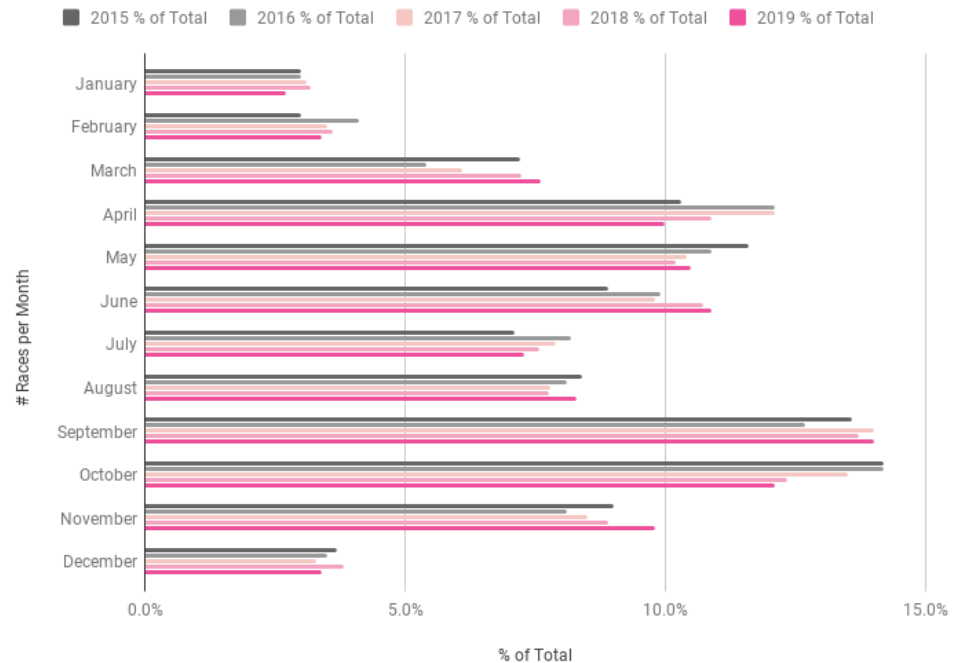


Implement flexible participant management options to drive early registrations. The option to transfer between events or races (or transfer a bib) gives participants the confidence to register early.

2.4

Distribution of Races

Races per Month

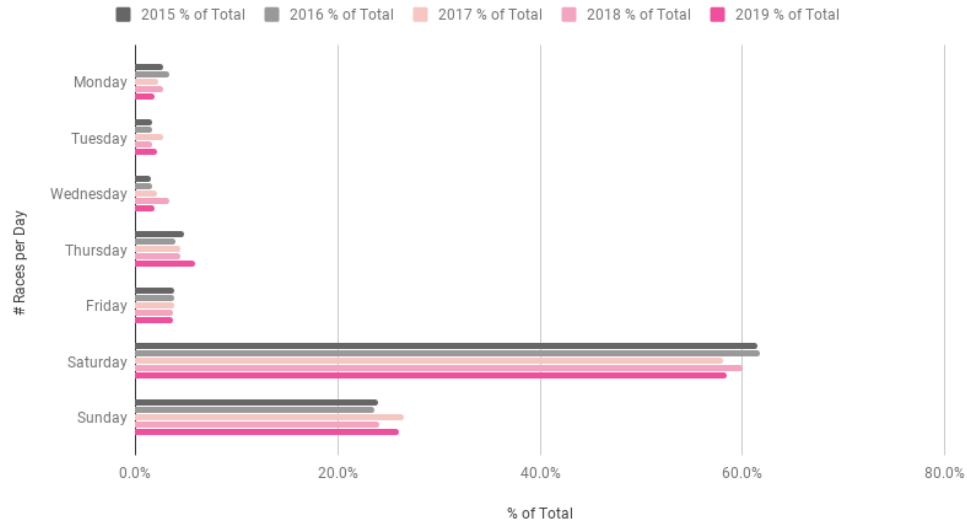


Races per Month

MONTH	2015 % OF TOTAL	2016 % OF TOTAL	2017 % OF TOTAL	2018 % OF TOTAL	2019 % OF TOTAL
January	3.0%	3.2%	3.1%	3.2%	2.7%
February	3.0%	4.1%	3.5%	3.6%	3.4%
March	7.2%	5.5%	6.1%	7.2%	7.6%
April	10.3%	11.9%	12.1%	10.9%	10.0%
May	11.6%	10.7%	10.4%	10.2%	10.5%
June	8.9%	9.6%	9.8%	10.7%	10.9%
July	7.1%	7.9%	7.9%	7.6%	7.3%
August	8.5%	8.0%	7.8%	7.8%	8.3%
September	13.6%	12.8%	14.0%	13.7%	14.0%
October	14.2%	14.1%	13.5%	12.3%	12.1%
November	9.0%	8.3%	8.5%	8.9%	9.8%
December	3.7%	3.9%	3.3%	3.8%	3.4%

As expected, the spring and fall months of April, May, June, September, and October see a spike in events. However, there is slight leveling throughout the year as races look to find weekends without competing events to contend with.

Race Days



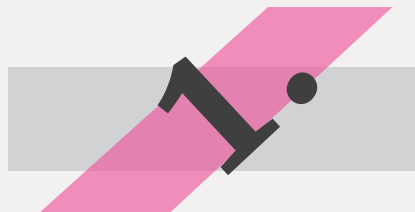
Races per Day

Races are predictably clustered on the weekends, with Saturday dominant over Sundays.

That spike on Thursday? That's from all the Turkey Trots.

DAY	2015 % OF TOTAL	2016 % OF TOTAL	2017 % OF TOTAL	2018 % OF TOTAL	2019 % OF TOTAL
Monday	2.7%	3.5%	2.3%	2.7%	1.9%
Tuesday	1.6%	1.8%	2.8%	1.7%	2.2%
Wednesday	1.5%	1.8%	2.1%	3.3%	1.9%
Thursday	4.8%	4.3%	4.5%	4.5%	5.9%
Friday	3.9%	4.2%	3.8%	3.7%	3.7%
Saturday	61.5%	59.9%	58.1%	60.0%	58.4%
Sunday	24.0%	24.5%	26.5%	24.1%	26.0%

Takeaway



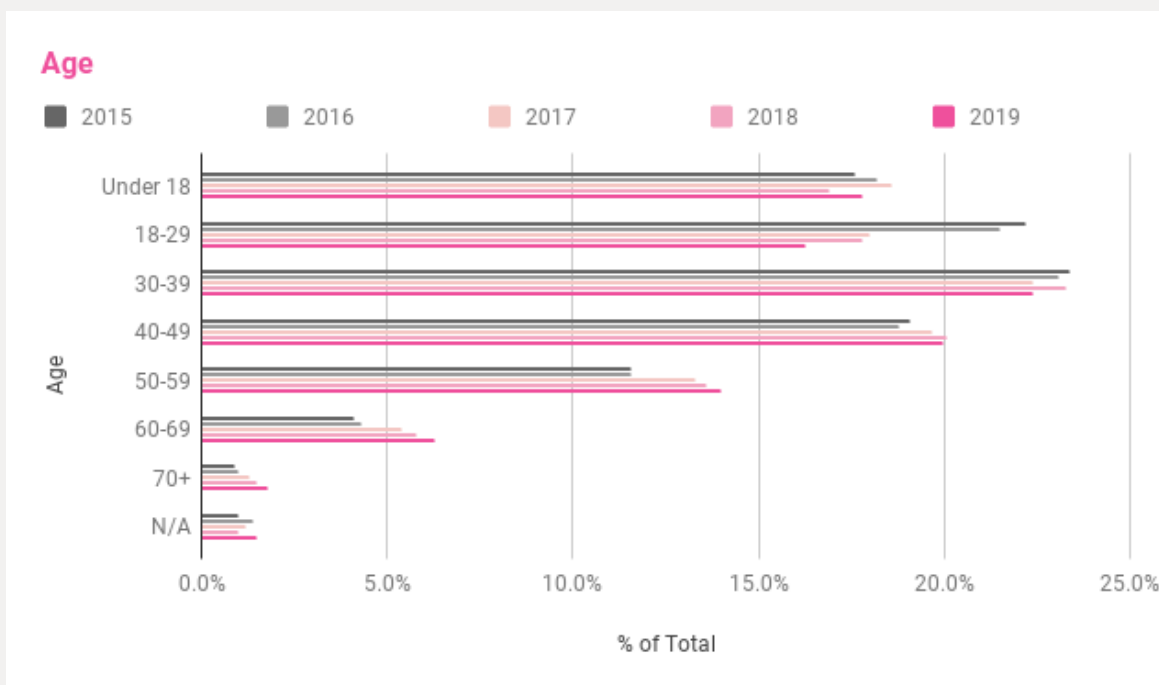
Too much competition in your area? Think outside the (calendar) box. If your race has to be on a weekend in fall, look for a quiet Sunday. Weekday events can gain traction, too, if they are built around corporate teams or running clubs, and off-season races can capitalize on challenging conditions with themes like "Beat the Heat" or "Frozen Buns".

2.5

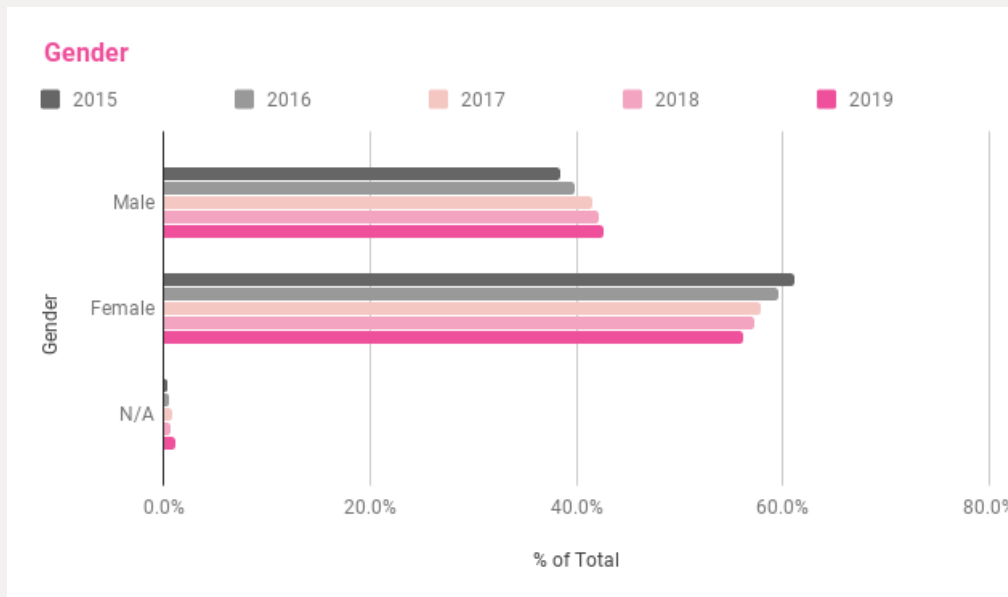
Demographic Trends

Appealing to Millennials and Gen Zers is a challenge for races, with the participation numbers for 18-29 year-olds declining slowly while the percent of participants over 50 grew to 23.4%.

While this indicates a wide age range of potential participants to market to, it also exposes a current weakness in appealing to younger runners.



AGE	2015 % OF TOTAL	2016 % OF TOTAL	2017 % OF TOTAL	2018 % OF TOTAL	2019 % OF TOTAL
Under 18	17.6%	18.2%	18.6%	16.9%	17.8%
18-29	22.2%	21.5%	18.0%	17.8%	16.3%
30-39	23.4%	23.1%	22.4%	23.3%	22.4%
40-49	19.1%	18.8%	19.7%	20.1%	20.0%
50-59	11.6%	11.6%	13.3%	13.6%	14.0%
60-69	4.1%	4.3%	5.4%	5.8%	6.3%
70+	0.9%	1.0%	1.3%	1.5%	1.8%
N/A	1.0%	1.4%	1.2%	1.0%	1.5%

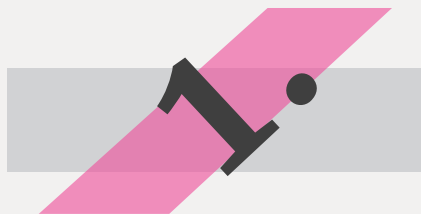


Gender Trends

Women continue to dominate the market, although the gap has narrowed slightly each year.

GENDER	2015 % OF TOTAL	2016 % OF TOTAL	2017 % OF TOTAL	2018 % OF TOTAL	2019 % OF TOTAL
M	38.4%	39.8%	41.5%	42.1%	42.7%
F	61.2%	59.6%	57.8%	57.2%	56.1%
N/A	0.4%	0.5%	0.8%	0.7%	1.2%

Takeaways



Women continue to make up more than half of race participants. Include gender-specific sizing and inclusive marketing images to make all runners feel welcome.



Create family-friendly events that allow multiple generations to participate at the same time. Kids runs, masters awards, and a range of distance options widens your pool of potential participants.



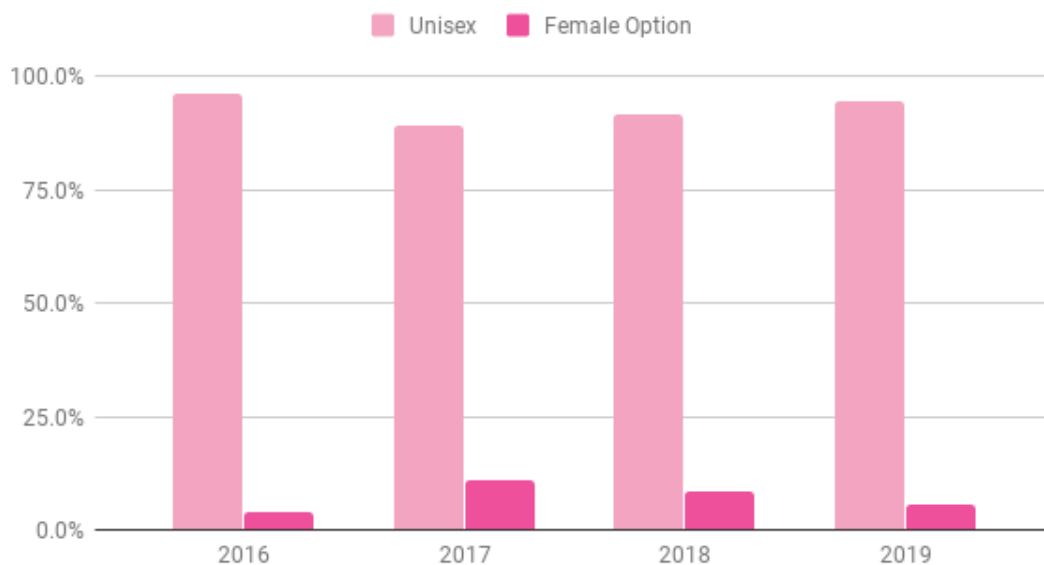
RaceDay experience matters. To reach younger runners, use visual imagery of interactive elements like selfie stations and social enhancements like teams or post-race parties to create FOMO.

2.6

Giveaways

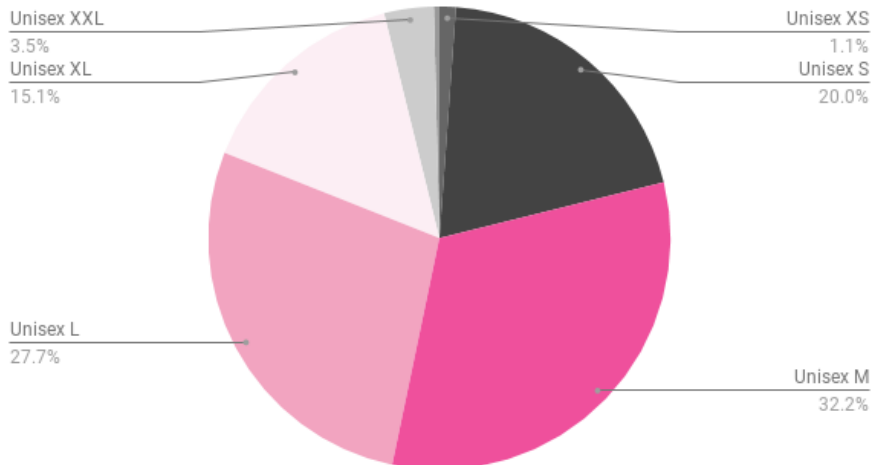
Despite women making up the majority of race participants, only 5.6% of races offered a women's fit from RunSignup's default sizing options. While this may under-report the frequency of gender-specific sizing due to races that enter custom information for sizing, it does suggest that the vast majority of events are only offering unisex giveaways.

