



Expanding Timer Revenue

Bryan Jenkins • Matt Downin





Agenda

- RunSignup Partnership
- Pricing and Services
- Monetizing RunSignup's Products
- Tickets for Timers
- Photos and Video



Photo: Big House 5K



Survey Finding: Ways Timers are Increasing Revenue

Renting out race equipment
most frequent comment in survey.
2nd to contract work for other timers.

The biggest thing I've noticed in the market I am in has been the **value-add and additional services I offer**. The partner program is great because it allows me to offer full service assistance with RSU for free to the Race Director. **I've also partnered with several equipment rental companies** and I am their go-to timer for any events they land needing a timer. Some of them offer full race directing services so I strategically don't offer some services to not overlap with those businesses.

Renting goods and services (tables, chairs, tents, offering photographer, developing custom bibs, t-shirts, medals, finish line video, speakers, cones, etc)

Working more **contract work for other timers** at larger events.

Email marketing and FB ads.

Custom series scoring applications, database management, specialized reports utilizing data from multiple years to produce unique ways to display historical results alongside the current year.

Gradually increase base price



RunSignup Partnership



Photo: Fitzgerald's Lager Run



Ways to Optimize Contractual Pricing

Partner Revenue Share

Passing on the processing fee partner revenue share (or a portion of it) to larger events can lower your overall price making you more competitive.

5,000+ Registrations is 20% Revenue Share

*Regular Processing Fees (under \$250/cart):
6%+\$1/transaction*

Partner Share: 1.2%+\$0.20 per trans

Timer Pricing

By setting an agreed upon timer pricing, a portion of your variable costs can be paid directly by the registrant.

Timer Fees can be set per transaction, per registrant, or per registrant/per event.

Fees can vary based on the transaction amount, and can include a percentage and/or a fixed dollar amount.

Pricing Worksheet

Timer Revenue

Partner Revenue Share: 1.2%+\$0.20 per Transaction

Added Timer Fee: \$0.50 per Registrant

Distance	Annual Registrants	Registration Cost	Per Participant Partner Revenue (2 Registrants per Cart)	Per Participant Timer Fee	Total Partner Revenue	Total Timer Fee Revenue	Total RunSignup Revenue
5K	3,000	\$29.97	\$2.30	\$0.50	\$6,894.60	\$1,500	\$8,394.60
Half Marathon	2,000	\$66.14	\$4.49	\$0.50	\$8,972.80	\$1,000	\$9,972.80
Marathon	1,000	\$91.62	\$6.00	\$0.50	\$5,997.20	\$500	\$6,497.20

\$24,864.60

\$3,000

Additional by
raising Timer
fee to \$1

Addressing Objections

Main Objection: Change

Yes, generally the answer is that they haven't had any issues with their current provider. Some also do not like the DIY aspect of RSU even when offered assistance by me through the partner program. I have never had a customer who I brought onto RSU leave for another platform.

"This is what we have always used."

Not wanting to learn something new, not even willing to meeting with a RSU representative for a tutorial

Change is hard. It's not a feature thing. People just hate change. If their current solution is "working" for them there's not enough of an incentive for them to switch.

Pricing and Services



Photo: Great Pumpkin Run



Current Pricing

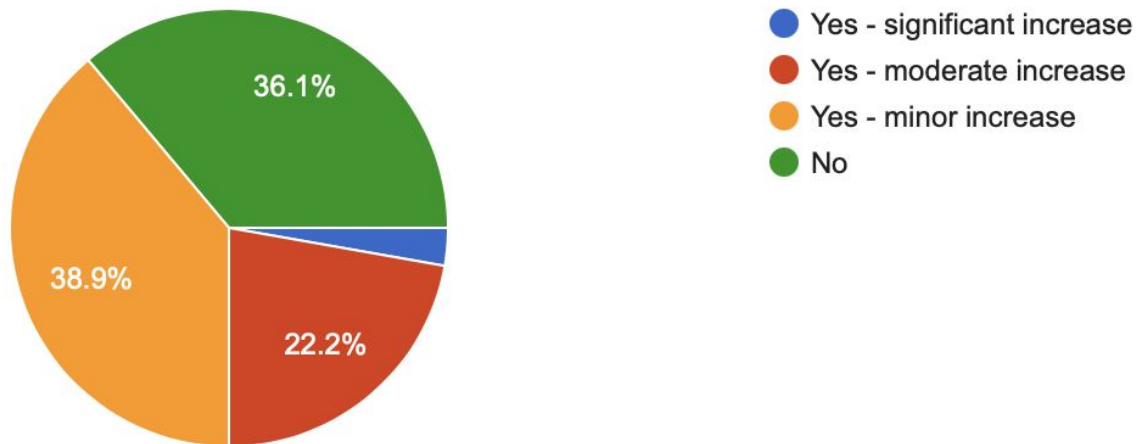
Timer Services

- Survey Responses, Minimum base fee: Ranges from \$250-\$5,000
- Base Timer Price
 - Varies if chip-timed, types of services provided
- Per Participant Price (typically is \$2/pp)
- Additional Services

Price Increases To Address Rising Industry Costs

Have you raised your prices recently (within the last year)?

36 responses

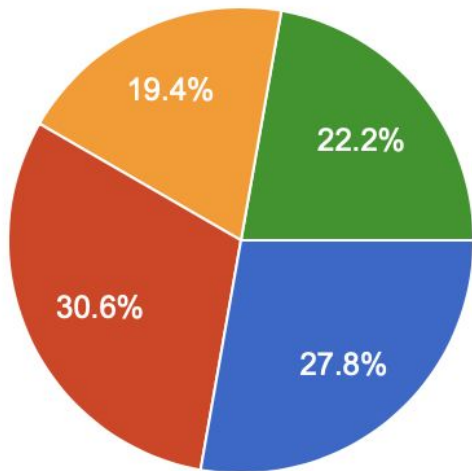


Consider Adjusting Price

42% have not increased prices in 1 or more years.

When was the last time you adjusted your pricing structure?

36 responses



- Within the last 6 months
- 6-12 months ago
- 1-3 years ago
- More than 3 years

Races Are Adjusting Price Are You?

Average Price by Event Distance

Race Distance	2019 Average Price	2020 Average Price	2021 Average Price	2022 Average Price	2023 Average Price	Change 2022-2023	Change 2019-2023
1 mile	\$17.99	\$17.73	\$19.60	\$20.05	\$20.71	3.3%	15.1%
5K	\$28.05	\$26.39	\$27.40	\$28.94	\$29.97	3.6%	6.8%
10K	\$35.97	\$31.27	\$34.55	\$38.09	\$39.75	4.4%	10.5%
Half Marathon	\$63.09	\$53.13	\$58.38	\$65.29	\$66.44	1.8%	5.3%
Marathon	\$89.53	\$72.25	\$74.47	\$86.62	\$91.62	5.8%	2.3%
Ultra	\$110.99	\$72.64	\$70.98	\$95.73	\$97.65	2.0%	-12.0%
Triathlon	\$90.50	\$88.41	\$97.15	\$99.64	\$103.46	3.8%	10.1%

Related Services

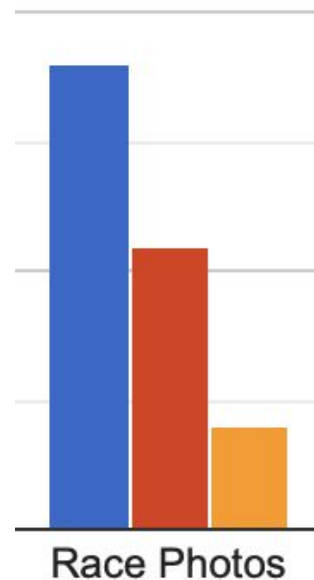
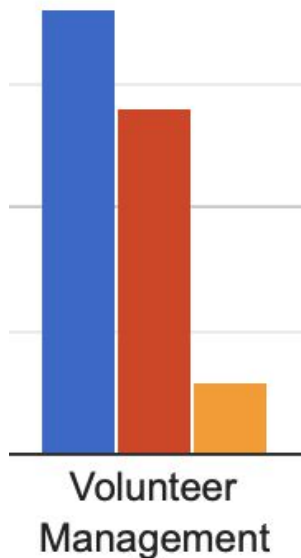
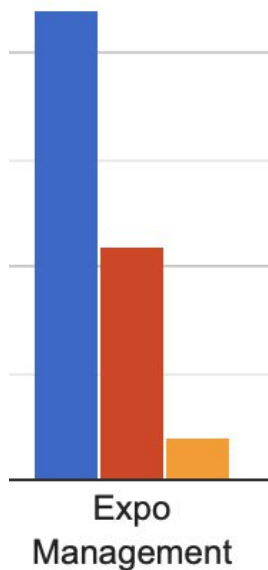
Services Most **Offered for a Price**



Related Services

Services **IF Offered**, Offered for a Price

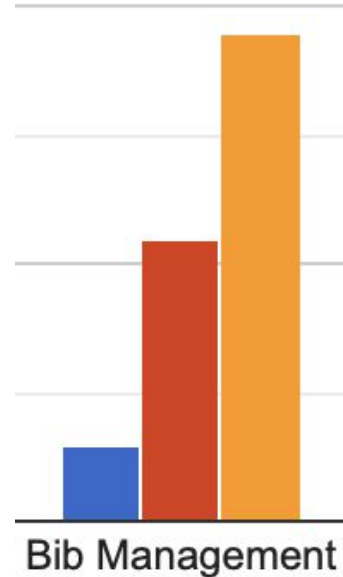
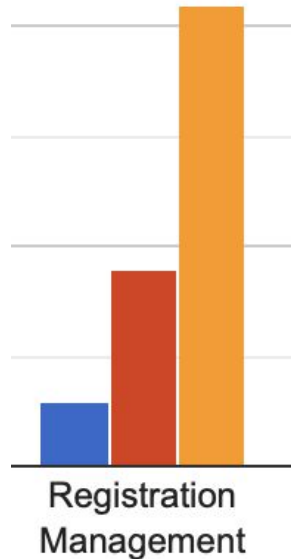
■ Do Not Offer ■ Offer for a Price ■ Offer as a Free/Value-Add