% Female Option



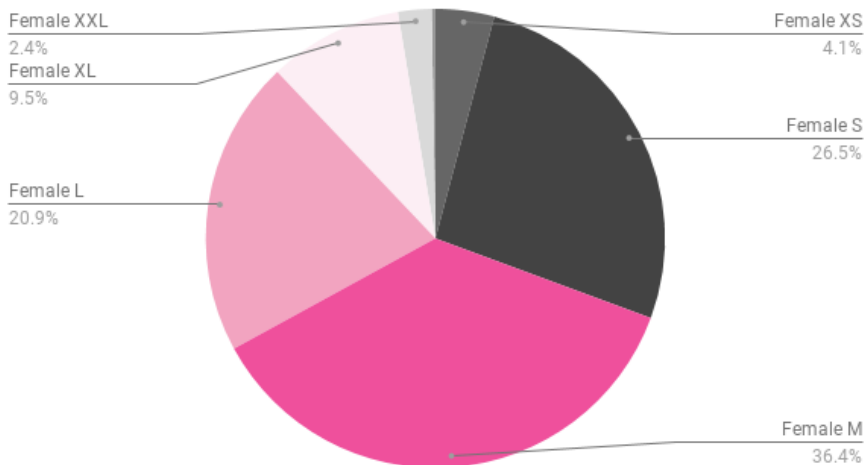
YEAR	UNISEX	FEMALE OPTION
2016	96.2%	3.8%
2017	89.0%	11.0%
2018	91.5%	8.5%
2019	94.4%	5.6%

Unisex Shirt Sizes

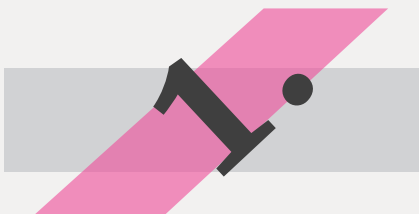


Whether unisex or female fit, the bulk of giveaways are standard small, medium, or large. Still, 20% of unisex and 16% of women's shirts fall outside that range.

Female Shirt Sizes



Takeaway



While it may be easier to offer only unisex shirts, providing a choice in fit ensures that women - who make up 56% of participants - feel welcome at your event and are more likely to wear the shirt later (free advertising!). It's not just women you'll be helping, either: a choice in fit is more inclusive for all body types and style preferences.



Inclusive sizing goes beyond just gender-fit. 20% of unisex and 16% of women's shirts are XS, XXL, XXXL, or others. Make sure there is an available option for all sizes to ensure that everyone feels like a full participant in the event.

2.7

Race Churn

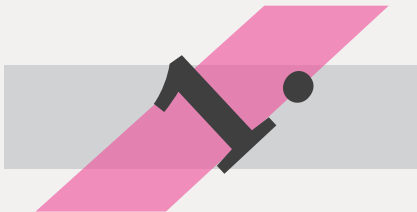
We collect data on the fates of races over 500 people that use our platform from year to year. Due to the manual nature of this report, it does not evaluate races under 500 participants.

Race Churn 2019

- > Renewed races: 91.6%
- > No race held: 5.6%
- > Switched to another platform: 2.8%

The meaningful number here is that 5.6% of races over 500 did not recur in 2019. This reflects the pressure that is felt by races - In reality, smaller events tend to be more impacted by swings in the market than mega-events, and the death rate of races appears is likely higher for smaller events.

Takeaways

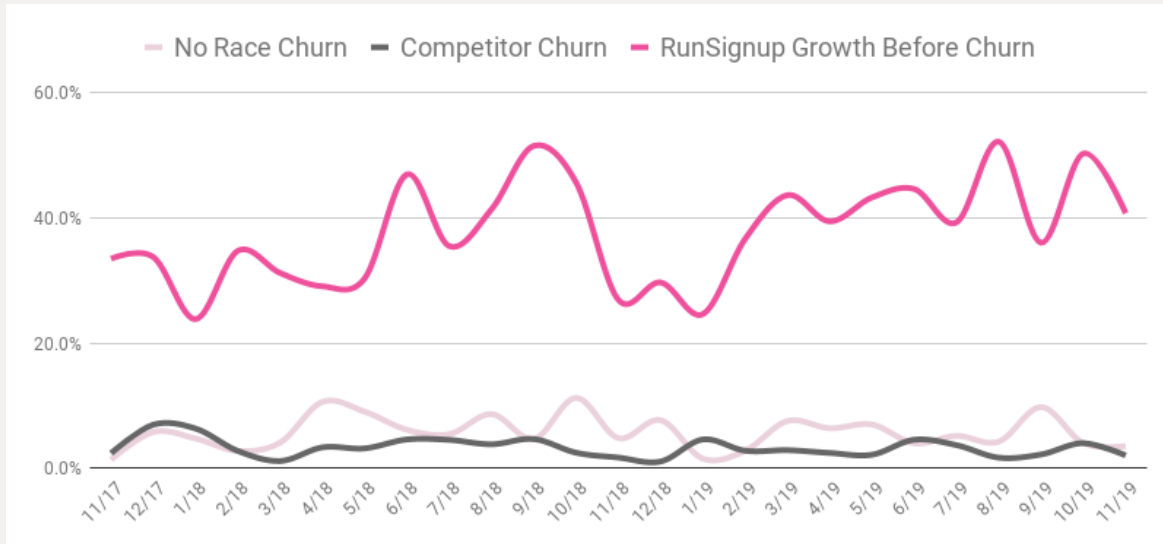


While larger races tend to be more stable and able to withstand shifts in the market, smaller events (with smaller financial margins) can fold when local competition or local pricing concerns squeeze a little too tight.



Race cancellations impact more than just the race. Unexpected cancellations create a sense of mistrust amongst endurance participants. Due to some high profile cancellations in recent years, communicating clearly and frequently is essential to give your participants confidence that your event is healthy.

RunSignup Growth vs. Churn



Internally at RunSignup, we also track races that recur but do not stay on our platform. This allows us to determine if there are emerging competitors or if we are lacking specific features or support offerings. We see a relatively even spread of destinations for races that are leaving our platform.

Race Churn

	Losses Since Nov 2017		Losses Since Nov 2017
New Races	4,035	Races Online	3
No Race	230	Classy	2
Race Roster	18	RedPodium	2
Other	13	RaceEntry	2
EnMotive	12	Eastside Racing	1
ItsYourRace	9	EventBrite	1
Showclix	8	Crowdrise	1
RaceWire	7	GetMeRegistered	1
CT/Athlinks	7	RacePlanner	1
Events.com	6	RaceMenu	1
Blackbaud	4	AthleteGuild	1
Vertical Runner	4	RaceForum	1
Shopify	3	LocalRaces	1
Haku	3	Run the Day	1
Lightbox	3	Race Assist	1
Active	3	IMAthlete	1

Promotion Trends

KEY FINDINGS AND TRENDS

1

- The percent of **registrations using coupons rose to 8.0%**, while the ROI for those coupons fell from 369% to 294%.
- Referral Rewards programs with refunds saw **13 participants referred to an event for every refund given**. 7% of registration dollars came from referred participants when refunds were offered, with the percentage increasing for races that also offered Swag Rewards.
- RaceInsights, RunSignup's internal Analytics engine, conservatively **attributed 18.9% of race website views to search engines** (like Google or Bing).
- More than **100,000 registrations came from automated emails**, with automated Price Increase emails outperforming automated Incomplete Registration emails.

CONCLUSIONS

2

- Coupons may be reaching a tipping point as a marketing strategy, with more runners using them for a smaller return.
- Referral rewards continue to be one of the most effective promotion strategies, with a wide range of refund thresholds and configurations all providing strong returns.
- SEO (Search Engine Optimization) is key to ensuring potential participants can find your event.
- Email marketing drives registrations and automating the process ensures that emails get sent on time.

RECOMMENDATIONS

3

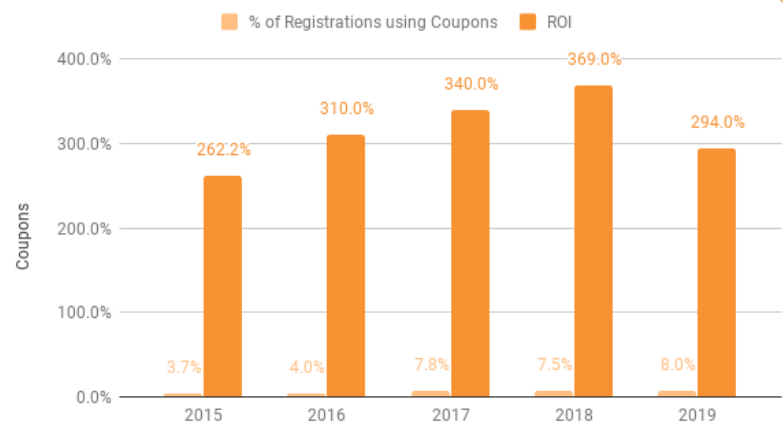
- Make sure all coupons offered are part of a broader marketing strategy and are not handed out with so much frequency that participants expect them and wait for them.
- Add Swag Rewards to your Refund Rewards program to encourage your most dedicated referrers to continue reaching out long after they earn their refund.
- Use your RunSignup race website for your main race website - it's already optimized for SEO and will show up at the top of your Google searches.
- Turn on automated emails to eliminate the risk of human error and forgetfulness in sending participant communications. Customize them in advance, schedule them, and you're done!

3.1 Coupons

COUPONS	% OF REGS USING COUPONS	ROI	AVERAGE DISCOUNT	TOTAL DISCOUNTS	NET REVENUE FROM COUPONS
2015	3.7%	262.20%	\$13.03	\$2,137,204	\$5,604,445
2016	4%	310%	\$12.04	\$2,907,418	\$9,012,947
2017	7.8%	340%	\$15.69	\$3,684,319	\$12,526,890
2018	7.5%	369.0%	\$10.92	\$3,559,383	\$13,132,704
2019	8.0%	294%	\$13.88	\$5,696,303	\$16,748,501

Coupon usage continued a general upward trend in 2019, with an increase in the % of registrations using coupons. Additionally, the average discount amount bounced back, with the combination of the two leading to a slight dip in ROI. While coupons clearly still act as strong calls to action, they should be used judiciously to avoid creating an *expectation* of coupon availability.

Coupons



Takeaways



Coupons may be at a tipping point, with the ROI falling a bit as the 8% registrations use coupons. Sketch out your discounting plan in advance, and offer coupons at strategic times.



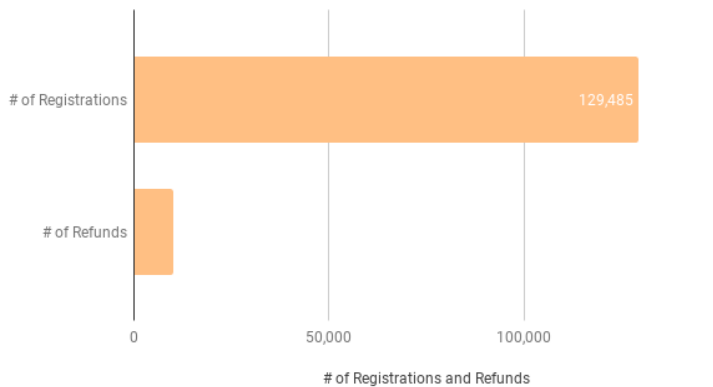
Get the most out of coupons by targeting them to priority groups (like running clubs or gyms) that are new to your event. Regardless of the application, make coupons time-limited to strengthen their role as calls-to-action.

3.2

Referral Rewards

When implemented correctly, with consistent promotion of the program, a Referral Rewards program can be one of the most effective marketing tools for a race. Approximately 6% of registrations and 7% of transactions come from referrals when refund rewards are turned on, with that number creeping as high as 11% when Swag Rewards are added to the mix.

Referral Rewards Payback - # of Registrations



13

REGISTRATIONS FOR EVERY
REFUND WHEN REFERRAL
REWARDS REFUNDS ARE
ENABLED

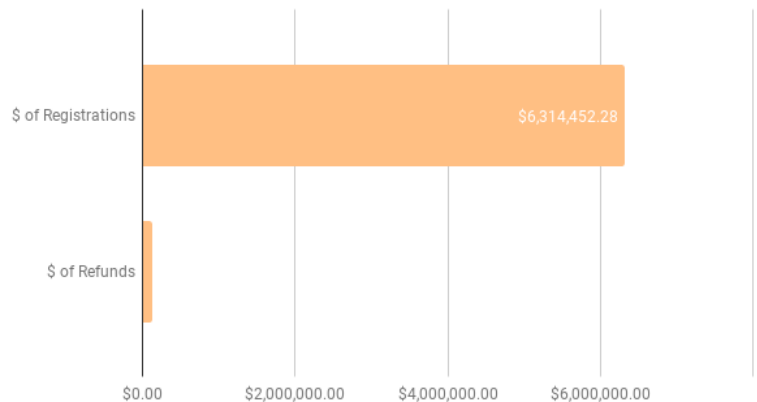
6%

OF REGISTRATIONS ARE FROM
REFERRALS WHEN REFERRAL
REWARDS ARE ENABLED

7%

OF REGISTRATION DOLLARS ARE
FROM REFERRALS WHEN REFER-
RAL REWARDS ARE ENABLED

Value of Registrations vs. Cost or Refund Rewards



2019 REFERRAL REWARDS RESULTS

No. Referral Codes	315,631
No. Race Page Views	2,134,756
No. Completed Registration Transactions	109,490
No. Completed Registrations	135,486
Completed Registration Amounts	\$6,642,972.09
No. Referral Refunds	10,560
Estimated Referral Refund Amounts	\$136,934.87
Estimated ROI	\$6,506,037.22, (4.751%)
Estimated CPA	\$1.01

Configurations for referral reward refunds can vary widely depending on the type of event and the cost of the initial registration. While the sample size is small for races requiring more than 5 referrals for a refund, the ROI (Return on Investment) and CPA (Cost per Acquisi-

tion) is impressive for events with high thresholds.

Regardless, at every level the ROI and CPA are strong, with the many races electing to set thresholds at either 3 or 5 referrals.

# REFERRALS FOR REFUND	# REFUNDS	#REGISTRATIONS	AVERAGE REFUND AMOUNT	ESTIMATED ROI	ESTIMATED CPA
1	2,031	66,498	\$4.19	1,488%	\$0.13
2	572	68,781	\$7.09	1,516%	\$0.06
3	1,374	220,529	\$13.28	1,473%	\$0.08
4	442	117,468	\$16.27	1,116%	\$0.06
5	2,729	658,471	\$40.84	592%	\$0.17
6-9	258	102,866	\$17.29	2,074%	\$0.04
10	152	92,617	\$74.80	711%	\$0.12
11-14	29	33,924	\$16.89	2,729%	\$0.01
15-19	74	57,921	\$47.02	1,496%	\$0.06
20-24	36	14,734	\$45.69	1,871%	\$0.11
25-29	10	3,350	\$66.00	1,770%	\$0.20
30+	22	3,694	\$42.27	2,570%	0.25

Takeaways



Referral reward refunds are a low-effort, automated way to grow your race. Don't set them and forget them entirely, though: frequent reminders and communications about the referral program are necessary to remind participants to reach out to their family & friends.



There isn't one perfect configuration for Refund Rewards. Think about the total cost of your event and set a threshold that feels attainable enough for runners to attempt to reach it, yet high enough that most will never earn the refund.

3.3

Groups & Teams

Viral social marketing is all about finding ways to get your participants to promote your race for you. Groups and teams are central to that philosophy as an easy and inexpensive way to encourage your participants to bring along their community. Bonus: the RaceDay experience is also more memorable for participants who have family and friends with them.

Incentives are an underutilized tool for growing your groups and teams. Our numbers show that the average group size increases from 6.32 to 7.55 when an incentive is added, but the real number is likely even stronger - that only accounts for teams with refunds as incentives. Other types of incentives include a private porta-potty or a tent on RaceDay and are harder to track.

4.2%
PERCENT OF GROUPS/TEAMS
THAT OFFERED REFUND
INCENTIVES IN 2019

	AVERAGE GROUP SIZE 2017	AVERAGE GROUP SIZE 2018	AVERAGE GROUP SIZE 2019
Overall	6.4	6.16	6.37
Non-Incentivized Group	6.36	6.12	6.32
Incentivized Group	7.47	7.18	7.55

Takeaways



Stoke your participants' competitive spirit by adding an award or a refund for the largest team or the team with the best RaceDay t-shirt or chant.



Add teams without adding work by enabling flexible participant management options that allow participants to create and manage teams on their own.



Add incentives to increase interest in joining groups/teams. Incentives can be as simple as automated refunds, or as creative as VIP treatment or premium swag.

3.4 RaceInsights

RaceInsights, RunSignup's integrated Analytics engine, tracks every click, registration, and transaction on each race's website and analyzes the sources to show race directors the true impact of their marketing efforts like Facebook advertising and email marketing. Our aggregate data shows that the largest source of registration is people going directly to a race's website, whether that is ScottCoffeeRun.com or RunSignup.com/ScottCoffeeRun.

SOURCE	2017	2018	2019
Google	19.1%	16.8%	18.4%
Email	6.5%	6.1%	7.2%
Facebook	5.5%	4.8%	4.6%
RunSignup Affiliates	2.9%	3.1%	2.4%
Bing	1.3%	0.2%	0.2%
Yahoo	0.3%	0.2%	0.3%

Our data likely under-reports Google and Facebook as web referral sources since many races use these sources to drive traffic to their independent race websites. However, races that use RunSignup's race website as their primary or only website would have accurate search engine attribution.

2.4% of registrations are driven by affiliates, including RunSignup's own race page or one of the 100+ affiliate websites that publish race calendars. Affiliates either integrate directly with our API feed of new races or use an automated calendar widget. RunningintheUSA.com and HalfMarathones.net are two of the largest RunSignup affiliates that use the API to include all RunSignup races.

Takeaways



SEO (search engine optimization) is key to capture the 18.9% of people who find your site through search engines. Use a RunSignup site for built-in SEO.



Email still works. Use integrated RunSignup email marketing and watch the RaceInsights on your dashboard to see the impact of a specific campaign and adjust accordingly. Registrations and traffic both matter.

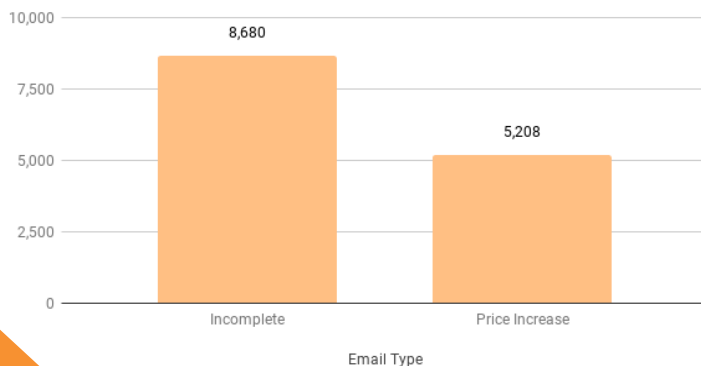


Don't neglect old-fashioned sources of races. Affiliate calendars can drive traffic - make sure you are on the race calendars for local running stores and clubs.

3.5 Email Marketing

To further drill into that 7.2% of registrations that come from email marketing we looked at the effectiveness of two automated emails that the RunSignup email marketing system can send - Price Increase, and Incomplete Registrations. Automated emails are free, and require only the effort a race director wants to put into customizing the templates.

Races with Automated Emails

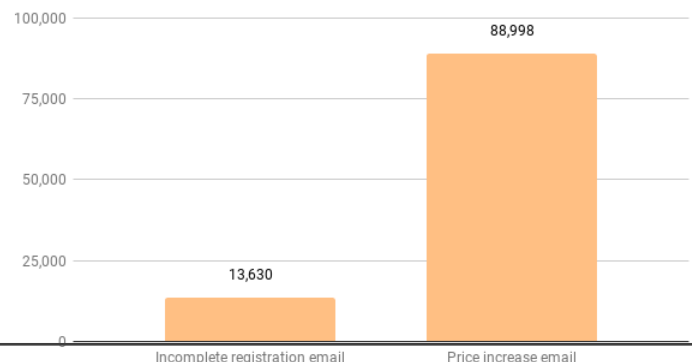


These numbers only represent the races that use the automated emails; many races also manually set up and send emails around price increases.

Note: this data is from January 2019-November 2019, so it represents less than a full year.

While races are more likely to enable automated emails for incomplete registrations, automated price increase emails get more than 6 times as many registrations. Additionally, automated registration follow-up emails can be a powerful tool to promote your referral rewards program, fundraising program, or team size competition.

Registrations by Email Type



Takeaways



Turn on automated emails for incomplete registrations! They are an easy way to capture a few additional registrations.



Turn on automated emails for price increases! You can customize them, and setting them to go out automatically reduces labor and eliminates human error and forgetfulness.



Whether automated or manual, make your emails actionable. Include a specific, time-limited call-to-action like a price change, expiring coupon, or swag only for early registrants.

LINDA MAXWELL,
BELLIN HEALTH

on automated emails for
incomplete registrations

“

One of the features that is great with the incomplete registration process is that it is automated that they get an email. You can set when you want that email to go out, but, say three days after they left the system without completing registration, and they get an email that reminds them “oh, I didn’t finish that.” That’s a fantastic feature that really helps people get back into the system.



PROMOTION

“

A new-to-me feature that I’ve been trying to use a little bit more is web tracking and analytics. You can actually see who is getting to your website and spending money from which ads, and you can make sure your ads are being put to use instead of just paying for ads that get no return on your investment. It’s very simple to use and it’s all setup right there on your dashboard as soon as you log in.

SEAN PERAZZELLI
DQ EVENTS

on RaceInsights

Registration Trends

KEY FINDINGS AND TRENDS

1

- Race week registrations held steady, with **23.5% of all race registrations occurring in the final week**. For 5Ks, that number climbs to 26% of registrations.
- More than a quarter - **27% - of all registrations occurred within the 3 days prior to a price increase or registration closing**.
- Facebook still dominates the social scene for races. **95.3% of all website views that came from social media originated on Facebook**.
- Mobile adoption shows no sign of slowing, with a full **70.3% of page views and 46.8% of transactions occurring on mobile phones or tablets**.

CONCLUSIONS

2

- Runners are accustomed to making up their minds late, and expect to be able to register at any point in the registration cycle.
- Calls to action are key, and nothing motivates a potential registrant like a looming deadline.
- It can be useful to play around with new options for social media marketing, but Facebook still drives the vast majority of traffic to race websites.
- Participants are increasingly comfortable making decisions, and even completing transactions, on their mobile devices.

RECOMMENDATIONS

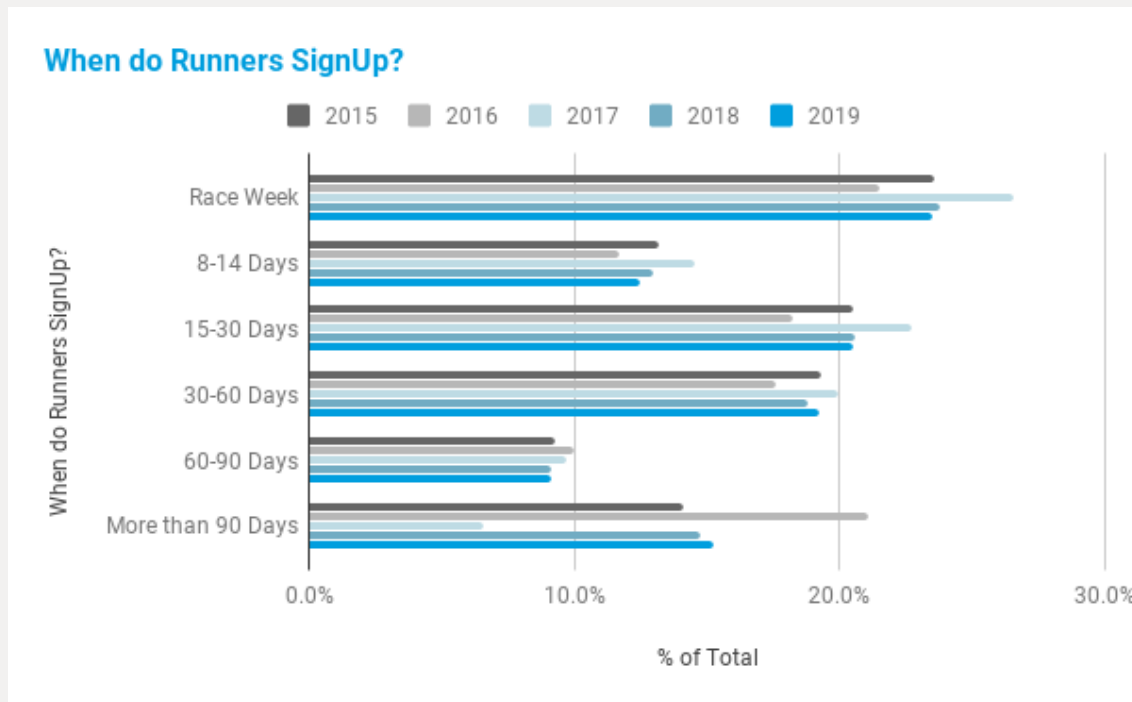
3

- To maximize participation, keep online registration open up until the gun goes off. Invest in RaceDay technology to help maintain a smooth registration process even on race morning.
- Reinforce your looming deadlines by including upcoming price increases in every email and social media communication.
- Focus your marketing dollars where you're most likely to see a return - but use Custom Audiences and Lookalike audiences to limit ad money wasted on unlikely participants.
- Test your registration process and your website on a range of devices, including tablet and desktop options as well as Apple and Android mobile devices.

4.1 When Runners Register

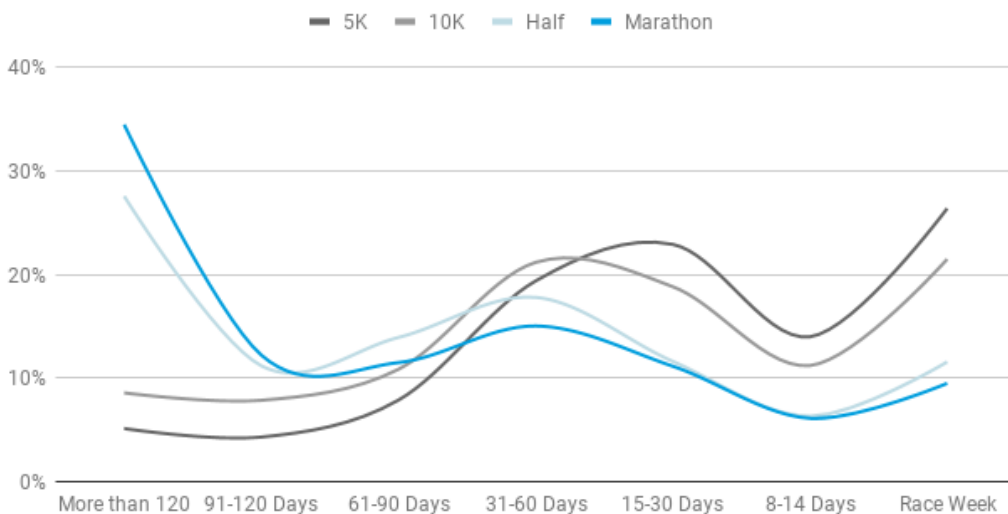
Race week registrations in 2019 held relatively steady, with procrastinators making up 23.5% of registrations. We recommend keeping registration open through the gun time of the race to ensure that you don't miss out on late comers.

Early registrations (more than 90 days out) were impacted between 2016 and 2017 due to the loss of a large fun run series that aggressively marketed to early registrants. However, early registrations are ticking back up. A long registration period allows for flexibility to capture the widest range of runners - both those who plan and those who are spontaneous.



WHEN DO RUNNERS SIGNUP?	2015	2016	2017	2018	2019
Race Week	23.6%	21.5%	26.6%	23.8%	23.5%
8-14 Days	13.2%	11.7%	14.5%	12.9%	12.5%
15-30 Days	20.5%	18.2%	22.7%	20.6%	20.5%
30-60 Days	19.3%	17.6%	19.9%	18.8%	19.2%
60-90 Days	9.3%	10.0%	9.7%	9.1%	9.1%
More than 90 Days	14.1%	21.1%	6.6%	14.7%	15.3%

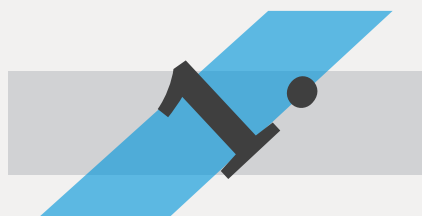
SignUp # of Days Before Race



	5K	10K	HALF	MARATHON
Race Week	26%	21%	12%	9%
8-14 Days	14%	11%	6%	6%
15-30 Days	23%	19%	12%	11%
30-60 Days	19%	21%	18%	15%
60-90 Days	8%	11%	14%	12%
90-120 Days	4%	8%	11%	12%
More than 120	5%	9%	28%	34%

There are significant, if predictable, differences by event distance. Longer distances, with their long training cycles, larger financial investments, and challenging logistics, pull in a number of early registrations and limited race week registrations, whereas 5Ks spike much later. However, all distances do see registrations throughout the full registration cycle

Takeaways



Your registration cycle should fit your race. Make sure you open long races early to allow people to prepare. For shorter distances, opening early can be a benefit, but the final month is key, registering 63% of the total participants.



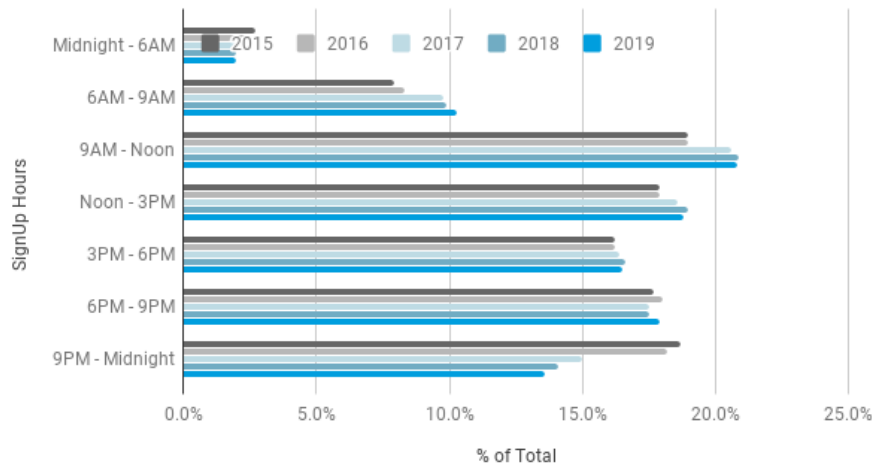
To maximize participation, never close registration. The RaceDay Technology Suite makes last minute registrations a breeze with online registration, expo mode, mobile registration options, and real-time syncing with timer software.



Skip the "off" season. Promote your race year-round to capture the widest audience, and ramp up when it's most appropriate for your audience and distance.

4.2 Registration Times

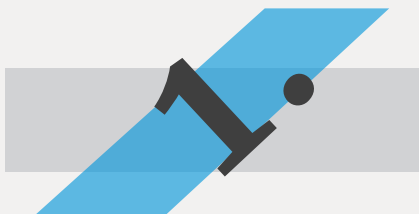
SignUp Hours



Registration is a 24-hour affair, with computer (and mobile) access readily available. As you might expect, midnight to 6:00am slows down significantly, with the busiest time between the start of work and lunchtime.