Related Services

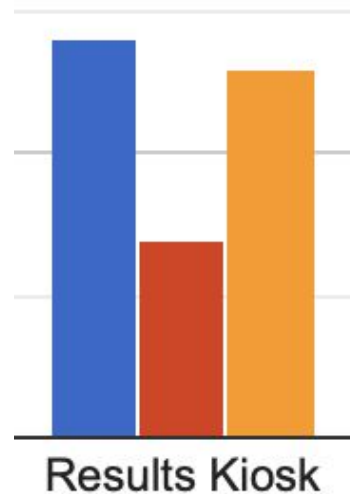
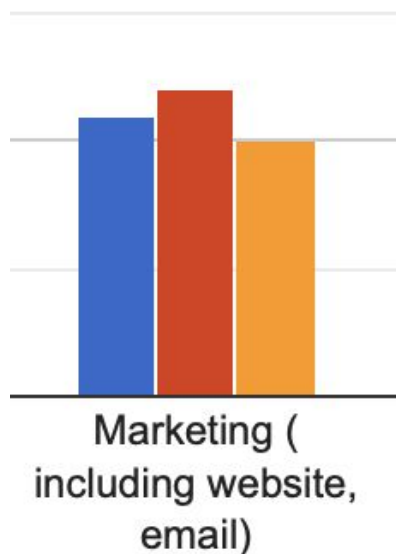
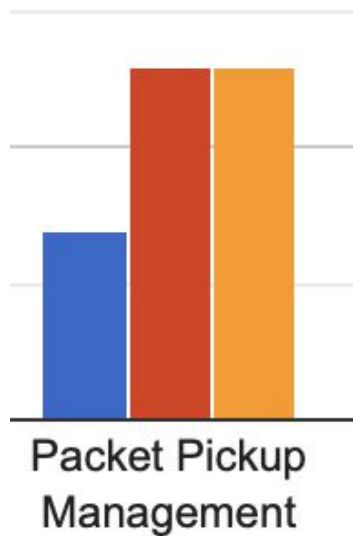
Services Offered for **Free as Value-Add**

■ Do Not Offer ■ Offer for a Price ■ Offer as a Free/Value-Add



Related Services Approach Varies

■ Do Not Offer ■ Offer for a Price ■ Offer as a Free/Value-Add



RunSignup Certification

Registration and Marketing as a Service

- Survey finding: #1 issue your races are dealing with is the need to market their event and INCREASE REGISTRATIONS.
- More registrations = more revenue for your timing business.
- Win/Win to help your events with increasing registrations.
- Examples: Custom Website, pricing strategies (early bird, discounts for clubs/community organizations/businesses), email promotion, social media promotion.
- RunSignup Timer Certification course to help understand tools available to help your events.
 - New course coming this summer.





Monetizing RunSignup's Products



Photo: 500 Festival



Business Strategy Of Websites V2

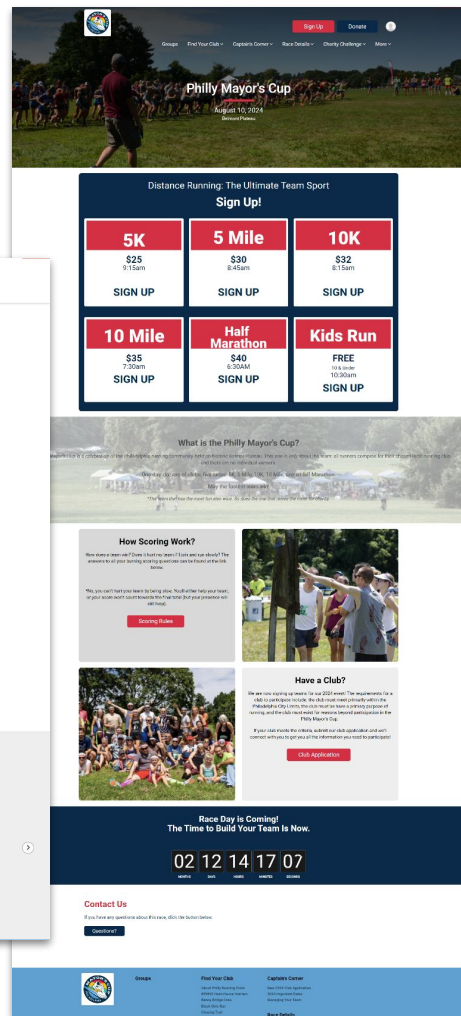
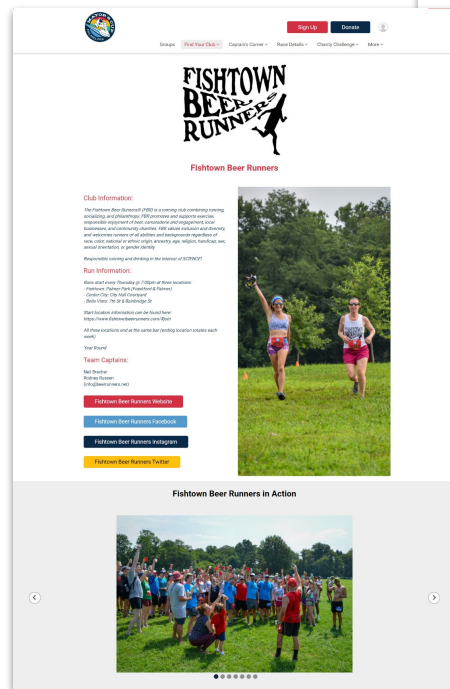
- RunSignup invests in technology: Email V2, Next-Generation Memberships, Next-Generation Invoicing
- Websites V2 & Email V2 are two of the most used products.
 - 175,000+ events with websites on RunSignup
 - Will send 800+ Million emails in 2024 (553M in 2023)
- Help events save money.
- Help events save time.
- Help events make more money.