SIGNUP HOURS	2015	2016	2017	2018	2019
Midnight - 6AM	2.7%	2.4%	2.1%	2.0%	2.0%
6AM - 9AM	7.9%	8.3%	9.8%	9.9%	10.3%
9AM - Noon	19.0%	19.0%	20.6%	20.9%	20.8%
Noon - 3PM	17.9%	17.9%	18.6%	19.0%	18.8%
3PM - 6PM	16.2%	16.2%	16.4%	16.6%	16.5%
6PM - 9PM	17.7%	18.0%	17.5%	17.5%	17.9%
9PM - Midnight	18.7%	18.2%	15.0%	14.1%	13.6%

Takeaways



Don't over-think the precise timing of your promotions. People are online all day.



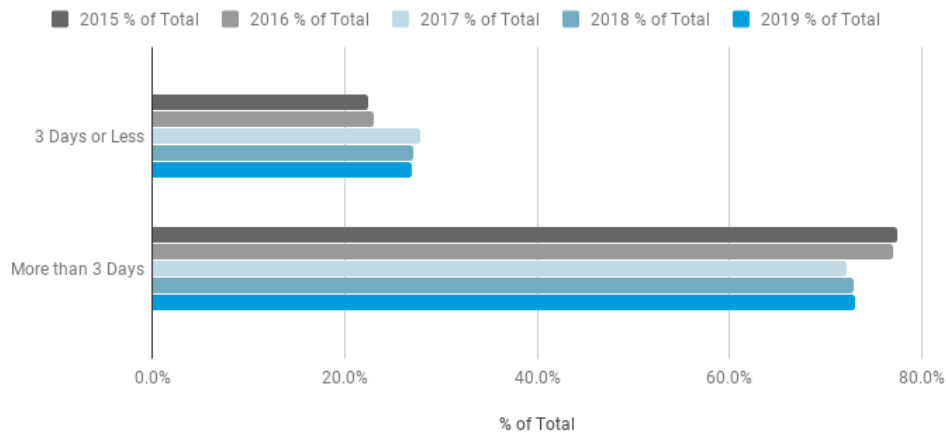
Activity spikes right around lunch. If you want to catch people as they are looking for a distraction at the office, try 11:00am.

4.3

Pricing Strategies

Strong, time-based incentives are key for prompting action. Over a quarter (27%) of all registrations take place within the 3 day period to a price increase or registration closing date. That's a lot of registrations on a very small percentage of dates!

% of SignUps 3 Days Prior to Price Increases or Registration Close



% OF SIGNUPS 3 DAYS PRIOR TO PRICE INCREASE/ REGISTRATION CLOSE	2015 % OF TOTAL	2016 % OF TOTAL	2017 % OF TOTAL	2018 % OF TOTAL	2019 % OF TOTAL
3 Days or Less	22.5%	23.0%	27.8%	27.1%	27.0%
More than 3 Days	77.5%	77.0%	72.2%	72.9%	73.0%

Takeaways



A price increase is only valuable if people know it's coming. Maximize the impact of your pricing strategy by emailing past participants who have not yet registered, as well as current registrants (to encourage them to invite their friends). Use email, social media and your website to ensure that runners are aware of your price countdown.

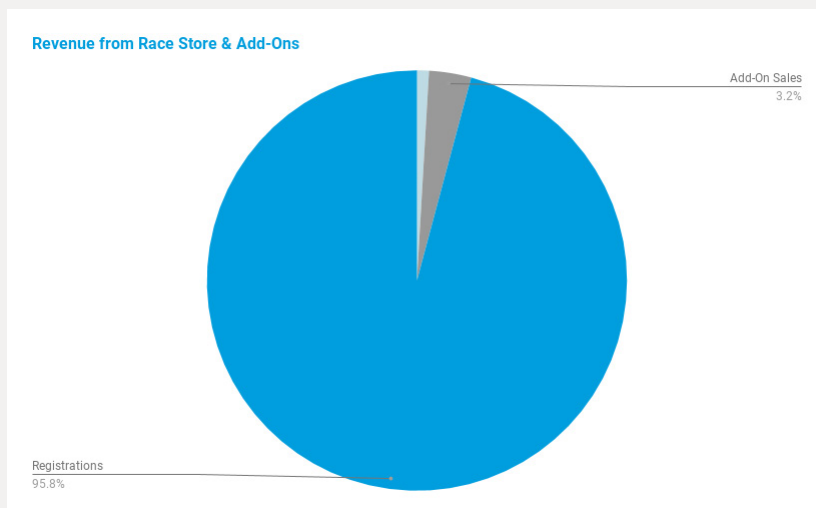


The importance of time limits and deadlines can be carried to other areas of your marketing strategy as well. Include time limits for coupons and promotional swag - and make sure your runners know about the cutoff.

4.4 Race Store & Add-Ons

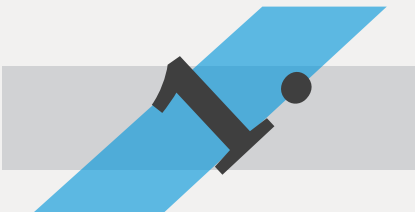
There are a few ways for races to bring in revenue through merchandise. Add-ons are merchandise that is available for purchase during (but not outside) the registration path. A race store has merchandise for sale to both participants and the general public during *and* outside the registration path.

	ADD-ONS	STORE
Percent of Registrations with Merchandise	15.8%	1.2%
Percent of Revenue from Merchandise	3.2%	0.9%
Average Amount Paid for Merchandise	\$8.27	\$28.96
Average Race Revenue from Merchandise	\$1,224,72	\$1,056.29



In 2019, races with a store saw 0.9% of total revenue coming from the race store, while add-ons brought in 3.2% of revenue

Takeaways



Think of merchandise as an opportunity to expand your brand. Offer unique apparel and novelty items with a clear tie-in to your event for an added revenue source. Add items to a race store to allow your supporters to contribute to your event even if they can't make it on race day.



Enable flexible participant management to make it easier for your participants to purchase merchandise with the peace of mind that they can edit the size or color later. Just add a close date to ensure no changes after your final order is placed!

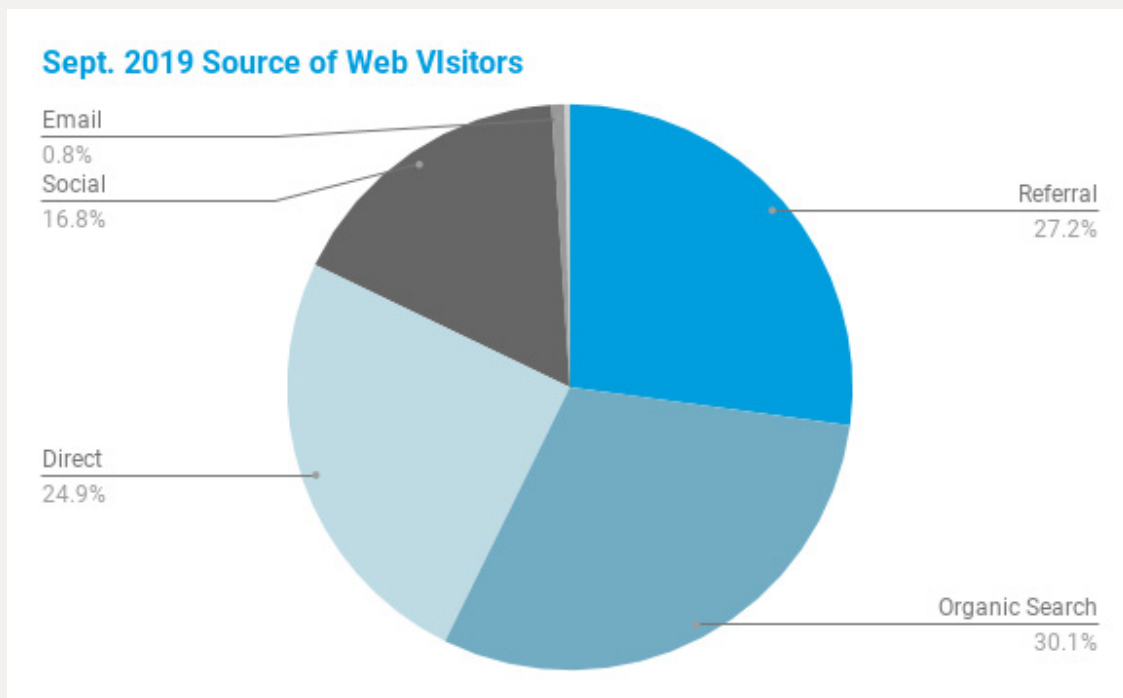
4.5 Web Analytics

The data in this section is pulled from our Google Analytics data for September of each year and presents an overview of how, and on what devices, participants find race websites.

The first chart shows the volume of traffic and transaction dollars processed as reported to Google Analytics. Google does not capture all sessions and traffic, rather, the data is reported on the volume below.

	SEPT 2015	SEPT 2016	SEPT 2017	SEPT 2018	SEPT 2019
Sessions	1,782,000	2,866,000	3,421,377	4,636,812	6,238,604
\$ Transactions	\$ 8.7M	\$ 12.8M	\$13,253,653	\$17,848,933	\$23,070,206

The source of those site visits is shown here:



Referrals on Google Analytics are either race calendars like RunningintheUSA.com, websites for races, timers, or race series (like philadelphiamarathon.com). Referrals, organic search (a search engine with a link that is not paid) and direct traffic (typing in the correct link) are each responsible for 25-30% of traffic.

The high ranking of RunSignup race websites, and the increasing number of races using those websites as their main website, continues to be important with the largest share of traffic coming from organic search.

SOURCE	SEPT. 2015	SEPT. 2016	SEPT. 2017	SEPT. 2018	SEPT. 2019
Referral	53%	47%	42.3%	35.8%	26.9%
Organic Search	18%	21%	24.4%	28.3%	29.8%
Direct	15%	16%	17.6%	20.0%	24.6%
Social	12%	15%	14.6%	13.8%	16.6%
Email	0.4%	0.2%	0.5%	0.6%	0.7%
Paid Search	0.1%	0.1%	0.1%	0.4%	0.3%

Note: the low numbers for email are likely due to incorrect source tracking in Google Analytics and different email clients.

For example, a link on an email in a mobile phone opens the browser with a direct link and is counted as such. The 7.2% reported by RacelInsights is likely more accurate, but even with RacelInsights, there are a number of links from the email to a race's private domain that we cannot track.

Social Interactions is how Google Analytics defines the connection between social media and conversions. Contributed social conversions are interactions that were followed by a conversion, but not immediately, whereas a last interaction social conversion led directly to the conversion.

SOCIAL VALUE	SEPT. 2015	SEPT. 2016	SEPT. 2017	SEPT. 2018	SEPT. 2019
Contributed Social Conversions	6.2%	7.5%	9.0%	8.9%	8.6%
Last Interaction Social Conversions	3.9%	4.1%	4.5%	4.6%	4.4%

SOCIAL SOURCE	SEPT. 2016	SEPT. 2017	SEPT. 2018	SEPT. 2019
Facebook	97.0%	93.4%	93.7%	95.3%
Instagram	0.5%	3.8%	1.8%	2.5%
Instagram Stories	n/a	n/a	2.0%	0.9%
Twitter	1.6%	1.7%	1.5%	0.7%
Other	0.9%	1.1%	1.0%	0.6%

Diving a little deeper into social sources of website traffic it's clear that Facebook dominates, making up more than 95% of all social traffic. Instagram is still holding onto a small but real slice of the pie while Twitter has declined.

Takeaways



If you aren't using a RunSignup website that has been optimized for Google, invest in an expert in SEO (Search Engine Optimization) to ensure that potential runners are finding your site.



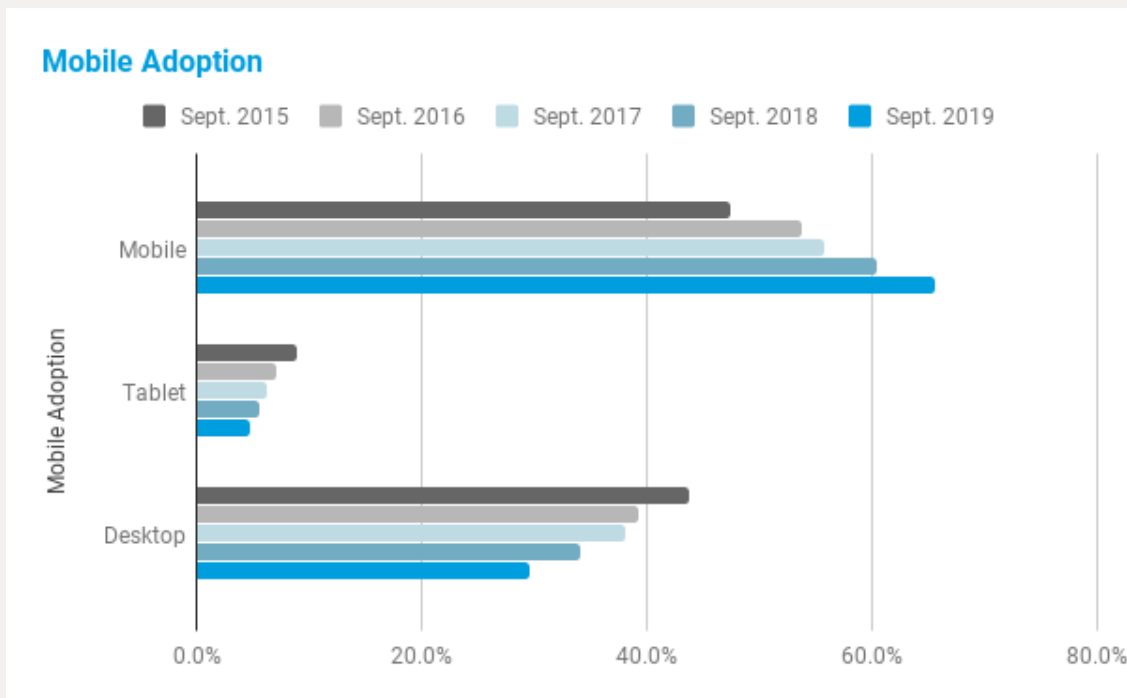
In the social realm, Facebook still rules. Keep most of your social advertising dollars there, but don't be afraid to play around with Instagram where there is less ad competition.

4.6

Mobile Adoption

Mobile is no longer the new kid on the block, yet it continues to increase in terms of page views and transactions. 2019 marked the first year that we saw less than 30% of page views on desktop or laptop devices, with 65.6% of views on mobile phones.

As phones increase in size and functionality, we are also seeing a decline in the importance of tablets, with a mere 4.7% of page views coming from tablets.