Mailchimp AND Wordpress in one platform - but FREE and purpose-built for events!

Websites V2

New and Improved

- **Shared components** with ticketing and memberships means more frequent upgrades
- **Dynamic components on all pages** instead of limiting functionality to Cover Pages
- **More automation** to make sure your key information is on your landing page
- **Easier page and menu management** with Website Builder
- **Design capabilities** are greatly enhanced with more flexible style options (and more to come)



RaceJoy Certification

Participant Tracking, Spectator Engagement

- Offer GPS and Chip tracking for events at a fraction of the cost of competitor offerings
 - Typical starting price timers sell RaceJoy: \$750
 - RTRT: \$5,000+
- Elevated race experience = more registrations for next year's event.
- Minimal effort for timers.
 - Choose from GPS w/map or chip timing w/GPS tracking.
 - Real-Time integration with RaceDay Scoring & RunSignup's platform
 - All registrants automatically appear in the app.



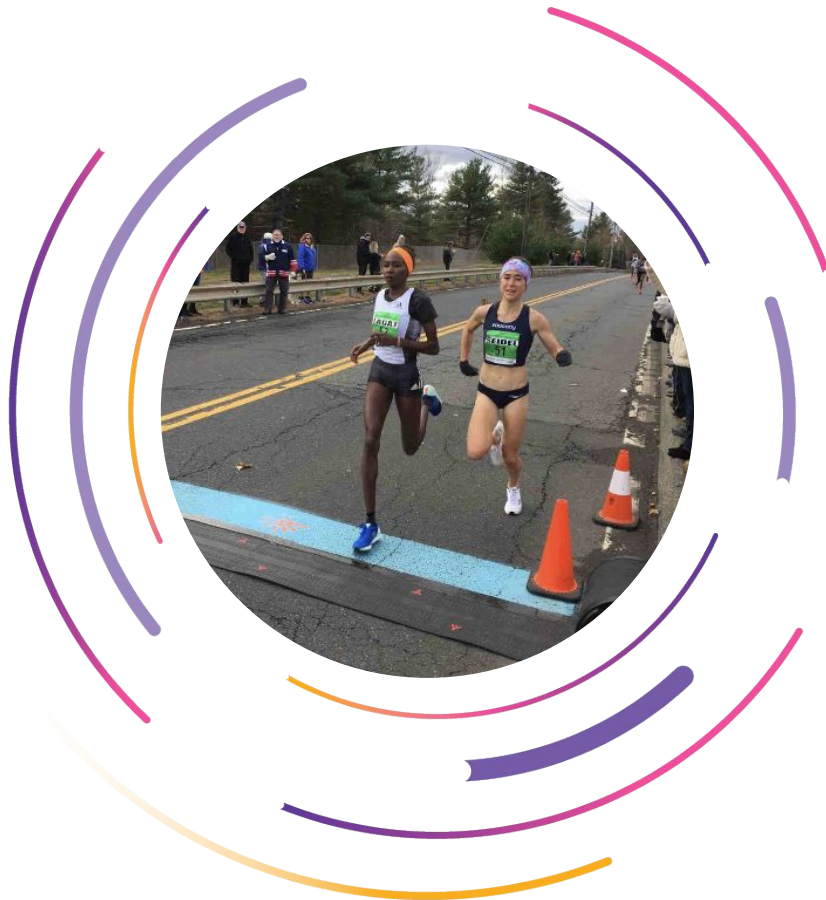
Consider Splits as Potential Upsell

Racejoy + Split Points

For added revenue and added value

Now that Racejoy is pulling in timing data from split points, you can deliver even more value to your race directors.

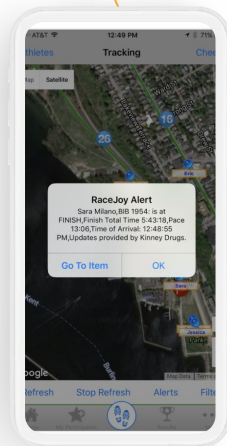
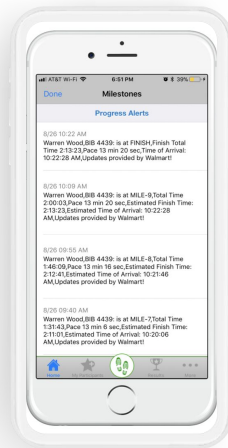
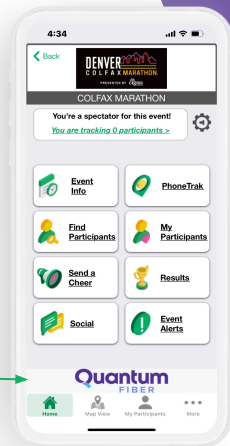
- Consider offering Racejoy INCLUDED when you add more split points for races you time.
- For Race Director, they'll see the value in the \$750 list price of RaceJoy and get more engagement out of the App.
- As Timer, you can charge your fee for added split points and deliver even more value, combined with the App.



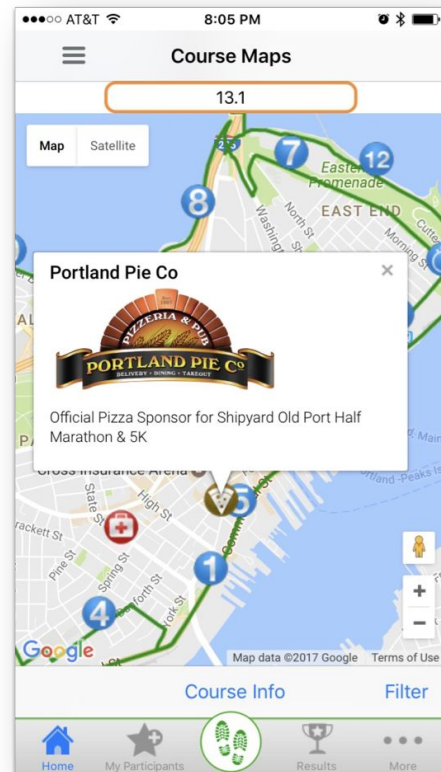
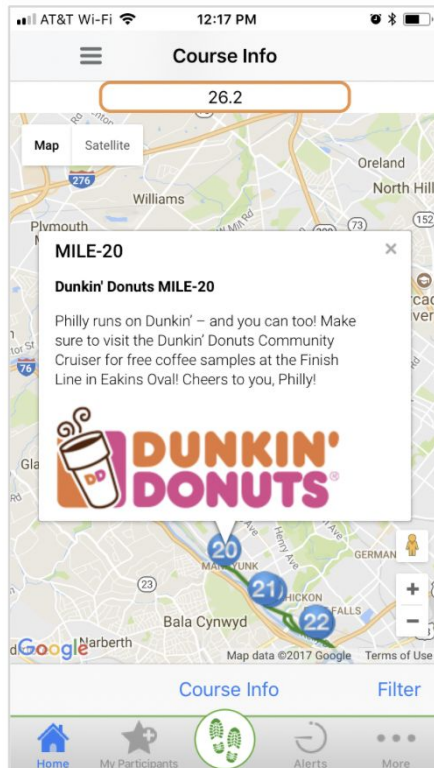
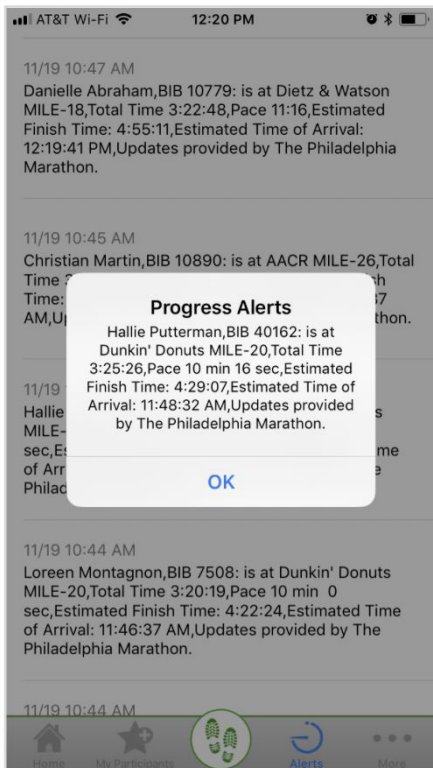
RaceJoy Sponsor Promotion

Offer **new sponsor value** with in-app promotion:

- Every progress alert is an opportunity to promote a sponsor.
 - The more timing alerts, the more progress alerts = more sponsor promotion
- Showcase sponsors in banner ads
- Interactive course map with local sponsor logos and information.
- Option to include sponsor promotion in custom Geo-Based audio experience.