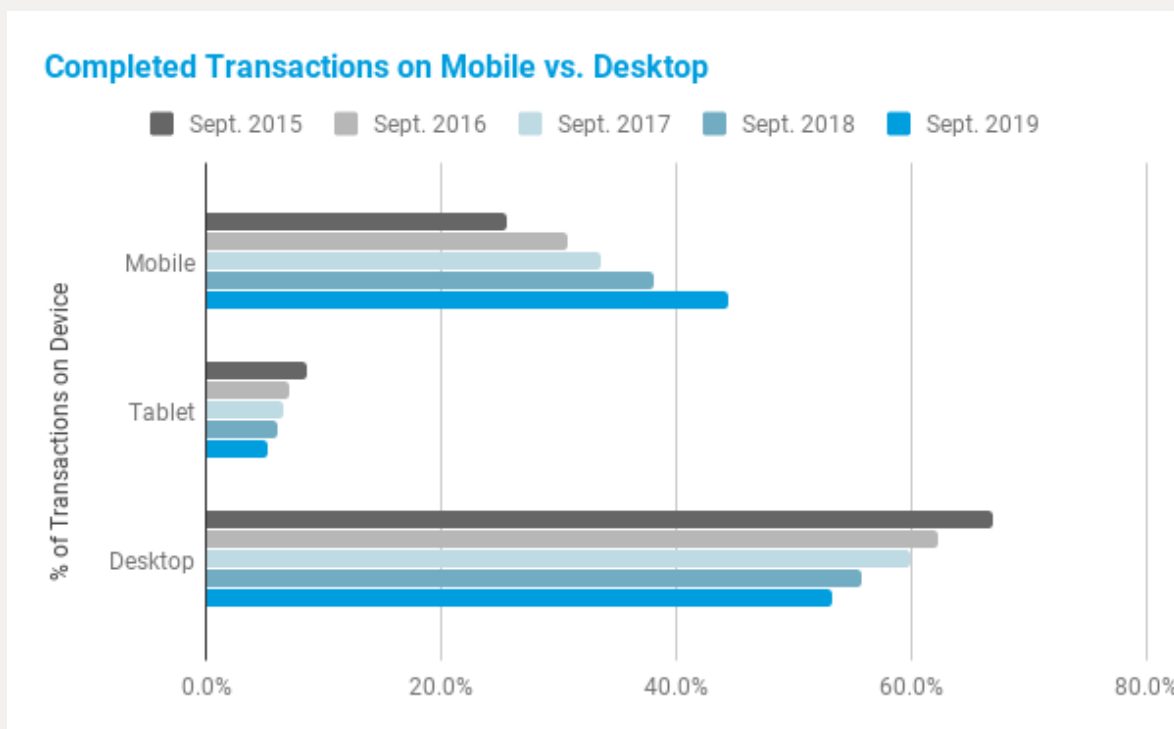


MOBILE ADOPTION	SEPT. 2015	SEPT. 2016	SEPT. 2017	SEPT. 2018	SEPT. 2019
Mobile	47.4%	53.8%	55.8%	60.5%	65.6%
Tablet	8.9%	7.0%	6.2%	5.5%	4.7%
Desktop	43.7%	39.2%	38.0%	34%	29.6%

+70.3%

TRAFFIC IS FROM MOBILE OR
TABLET USERS

Historically, people have demonstrated willingness to search for races and view them on their phones, but have shown reticence to complete a full transaction. While desktops still represent the majority of transactions, that majority has slipped to just 53.2%, with mobile transactions rising to 41.5%. As credit card information is saved in more sites (including RunSignup) and payment systems like Apple Pay make mobile payments feel normal and speedy, we expect the trend of increasing mobile transactions to continue.

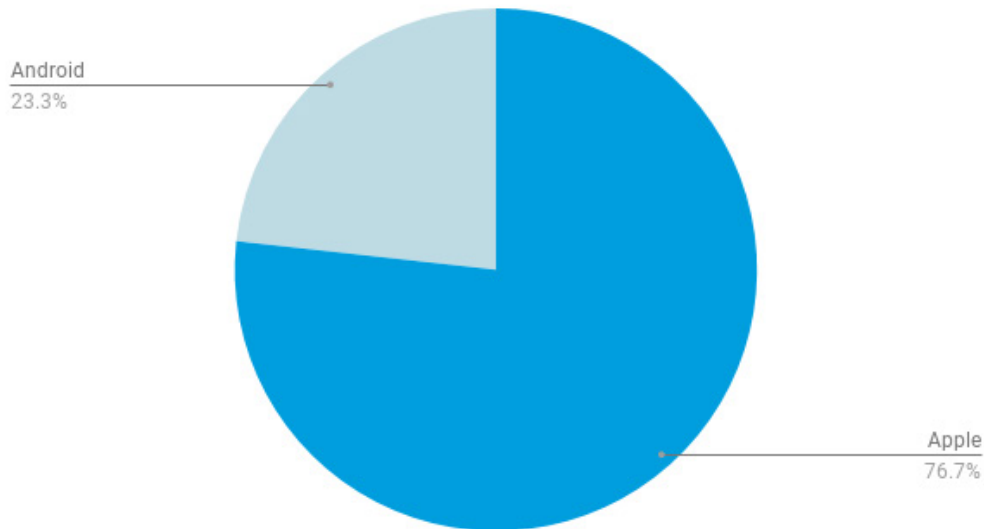


% OF TRANSACTIONS ON DEVICE	SEPT. 2015	SEPT. 2016	SEPT. 2017	SEPT. 2018	SEPT. 2019
Mobile	25.6%	30.7%	33.5%	38.1%	41.5%
Tablet	8.5%	7.0%	6.5%	6.1%	5.3%
Desktop	66.9%	62.2%	60.0%	55.8%	53.2%

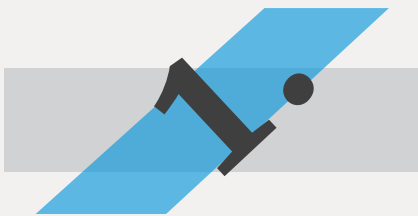
Apple increased it's domination of the mobile market, with Apple making up 76% of mobile devices accessing RunSignup.

DEVICE TYPE	SEPT. 2015	SEPT. 2016	SEPT. 2017	SEPT. 2018	SEPT. 2019
Apple	70%	70%	74%	74%	76%
Android	28%	28%	26%	26%	23%

Type of Mobile Device



Takeaways



Test your technology. Make sure you review your website and registration path on a mobile device (both an Apple and an Android), as well as a tablet and desktop device.



It's not just views that are happening on mobile - increasingly, runners are comfortable making purchases on their phones. Prioritize mobile for your registration path to capture people in the moment.



Don't neglect your emails, either. When sending an important email, always send a test email, and open it on both a desktop and a mobile device.

BRANDON HOUGH ADVANCED RUNNING PROJECT

on giveaway reporting

“

I love the reporting feature because it's really simple for promotional items and merchandise. When the time comes to order shirts, you've already set it up to ask in registration and it's really simple. You can just pull a report: if you have 500 runners registered, and you can see the current breakdown of sizing and know that historically you're going to have 1,000 runners, it's simple to double it and make an accurate order.



REGISTRATION

“

One that's really great for people in our position who do the full gamut of race production is that from start to finish, everything we need to do in relation so the racer is housed in RunSignup.

MICHELLE BETTIS 3W Races

on race management

Courtney Slack

9/11 MEMORIAL AND
MUSEUM

on Fundraising
Incentives

“

For our top fundraising program we offer incentives at the \$25, \$50, \$100, and \$250 level, and those are smaller items like hats or lanyards. But at that \$500 level you're able to access our VIP lounges both at the finish and the start line. At the finish this year we offered foot massages and back massages and Eataly offered free bites. It's something that, if you're not in it that year folks are asking us how they can get in next year, so it really ups our fundraising dollars.



FUNDRAISING

“

There's the option to add, at the end of the registration process, "are you sure you don't want to add at least (we say \$1)", thinking that at that point parents are willing to throw in an extra dollar. Every little bit helps to build up our fund, and we really like to have that feature.

KATIE SULLIVAN
HEALTHY KIDS
RUNNING SERIES

on Checkbox Donations

GiveTrends

KEY FINDINGS AND TRENDS

- 1
 - The majority of donors make relatively small donations, with 70.8% of donors contributing \$25 or less. However, we found that **20.5% of all donation money collected was from the 1.1% of donors who contributed more than \$250.**
 - Fundraising helps nonprofits to raise more. **Races that enable participants to fundraise raise on average \$5,907**, compared to \$607 for races that accept donations but do not enable fundraising.
 - On average, fundraisers with **connected Facebook Fundraisers receive 9.74 more donations and raise \$490.26 more** than unconnected fundraisers.

CONCLUSIONS

- 2
 - Donation campaigns reach a wide range of donors, making it important for races to ask for both small and large donations.
 - Peer to peer fundraising is the best way to raise more for your cause if your race has a highly engaged community.
 - The free RunSignup-Facebook Fundraiser Integration is the best tool for fundraisers to raise more and reach new donors.

RECOMMENDATIONS

- 3
 - Create donation levels to appeal to a variety of donors - from small donations (\$10) to large amounts like \$1,000. Be sure to set up notifications for the largest donations so that you can reach out with a personal thank you to your biggest donors.
 - Engage your top fundraisers with data-driven leaderboards, milestones, and badges. Offer fundraiser rewards for hitting certain goals and set up automated registration follow-up emails with fundraising tips and success stories.
 - Enable the RunSignup-Facebook Fundraiser Integration to empower your fundraisers to raise more and save time.

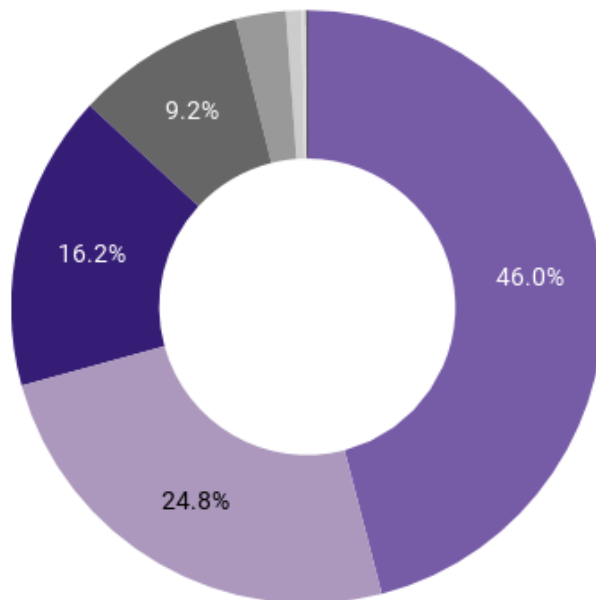
5.1

Donations

We took a look at both the average number of donations and the value of those donations across 2019. The wide range of donation amounts is instructive: it's important to engage donors of all levels. While a donation less than \$10 seems insignificant, donations of that size made up an aggregate \$1,566,014 and 7.5% of all donation dollars. On the other hand, only 1.1% of donations were over \$250 - yet, they combined to make up 20.1% of the total donation dollars.

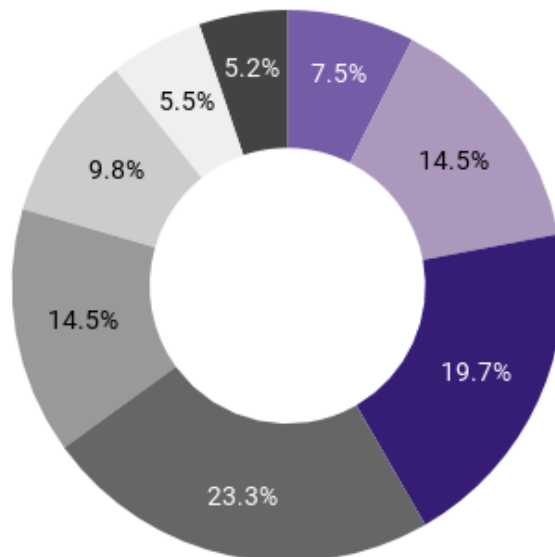
Number of Donations

- < \$10
- \$10-25
- \$26-50
- \$51-100
- \$101-250
- \$250-500
- \$500-1000
- \$1,000+



Value of Donations

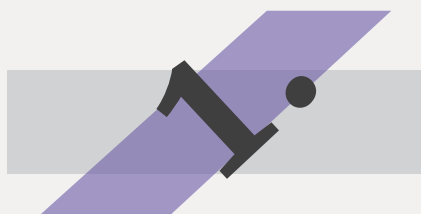
- < \$10
- \$10-25
- \$26-50
- \$51-100
- \$101-250
- \$250-500
- \$500-1000
- \$1,000+



DONATION AMOUNT	NUMBER OF DONATIONS	% OF TOTAL DONATIONS
< \$10	253,908	46.0%
\$10-25	136,837	24.8%
\$26-50	89,256	16.2%
\$51-100	51,024	9.2%
\$101-250	15,108	2.7%
\$250-500	4,692	0.8%
\$500-1000	1,275	0.2%
\$1,000+	445	0.1%

DONATION AMOUNT	VALUE OF DONATIONS	% OF TOTAL DONATION DOLLARS
< \$10	\$1,566,014	7.5%
\$10-25	\$3,050,748	14.5%
\$26-50	\$4,128,577	19.7%
\$51-100	\$4,899,111	23.4%
\$101-250	\$3,036,039	14.5%
\$250-500	\$2,057,516	9.8%
\$500-1000	\$1,157,178	5.5%
\$1,000+	\$1,088,984	5.2%

Takeaways



Include low-dollar donation levels (under \$10) or a low-dollar checkbox option to engage even your cash-strapped participants in your cause.



Include a high donation level (over \$500). You'll never know if you don't ask - you may have a participant who wants to give that much if they just know the need exists!



Use creative donation levels to reflect the impact that a donation makes on your nonprofit. People want to make donations when they are given the chance.

5.2

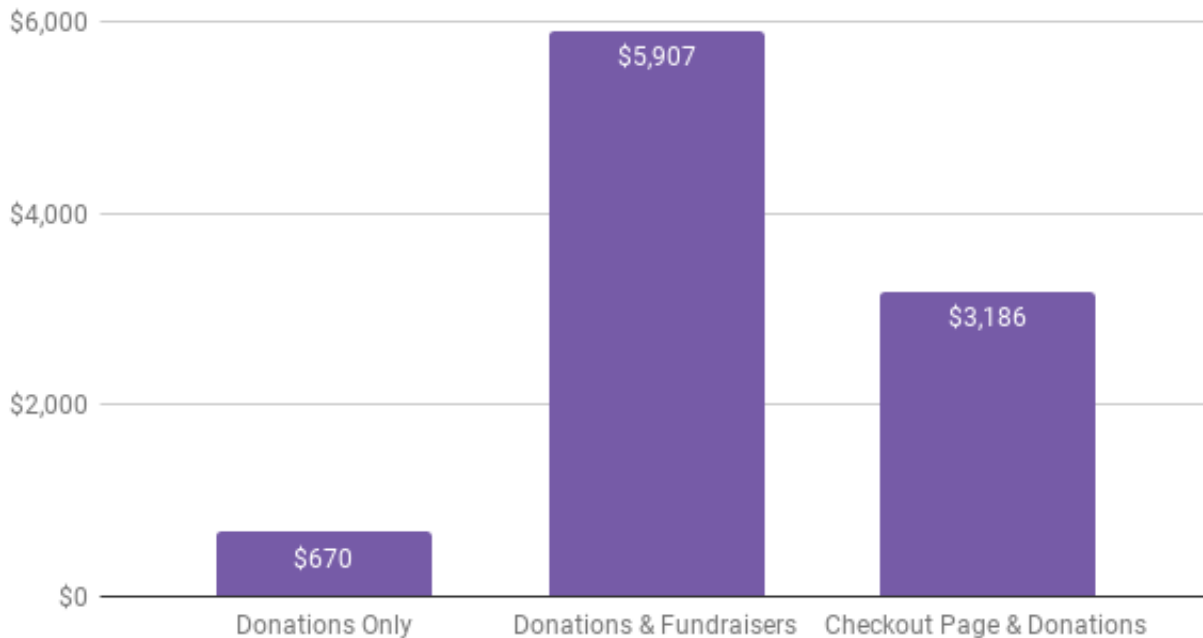
Fundraising

There are 3 basic ways to raise more on RunSignup:

- Basic checkbox on the checkout page (with a pre-set donation amount)
- Simple donations during registration
- Fundraising (where participants raise money from their own community)

Across the 13,600+ races that participated in some type of donation collection, those that engaged fundraisers earned significantly more for their cause.

Donation and Fundraising Type



	AVERAGE TOTAL	NUMBER OF RACES	NUMBER OF DONATIONS PER RACE	% OF ALL TRANSACTIONS (INCLUDING REGISTRATIONS)
Donations Only	\$607	10,505	27	4.0%
Donations & Fundraisers	\$5,907	2,288	111	7.7%
Checkout Page & Donations	\$3,186	867	127	1.6%

	2016 AVG TOTAL	2017 AVG TOTAL	2018 AVG TOTAL	2019 AVG TOTAL
Donations Only	\$536	\$527	\$581	\$607
Donations & Fundraising	\$3,115	\$4,156	\$4,475	\$5,907
Checkout Page Only	\$1,314	\$1,244	\$1,903	\$3,186

	2016 % OF TRANSACTIONS	2017 % OF TRANSACTIONS	2018 % OF TRANSACTIONS	2019 % OF TRANSACTIONS
Donations Only	3.0%	3.5%	3.8%	4.0%
Donations & Fundraising	4.7%	6.3%	6.6%	7.7%
Checkout Page Only	0.5%	0.5%	0.8%	1.6%

While fundraising is the way to go if you have an engaged group of supporters, checkout page donations may be the most underrated way to raise money simply. Only a small percentage of races enabling only the checkbox, yet races that did raised significantly more money on average than those that only turned on simple donations.