Example Sponsor Promotion



Monetize RaceDay CheckIn App

- Add RaceDay CheckIn app in your proposals
 - Differentiate yourself from competition and show you are offering new tools that your races will truly appreciate.
- Races need help with:
 - **Check-In Management:** Offer RaceDay CheckIn technology management as an added service.
 - **Staffing:** Charge for you & your staff's time
 - **Equipment:** Offer equipment (tablets, kiosks) rentals
 - Can do the same for Results Kiosks



New Course Now
Available



RaceDay CheckIn Expanded Functionality

Results Kiosks: Offer on-site, self serve Results by offering tangible kiosk rentals and deliver in RaceDay CheckIn app.





Tickets for Timers



Photo: Urban Bourbon Half Marathon

Revenue Opportunity

- TicketSignup fees are the same as RunSignup (and much lower than our competitors in this market)
- Charge is per cart (not per ticket) - average cart has ~3 tickets
- Volume Pricing for partners
 - More than 5,000 registrations & tickets (combined) per year
 - Use the difference to increase your per-ticket revenue
- Less effort involved compared to timing an event

Tickets

Vs. Registrations

- General Admission & Timed Ticketing
- Fast Purchase
 - **Tickets, not People**
 - Limited information needed from each person (with options to collect)
 - No account/login
 - Apple Pay, Apple Wallet

Partner Revenue from Moving Current Operations Online

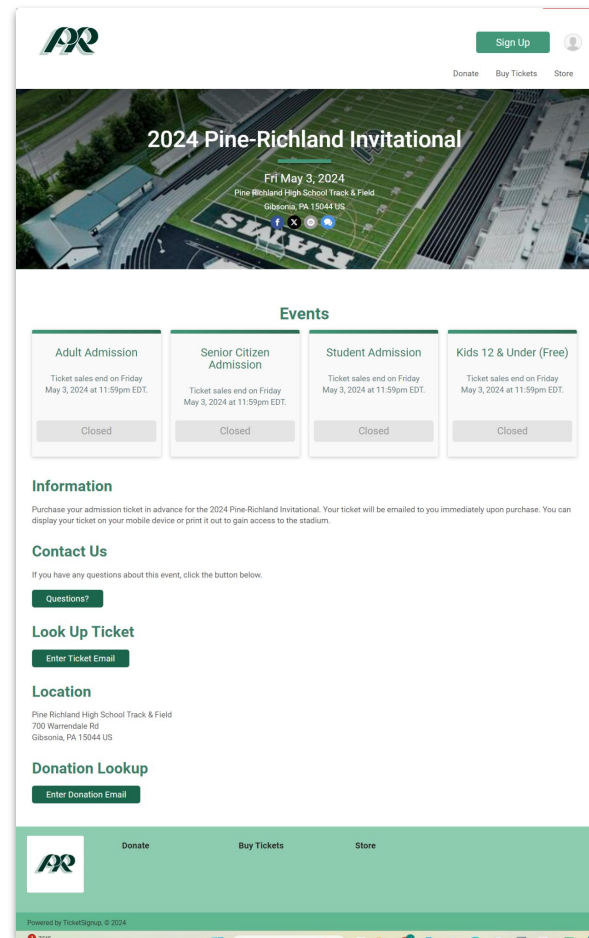
Spectator Tickets and **Parking** are common revenue sources for timers that may currently be sold via cash/cards on-site. In addition to being a revenue source for you, selling online has benefits:

- Speedier entry to parking and gate
- Better security (know who's coming)
- No risk of cash theft/error
- Upsell via VIP options
- Collect donations for associated organization

Wolf Creek Race Management

Pineland-Richland Invitational Spectator Tickets

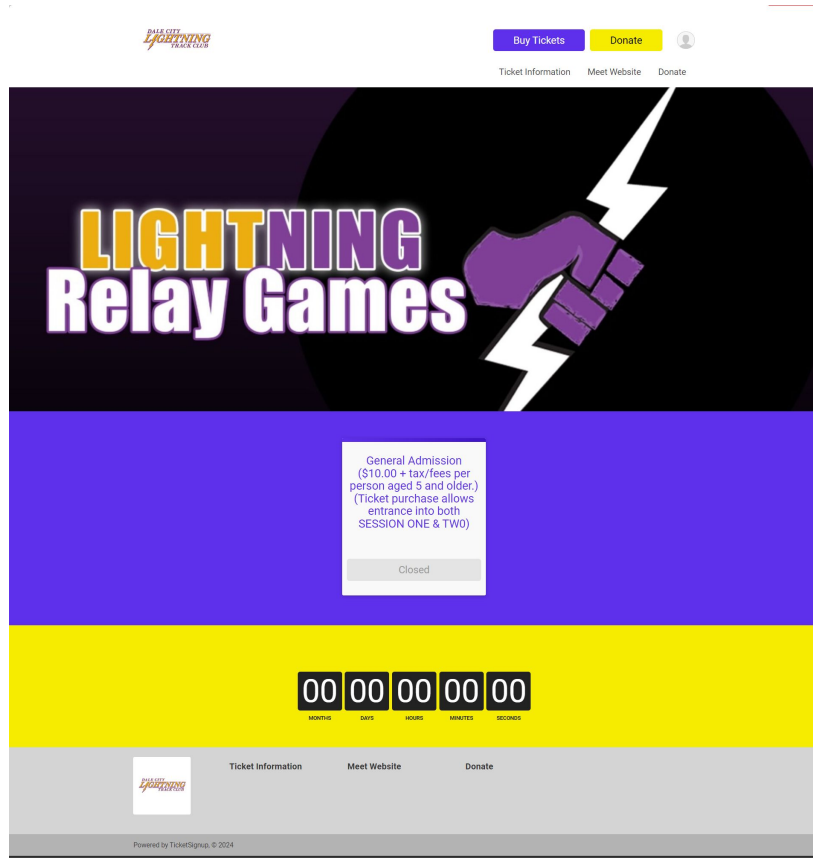
- Four Ticket Types (Adult, Senior, Student, Kids 12 & Under)
- Easy Ticket Look Up on website to confirm previous purchase and access QR code
- Sold Programs through Store
 - 26% of purchasers added a program
- Checked in 85% of tickets via Tickets App for CheckIn