Takeaways



If your cause is a priority, fundraising is the way to go. It's not only a way to raise more money: it's also a good way to get your supporters actively involved with your charity and build long-term relationships with them.



Simply enabling fundraising isn't enough. Add incentives (either monetary like a refund for reaching a fundraising threshold) and visual motivations (like goal tracking or a milestone badge) to keep your fundraisers engaged and setting goals.



Not sure how invested your community is in the cause? Add a quick checkbox to the checkout page to encourage effortless donations. They're small, but they add up!

5.3

Facebook Fundraiser Integration

RunSignup announced the free Facebook Fundraiser Integration in July 2019. The Integration allows your fundraisers to auto-create a Facebook Fundraiser from RunSignup. The amounts raised on RunSignup and Facebook are automatically synced, enabling your participants (and you nonprofit) to raise more and reach fundraising goals faster.

For races using the RunSignup-Facebook Fundraiser Integration, 10% of all fundraiser donations have come from Facebook. The effective processing rate on donations has decreased from RunSignup's flat 4% fee on donations to just 3%. This processing fee drops even more, to 0.4% when races offer the Facebook Fundraiser integration and donor-covered fees.



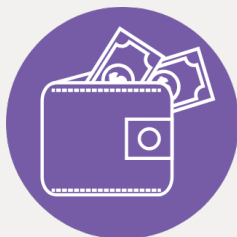
RAISE MORE

On average, connected fundraisers raise over \$200 through Facebook. Facebook's powerful social network and ease of use make it easy for your fundraisers to ask their friends for donations.



SAVE TIME

Your fundraisers save time by automatically asking their entire social network for donations. Donors save time because Facebook accepts on-click donations without ever leaving Facebook. Your race/non-profit saves time because donations on RunSignup and Facebook automatically sync so that goals, scoreboards, and incentives are always correct.



SAVE MONEY

It's free to use the RunSignup-Facebook Fundraiser API Integration. Facebook covers all processing fees for donations made on Facebook, so 100% of donations made go to your nonprofit.

To get a sense of the impact that RunSignup's free Facebook Fundraiser is having for fundraisers, we looked at a sample of 20 races using the RunSignup-Facebook Fundraiser Integration. Connected fundraisers have, on average, 4.71 donations from Facebook. Approximately 32% of their total raised comes from Facebook donations. It's important to note that most races in the cohort began using the integration mid-registration. We expect the number of donations and amount raised on Facebook to increase as races enable the integration prior to opening registration.

\$490.26

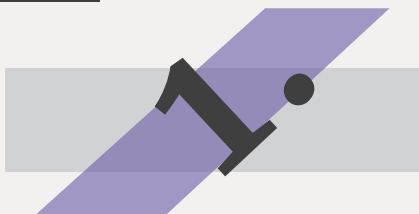
RAISED BY FUNDRAISERS WITH A
CONNECTED FACEBOOK FUNDRAISER
THAN BY UNCONNECTED FUNDRAISERS

AVERAGE # OF DONATIONS ON FACEBOOK	AVERAGE AMOUNT RAISED ON FACEBOOK	AVERAGE # DONATIONS ON RUNSIGNUP	AVERAGE AMOUNT RAISED ON RUNSIGNUP
4.71	\$210.23	7.05	\$447.15

It's already clear from our data that the RunSignup-Facebook Fundraiser Integration empowers fundraisers to raise more and reach new donors compared to only having a fundraising page on RunSignup. While the most motivated fundraisers are the most likely to create a connected Facebook Fundraiser, the difference is significant: on average, connected fundraisers receive 9.74 more donations and raise \$490.26 more than unconnected fundraisers.

	% OF FUNDRAISERS WHO REACHED THEIR PERSONAL FUNDRAISING GOAL	AVERAGE # OF DONATIONS PER FUNDRAISER	AVERAGE AMOUNT RAISED PER FUNDRAISER
RunSignup + Facebook Fundraisers	56.0%	11.76	\$657.38
RunSignup Fundraiser Only	25.7%	2.02	\$162.12

Takeaways



The RunSignup-Facebook Fundraiser Integration is the single most powerful tool to empower your fundraisers. Embracing the anonymous Facebook donor makes your fundraisers happier and more successful, helps your nonprofit raise more, and lowers your donation processing fee - the only cost to use RunSignup.



Encourage your fundraisers to create a connected Facebook Fundraiser when they sign up for your event with messaging on your race website, Facebook page, and emails.



Use the Facebook Fundraiser reports on your Race Dashboard to send targeted emails to your Facebook Fundraisers. Include content about your nonprofit's mission and thank you text that they can share with their donors directly on Facebook.

RaceDay Trends

KEY FINDINGS AND TRENDS

1

- **1.2 Million+ runners - 17.3% of all runners on RunSignup - were checked in using the RaceDay CheckIn App in 2019**, up from 11.2% in 2018.
- As RaceJoy, the GPS-based runner tracking app, has become available to RaceDay Certified timers, **the number of races using RaceJoy increased 108% from 2018 to 2019.**
- 89.6% of our surveyed timers indicated a desire to grow their business, while **81.5% of timers reported that they were seeing growth.**
- **80.6% of timers feel that the races they work with think of them as their technology experts**, perhaps partially because 85.9% of the timers also offer services beyond just race timing.

CONCLUSIONS

2

- The runner tracking app is growing in usage, especially among larger races that prioritize efficiency on RaceDay.
- The new model of offering RaceJoy is expanding its availability to races and they are taking advantage of the service.
- While there are some timers who would like to grow their business and are not, timing businesses as a whole are finding room for growth in the marketplace.
- Races are looking for timers who can be partners on their events, and trust them to recommend and provide a range of services.

RECOMMENDATIONS

3

- The RaceDay CheckIn app creates a more efficient RaceDay flow by allowing volunteers to work with the devices they know best (their own phones) to find key information. While CheckIn speed is a priority for large events, a streamlined process impresses at races of all sizes.
- There is demand for RaceJoy among races, and RaceDay Certified timers should use it as a value-added service to help them grow their business.
- There is room for timing companies to grow. To boost their competitive advantage, timers should expand their services to include things like runner tracking options, RaceDay solutions for CheckIn and registration, and even pre-race marketing.

6.1 RaceDay Registrations

The rates of RaceDay Registrations have remained relatively steady, with approximately 9% of registrations happening throughout race week and 2% of all registrations occurring on RaceDay.

It's likely that there is room for growth for RaceDay registrations, since there are still many races that do not allow for registrations on RaceDay or limit it's potential with cash-only policies and paper forms.



	# RACEDAY REGISTRATIONS	# RACE WEEK REGISTRATIONS	% OF RACE WEEK REGISTRATIONS THAT HAPPEN ON RACEDAY	# TOTAL REGISTRATIONS	% OF TOTAL REGISTRATIONS THAT HAPPEN ON RACEDAY
2017	85,064	922,426	9.22%	3,472,602	2.45%
2018	98,772	1,093,761	9.03%	4,598,602	2.15%
2019	121,011	1,328,006	9.11%	5,657,302	2.14%

Takeaway



Don't leave money on the table. Keep online registration open through the starting gun and use kiosk stations with expo mode and fast registration options to get people in and signed up quickly on race morning.

6.2

CheckIn App Usage

The RaceDay CheckIn App saw an increase in usage in 2019, with 17.3% of all runners checked in by the App. However, only 5.7% of races were using the app, indicating that races taking advantage of RaceDay technology are often larger events.

Races Using CheckIn App

YEAR	#RACES USING CHECKIN APP	# RACES NOT USING CHECKIN APP	% RACES USING CHECKIN APP
2017	1,429	36,063	3.8%
2018	2,031	41,780	4.6%
2019	2,941	49,108	5.7%

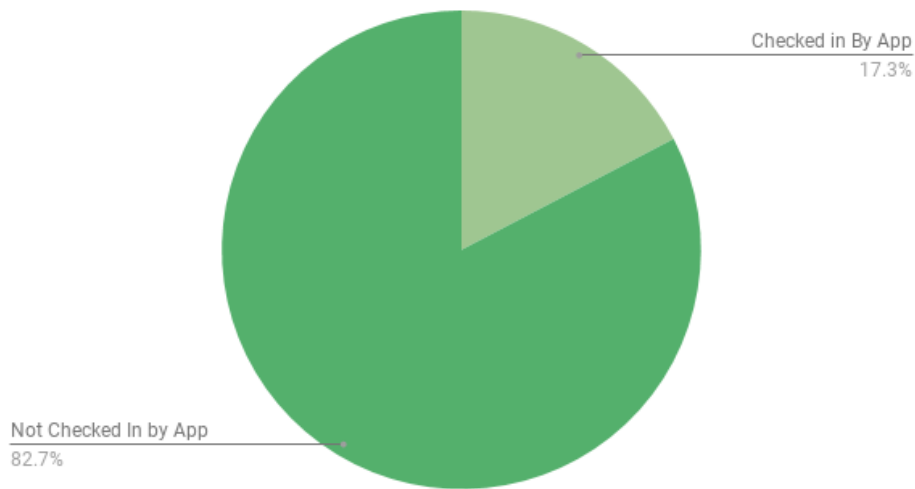
Runners Checked in By CheckIn App

YEAR	#RUNNERS CHECKED IN BY APP	#RUNNERS NOT CHECKED IN BY APP	% RUNNERS CHECKED IN BY APP
2017	657,952	4,402,134	13.0%
2018	694,511	5,533,815	11.2%
2019	1,279,925	5,107,932	17.3%

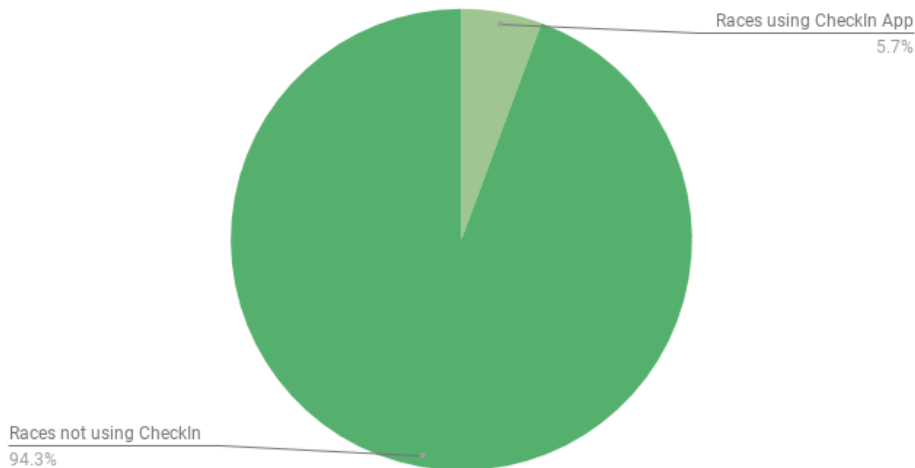
435

AVERAGE # OF RUNNERS CHECKED
IN BY THE APP IN A GIVEN RACE

Runners Checked in via the CheckIn App



Races that Checked Runners in via the CheckIn App



Takeaways



Big races need to be able to move people through CheckIn quickly and efficiently. Make the process seamless by training your team to use the app on the device they are already the most comfortable with (their own phone).



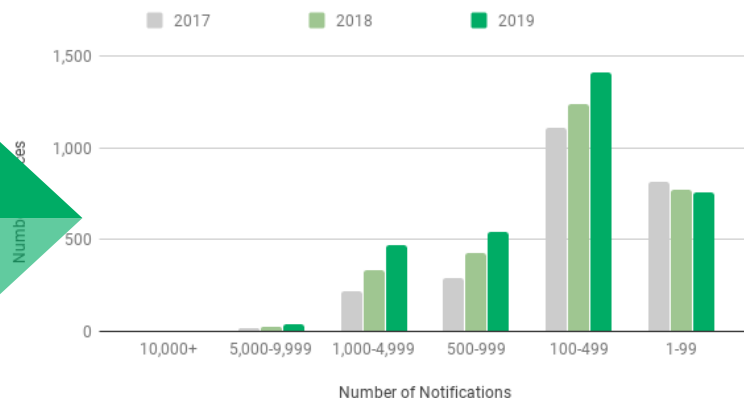
The advantages of technology shouldn't be just for the big races. Make your race feel professional regardless of size with a paperless CheckIn process.

6.3

TXT Results Notifications

Long gone are the days of waiting for tomorrow's paper to see your results. Today, runners expect instant feedback about their performances. While there are multiple methods for sending results notifications, it is notable that only 6.2% of races on RunSignup took advantage of free TXT notifications in 2019, leaving room for races to improve their RaceDay technology.

Number of Races vs. Number of Notifications Sent



NUMBER OF NOTIFICATIONS	2017 # OF RACES	2018 # OF RACES	2019 # OF RACES
10,000+	3	5	5
5,000-9,999	18	28	42
1,000-4,999	221	335	468
500-999	292	424	543
100-499	1,107	1,239	1,415
1-99	818	774	759

Takeaways



Notifications are for races of all sizes. Keep participants engaged on RaceDay with txt notifications.



Don't rest on your laurels. As txt notifications become more common, use more RaceDay technology - like leader boards, video results, and GPS tracking - to truly set yourself apart.

6.4

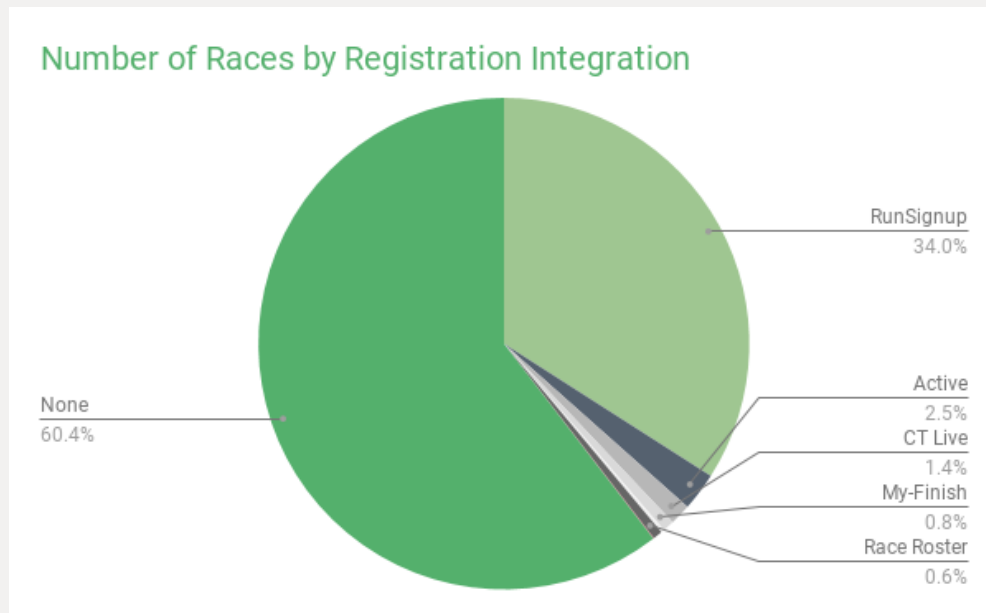
The Race Director

The Race Director remains one of the most popular scoring software packages that timers use, even as timing companies begin the transition to it's next-generation iteration, RaceDay Scoring.

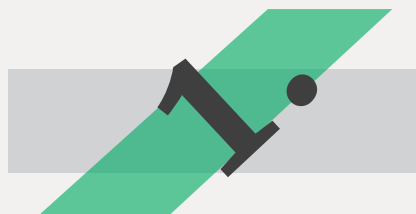
We pulled the number of races that use The Race Director and import participant data from any registration system.

This only takes into account the number of races that linked their registration with The Race Director via an integration for importing participant data or exporting to results, not the total number of races hosting registration on each site (hence the large number of "none").

RACE DIRECTOR USAGE	2017	2018	2019
Total Races	15,040	15,403	15,340
Total Participants	5,952,791	4,996,330	6,438,967
Average Race Size	396	324	420



Takeaway



Even with the final release of the Race Director it continues to score more than 6 million participants over 15,000 races. Over the next few years with no further updates to The Race Director, we expect to see timers transitioning to newer scoring products like RaceDay Scoring.

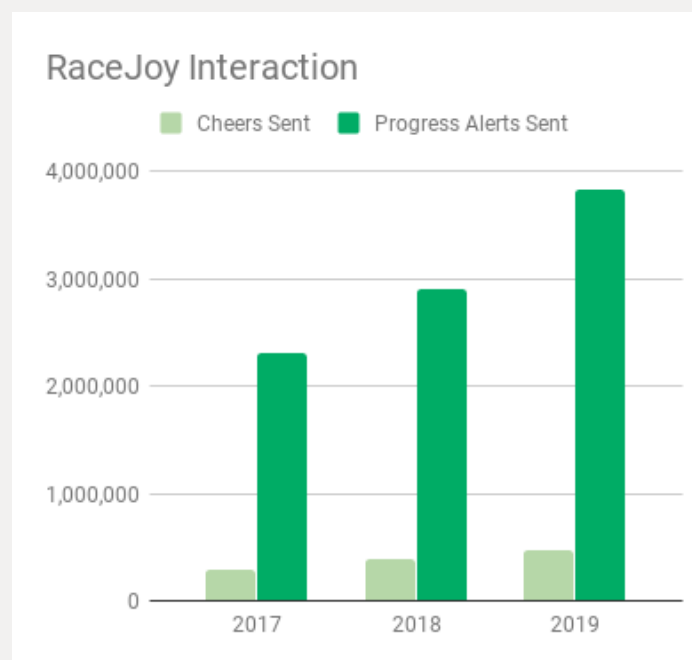
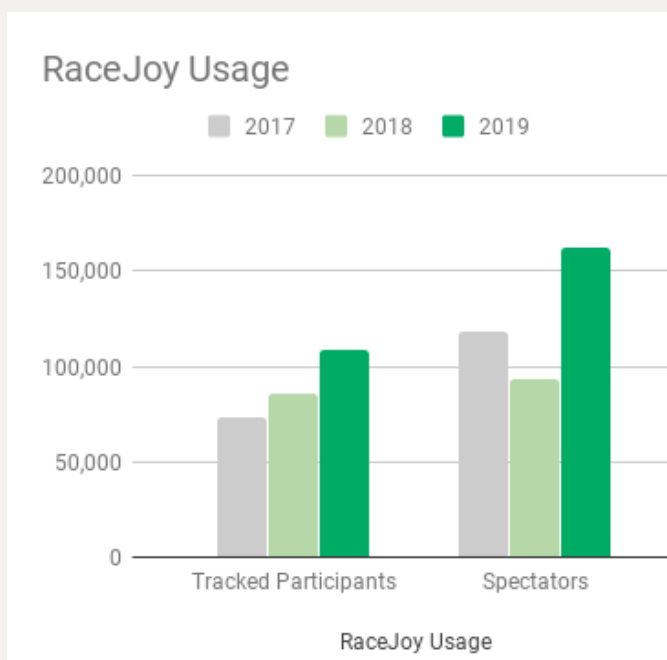
6.5

RaceJoy GPS Tracking

RaceJoy's GPS Tracking app allows runners to be tracked by friends and family throughout a race course in real-time, and provides race staff tracking and communications tools for race organizers

The business model for RaceJoy is transitioning to being available through RaceDay Certified Timers. Timers are now incorporating RaceJoy as part of their race services and the market has responded with more than twice as many races now offering RaceJoy. We anticipate that RaceJoy will continue the trend towards becoming an expected RaceDay service.

RACEJOY USAGE	2017	2018	2019	GROWTH 2018-2019
Races	207	197	410	108.1%
Tracked Participants	73,040	86,005	108,451	26.1%
Spectators	118,692	93,513	162,109	73.4%
Progress Alerts	2,312,161	2,904,057	3,823,954	31.7%
Cheers Sent	283,598	381,245	477,053	25.1%

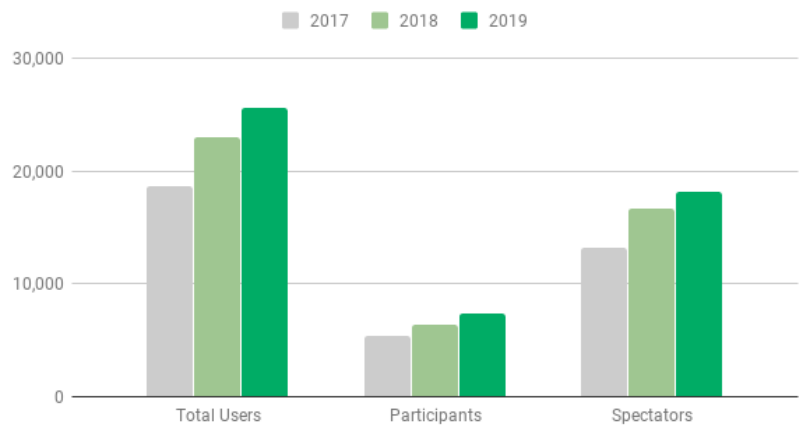


Highest Usage Race: Philadelphia Marathon

RACEJOY USAGE: PHILADELPHIA MARATHON	2017	2018	2019
Total Users	18,689	22,987	25,588
Participants	5,440	6,336	7,366
Spectators	13,249	16,651	18,222
# of Phones Tracked	4,190	5,390	6,849
# of times RaceJoy race page accessed	217,630	278,635	395,570
# of GPS Progress Alerts Issued	218,231	371,536	417,351
# of Cheers	24,383	41,322	45,326

For a closer look at what app usage can look like for a premier event, we have tracked the usage during the Philadelphia Marathon over the last 3 years. As the app has become ingrained in the culture of the race usage has increased, reaching 7,366 tracked participants and 25,588 total users in 2019.

RaceJoy Usage at Philadelphia Marathon



Takeaways



Timers that can offer a full experience have a head start in the race for customers. Certified timers can sell RaceJoy for a higher profit margin on an event, or offer it free to set themselves apart in a competitive market.



Don't forget to share information about your cutting edge technology. The earlier participants know about tracking options, the better the chance their spectators will get signed up to track them - and the better the RaceDay experience will be for everyone.



It takes time to integrate new technology fully into your event. If you have slightly disappointing adoption on year one, you may find that runners are less intimidated and more likely to use the option in subsequent years.

2019 Timer Survey Data

Survey Purpose and Methodology

Purpose

RunSignup issued a timer-specific market survey to help us understand the unique needs of timers. This information will be used to provide industry insights to timers and will help guide our plans for technology for timers. We looked at:

- > The types of companies that are timing
- > The types of services they offer
- > The biggest business challenges they face
- > The impact of technology on their ability to do their job
- > Their role in the endurance market.

Contact and identifying information was not required for participation in the survey.

Survey Collection

This new timer-specific survey was issued in December of 2019. Timers were reached for response in multiple ways, including through email (to RunSignup's email list of timers), on RunSignup's social media and blogs, and through Facebook groups targeted to Timers, including The Race Director's Hub, Timer Talk, and Race Timing Hub.

While efforts were made to reach timers outside the RunSignup network via Facebook, it can be assumed that RunSignup users are overrepresented in the sample, influencing answers about software and hardware used.

213

TOTAL RESPONSES, WITH 201
COMPLETE RESPONSES AND 12
PARTIAL RESPONSES

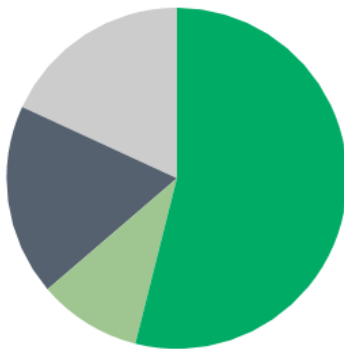
6.6

The Timing Business

This set of questions seeks to establish the size and type of timing businesses by looking at ownership roles, number of employees, number of events timed, and job status. There is a wide range in the number of races timed by each company in a year, with the largest group (38%) indicating between 11-50 events per year. Most responding timers (82.6%) hold at least shared ownership of their business, yet a significant number of them (58.7%) also maintain another job (full or part-time).

Ownership Roles

Role Within the Timing Company

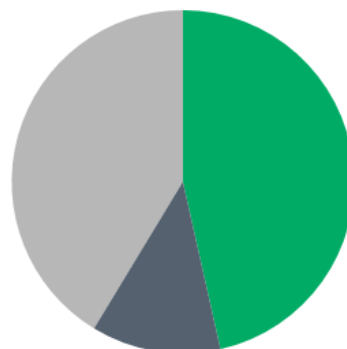


● I'm the head honcho ● My spouse and I are co-head honchos
● I co-own it with one or more partners ● I work for someone who thinks they are the head honcho

ROLE	RESPONSES	%
Head Honcho	110	53.9%
Co-Head Honcho (with Spouse)	20	9.8%
Owner with Non-Spouse Partner	37	18.1%
Work for Someone Else	37	18.1%

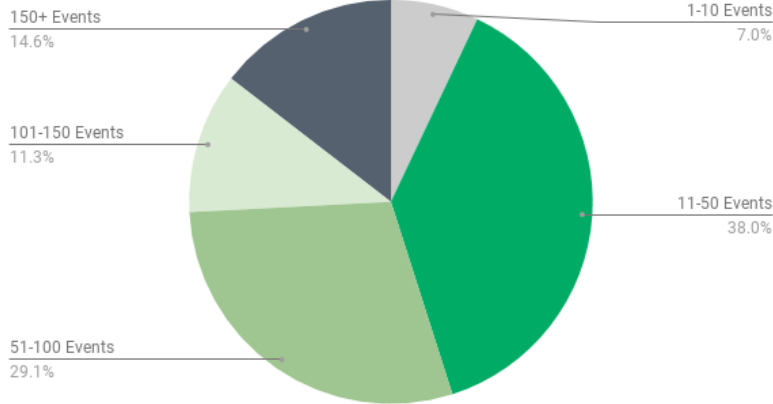
Job Status

Do You Have Another "Real" Job?



● Yes, I have a full-time job separate from timing ● Yes, I have a part-time job separate from timing
● No, timing services is my only job

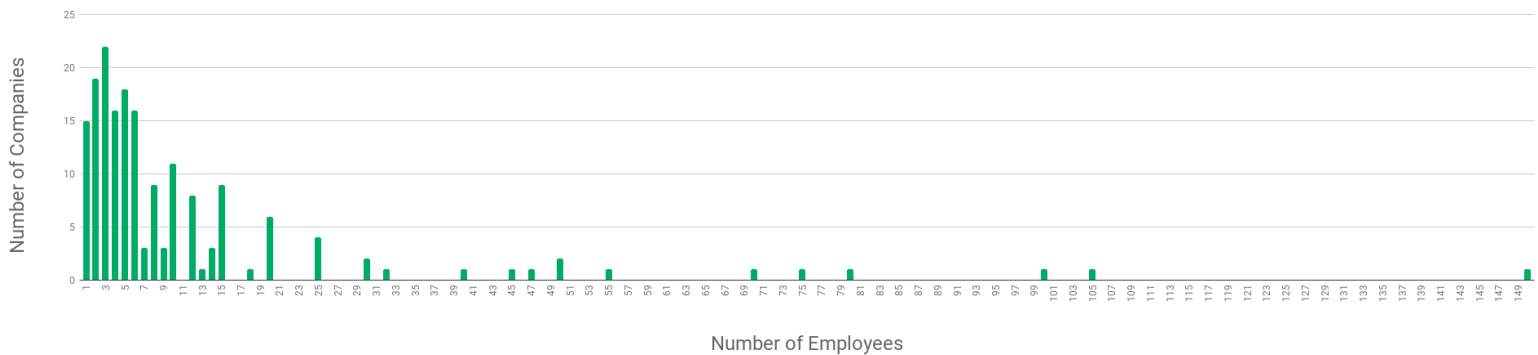
Number of Events Timed by Company



5.5

AVERAGE # OF EMPLOYEES
WORKING AT TIMING COMPANY

Number of Employees Working at Your Timing Company (including full-time, part-time, and contractors)



Takeaways



There is a wide range in terms of the scope of work for an individual timing company, with 7% timing only 1-10 events and 14.6% timing more than 150.



While there are outliers, timing companies tend to be small, with 10 or fewer employees and the owners involved in the day-to-day work of timing races.



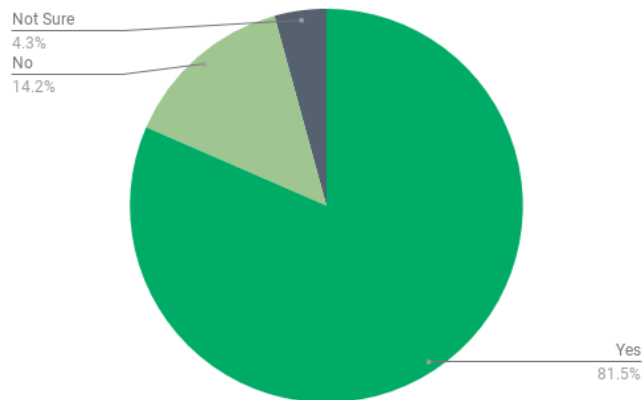
It's challenging to make a full-time living from timing alone, with many timers using it as a supplement or a hobby profession.

6.7 Timing Business Growth

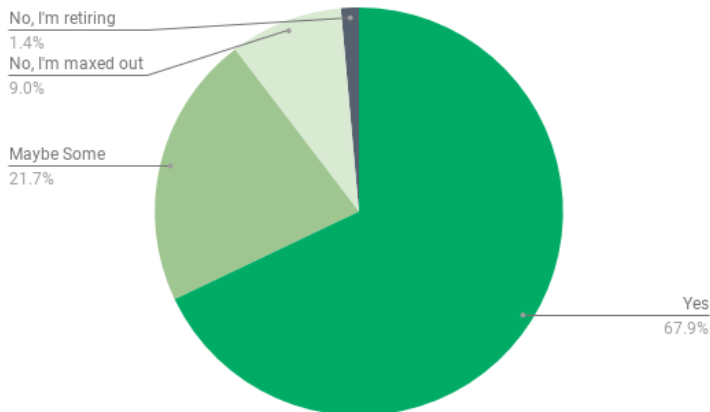
Timing companies reported growth in their book of business, with 81.5% of companies seeing growth. While 14% of companies indicated that they saw no growth, 10.4% of companies indicated that they do not *want* to grow. It appears that most business who want to grow are finding some success in doing so.

81.5%
OF TIMERS
REPORTED
GROWTH

Is Your Book of Business Growing?



Do You Want Your Business to Grow?



89.6%
OF TIMERS INDICATED
A DESIRE TO GROW
THEIR BUSINESS

Takeaway



While there is general concern about the state of the endurance industry and the potential “popping” of the race bubble, timing companies are still finding success in expanding their businesses.