Blue Ridge Timing

Dale City 9th Annual Lightning Relays

- Single Ticket type
- Collected donations during ticket purchase path
- Checked in 88% of tickets via Tickets App for CheckIn



Loppet Foundation

COOP FIS Cross-Country World Cup Minneapolis

- General Admission, VIP, and Grandstand Tickets sold
- Used store for branded hats and Carbon Offsets
- Collected \$34,000+ in donations during ticket purchases
- Use custom questions to password protect complimentary tickets
- Added a custom Waiver
- Additional ticket events for parking (parking not included in spectator tickets)

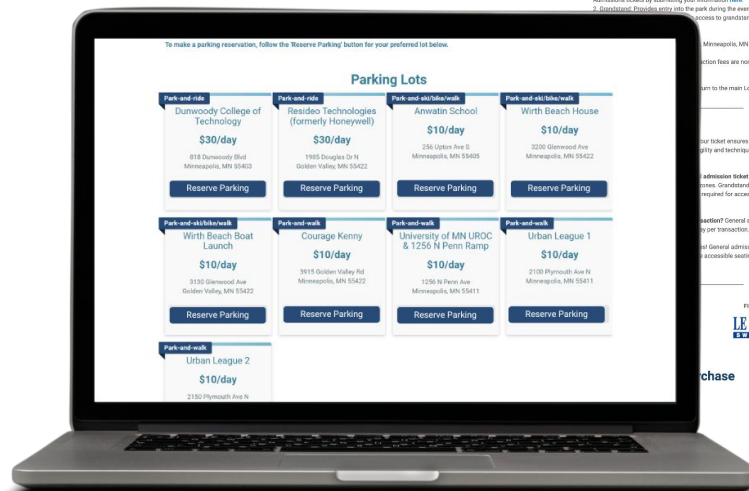


Tickets		
<p>Free</p> <p>Access to the park + multiple viewing opportunities around the course.</p> <p>Current capacity reached.</p> <p>Sold Out</p>	<p>Grandstand \$35 - \$150</p> <p>Access to the park + reserved bleacher seating near the finish line.</p> <p>Current capacity reached.</p> <p>Sold Out</p>	<p>VIP Spectator Experience \$500</p> <p>Grandstand access to VIP suites, full food & beverage service, and more.</p> <p>Current capacity reached.</p> <p>Sold Out</p>

Event Description: The COOP FIS Cross-Country World Cup is coming to Minneapolis in February 2024! The world's best athletes in cross-country skiing will race in the first world cup race to be held in U.S. soil in twenty years and the Loppet Foundation is proud to bring the world to Wirth. Inspiration is everywhere in Theodore Wirth Park. Come explore world class ski trails in the heart of the city we love.


Tickets:

1. **General Admission:** Provides entry into the park during the event and multiple viewing opportunities around the course. No seating is provided. Thanks to Steve Wirth, general admission is free and open to the public. Be the first to know about additional General Admission tickets by submitting your information [here](#).
2. **Grandstand:** Provides entry into the park during the event plus access to bleacher seating near the finish line.
3. **VIP Spectator Experience:** Provides access to grandstand seating plus a heated suite, full food and beverage service, and more. Add



Partner Revenue from Adjacent Events

- Festivals
- Holiday Events
- Nonprofits



HOKA FESTIVAL OF MILES
ST. LOUIS, MO.