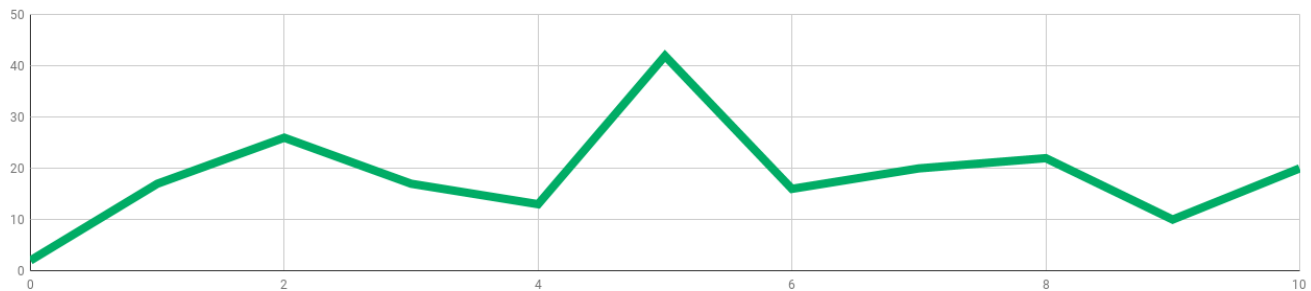
6.8

Market Competition

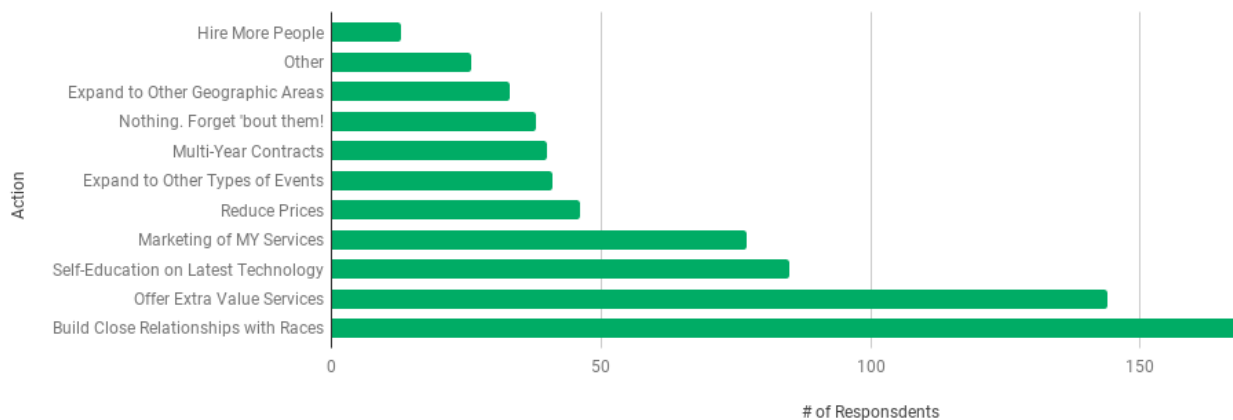
When asked how much competition they face, timers reported a range of competition, with the median falling in the middle at 5 on the scale. Timers are using a number of methods to compete, with the most common being relationship-building, offering extra-value services (like bibs or tracking), and self-education on technology.

On a Scale of 1-10, How Much Competition are You Facing?

0 is no competition, 10 is maximum competition



What Do You Do to Compete with Other Timers?



Takeaways

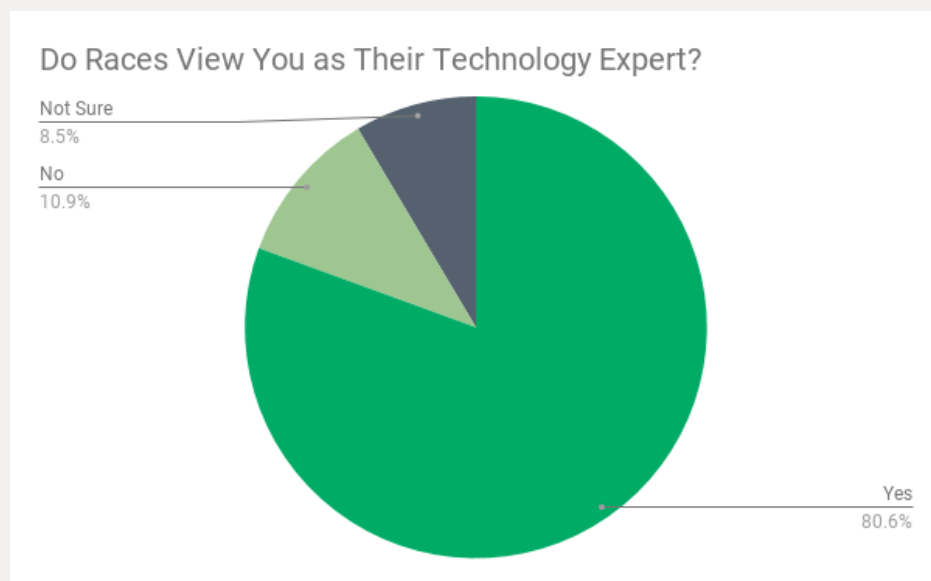
The majority of timers note some level of pressure from competition, and have a need to set themselves apart in the market.

To remain competitive, timers are expanding their businesses to include more services and are taking steps to ensure that they are informed on all the latest technology.

6.9 Relationship With Races

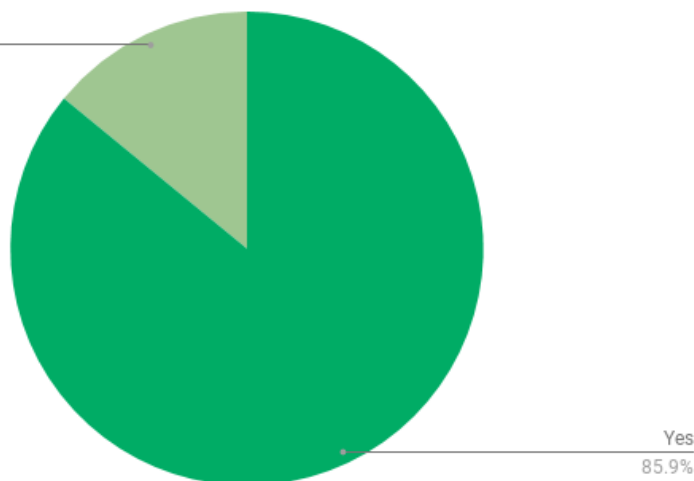
As the previous section indicates, timers understand that success in their business relies on building a close relationship with their races. We asked how timers feel they are seen by their races, and what kind of services they offer outside of timing. With 80.6% of timers reporting that their races view them as the technology expert, there appears to be room for timers to market themselves based on the additional technology they bring to the table.

80.6%
OF TIMERS SAY
THEIR RACES VIEW
THEM AS THEIR
TECHNOLOGY
EXPERT



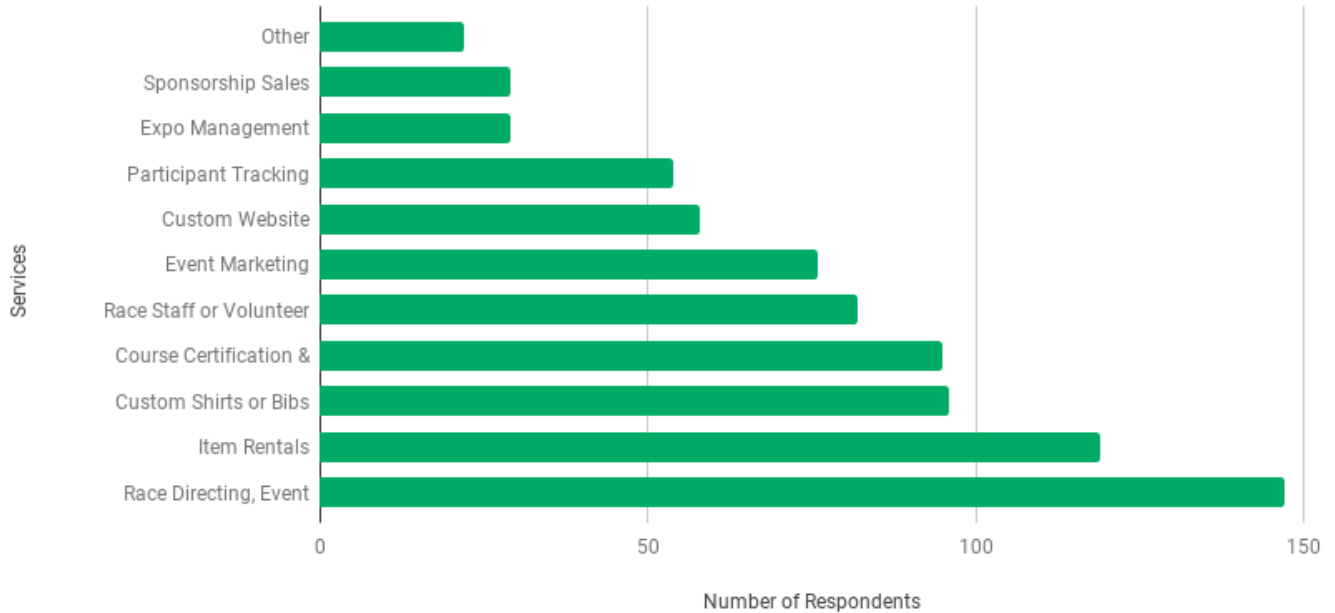
Do You Provide Race Services Outside of Timing?

No
14.1%



85.9%
OF TIMERS OFFER
SERVICES OUTSIDE
OF TIMING

What Other Services Do You Offer



Takeaways



Timers should take advantage of the trust they have built with their race customers and offer them a broader selection of technology options that can both grow the events and improve the RaceDay experience.



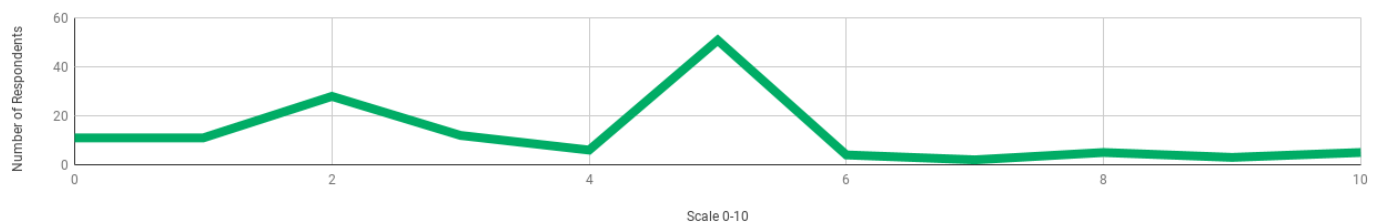
Races should ask their timers what else they can do for them. Ask your timers to help with race directing, marketing, and more - and get their recommendations about the best technology options.

6.10 Participant Tracking

Participant tracking can be provided through multiple methods. The survey explored timers' use of bib/chip tracking and GPS tracking. The majority of timers (61.5% are offering some form of tracking to their races. Survey respondents showed a high usage of RaceJoy tracking: this would be expected due to the high percentage of who are affiliated with RunSignup and the inclusion of RaceJoy in their RaceDay Suite for Certified Timers.

Are Races Asking for Participant Tracking?

On a Scale of -10, How Much Are They Asking?

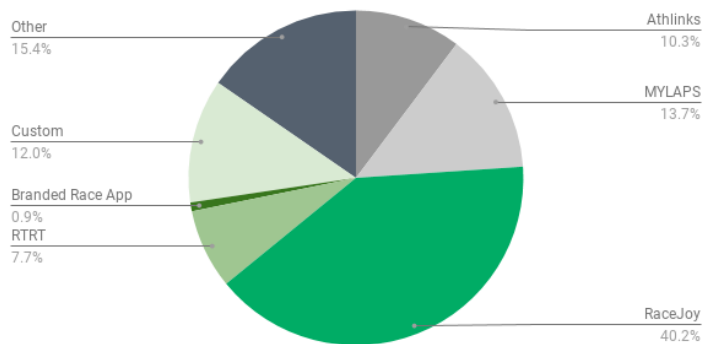


DO YOU OFFER PARTICIPANT TRACKING?

RESPONSE	% RESPONSE
Yes, continuous GPS	3.4%
Yes, split-based estimator	8.8%
Yes, results alerts ONLY	12.7%
Yes, all of the above	15.1%
Yes, bib tag/splits on mats	21.5%
No	38.5%

What App Do You Use For Participant Tracking?

If You Offer Tracking



For the purposes of this question, only App-based tracking was included.

Takeaway



RaceDay Certified Timers should take advantage of their access to RaceJoy through the RaceDay Suite and use it as a value-add service to increase their revenue. Proactively helping races provide a differentiated race experience will help timers stay competitive.

6.11

Timing Technology

Timing software and hardware are the engines of a timing business. With a number of available options in the market, we took a look at the proliferation of the most prominent options.

Response percentages to this question are likely impacted by the larger number of RunSignup users in the sample. Timing software that most tightly integrates with RunSignup may be over-represented

THE RACE DIRECTOR

The most frequently used software was The Race Director, one of two long-standing giants in the timing industry (RunScore is the other). RaceDay Scoring, the next-generation product for The Race Director is picking up users as the legacy product nears retirement.

HARDWARE SOURCE

For timing hardware on the following page, we were able to look at two different sets of data. The first is from the survey data we have used throughout this section. The second is pulled from information about the hardware used for races scored with The Race Director software. This set of data also has some bias - IPICO, RFID, and MYLAPS timers are more likely to use The Race Director, whereas ChronoTrack timers often use RunScore or CTLive. However, including it does allow us to take a look at a larger sample of the market.

TIMING SOFTWARE USAGE

TIMING SOFTWARE SELECT ALL THAT YOU USE	% RESPONSE
Meetpro	1.9%
Direct Athletics	2.9%
Active Timing	3.4%
Finish Links	3.4%
MYLAPS	4.8%
RM Timing	4.8%
Customized Software	5.8%
ChronoTrack	8.2%
race result	9.7%
RaceDay Scoring	12.1%
Agee Race Timing	13.0%
RunScore	18.8%
Other	20.8%
The Race Director	35.3%

SURVEY HARDWARE DATA

TIMING HARDWARE SELECT ALL THAT YOU USE	% RESPONSE
J-Chip	0.9%
Jaguar	5.2%
Agee Race Timing	6.1%
Trident	8.0%
ChronoTrack	13.2%
Other	13.24%
race result	15.6%
Chip-Timing*	16.5%
FinishLynx	18.9
IPICO	18.9%
RFID	18.9%
MYLAPS	23.1%

* While the intention of this response was to collect information on timers using ChampionChip, the wording may have been confusing to some, and may include timers who use other types of chip timing hardware.

RACE DIRECTOR DATA

TIMING HARDWARE	# RACES	# PARTICIPANTS
IPICO TUHF	1	26
DAG	3	32
Winning Time	9	3,205
J-Chip	5	5,403
Trident	740	250,818
race result	1065	511,074
ChronoTrack	1,737	1,071,259
MYLAPS	2,890	1,323,261
RFID	3,591	1,368,191
IPICO	3,509	1,435,157
None	1,790	470,252

Takeaway



Don't lock yourself into a single vertical of products - pick open solutions that let you select the best technology for each component of your event. The Race Director, as well as the next generation RaceDay Scoring, are open platforms built to work with a variety of hardware options and registration systems.

JEFF PROCTOR
CENTRAL KENTUCKY RACE
MANAGEMENT

on RaceDay Scoring

“

A few weeks ago, I had a race in Kentucky and I wasn't able to be there but I still wanted to monitor it. I was able to setup my databases so that (through the cloud) so that I could sit in a hotel room in Oklahoma and monitor the race in Kentucky. I watch them through the finish line, through the splits, through my backup system, and through my main system - and all of it from one computer in a different state.



RACEDAY

“

The CheckIn App was a game-changer for us. My timers hate [pre-assigning and labeling bibs]. Through the CheckIn App, it's a lot easier for my timers. The race directors like it too, especially the latter races who were fed up with long lines at registration. The CheckIn App makes it a much faster process where they can just take the top bib number off the pile and assign the bib right there. And the information they used to have on the back of the label is now in the App.

RYAN WALSH
BRYN MAWR RACING

on the CheckIn App

A group of runners is seen from behind, running along a dirt path that winds through a lush green forest. The path is flanked by tall grass and dense trees. The sun is shining brightly from the upper right, creating a hazy, golden light effect. A large, solid pink circle is overlaid on the upper left portion of the image, containing the text 'Run Signup' in white. The runners are wearing various athletic gear, including backpacks and running shoes. The overall scene conveys a sense of outdoor activity and community.

Run Signup



 **RaceTrends**

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