Thu June 1, 2023
SLUH - Track & Field Complex
Saint Louis, MO 63110 US

[Purchase Tickets](#) [Donate](#)

Donate Buy Tickets Store



DETROIT BOURBON & BLUES FESTIVAL

Sign Up Donate

Buy Tickets Donate

Detroit Bourbon & Blues Festival

Sun August 27, 2023
Eastern Market Shed #5
Detroit, MI 48207 US

Events

Live Blues Music	Whiskey Tasting	Whiskey Tasting	VIP Tasting
Blues Street - Music Festival \$0.00 All are welcome to the festable grounds of Blues Street. Shed #5 outdoor lot will be open to the public with a vibrant gathering of live music, food trucks, craft vendors, refreshing beverages, and old & new friends.	Tasting Experience - Session #1 \$50.00 - \$60.00 • 1 PM - 3 PM Tasting Session • Entry to the Tasting Experience • 10+ whiskey tasting tickets • Additional tickets for sale • Complimentary glass • Entry to Blues Street Festival • Food available for purchase	Tasting Experience - Session #2 \$50.00 - \$60.00 • 4 PM - 6 PM Tasting Session • Entry to the Tasting Experience • 10+ whiskey tasting tickets • Additional tickets for sale • Complimentary glass • Entry to Blues Street Festival • Food available for purchase	VIP Tasting Experience - Bloozy Brunch \$70.00 - \$85.00 • 1 hour early access • 12 PM - 3 PM • 10+ whiskey tasting tickets • Additional tickets for sale • Complimentary glass • Entry to Blues Street Festival • VIP Bloozy Brunch • Includes VIP brunch buffet of barbecue, fresh salads, appetizers, and parafel sharing • 1 4 food truck meal voucher • Brunch cocktail sponsored by Green City Market • Access to exclusive whiskey tastings

Sign Up

Event Description

Detroit Bourbon & Blues Festival is an immersive tasting and live music event with American made whiskey, music performances, and more. On Sunday, August 27, 2023, Detroit's historic Eastern Market Shed #5 will be transformed into a lively venue in which guests are invited to sip, savor, and enjoy live blues music in collaboration with Eastern Market's Sunday Market series. This landmark location offers the perfect site to highlight the rich history of bourbon, blues, and Detroit's impact on these iconic American crafts. As Detroit neighbors, bourbon enthusiasts, and music lovers converge - we invite you to join us & celebrate with a glass half full.

Turning Point, Inc.

VISION
Our vision is a just and equitable society free of domestic violence, sexual violence, and human trafficking.

MISSION
Turning Point empowers survivors of domestic violence, sexual violence, and human trafficking through comprehensive services and resources while advocating for community action to end oppression and violence.

[Donate](#)

Turning Point, Inc.
SERVICES TO END DOMESTIC & SEXUAL VIOLENCE

Buy Tickets Donate

Powered by TicketSignup. © 2023



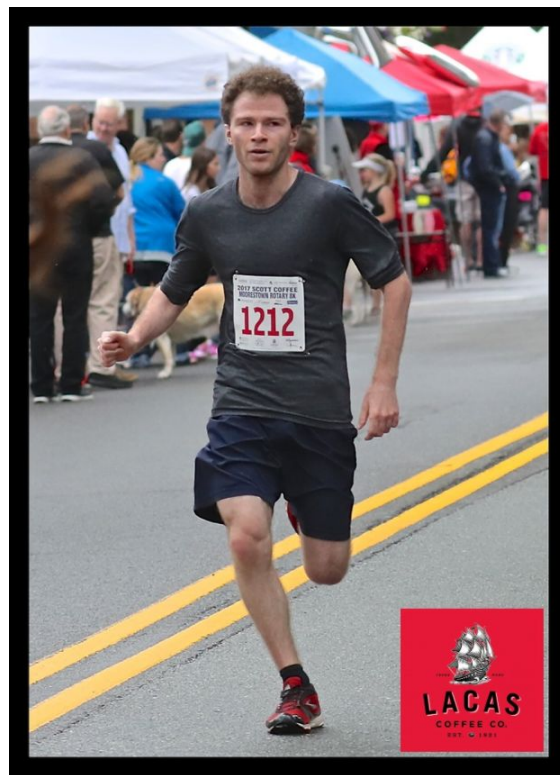
Photos and Video



Photo: Scott Coffee Rotary Run

Photos to drive value and revenue

- Simple, free, tools for you.
- Provide value, drive revenue, make yourself a better partner
- Learn the way our tools work and offer them.
- Photos and video are the #1 thing, in my opinion that is “untapped” in terms of delivering value and making more money
- Future marketing purposes
- Built-in timing back up



RaceDay Photos Event Uploads

- **Free** service for RunSignup events
 - Way for your races to save money.
- Participant, Race Organizer, Timer, or Volunteer uploads photos to event
- Use in conjunction with RunSignup's website builder and have dedicated photo page
- Automated Bib tagging for quick access
- Customize to showcase sponsors
- Results integration: photos shown on individual participants' results page
-



Revenue ideas


Be creative and come up with ways to deliver value for your partners.

Use free tools

Build a network of photographers. They don't have to be professional experts.

Help RD's find sources of revenue

More photographers, more points



Results For
Photos Example
testing, NC 11111

Back to Race Website X

Questions About Results? [Get in touch!](#)
















Year

Result Set

Age Group/Division

2023
10k RUN Ov
All Results

Search by name, bib number, town, etc...

	Place	Bib	Name	Gender	City	State	Clock Time
 	1	1343	 Jocelyn Ba	F	Keller	TX	0:04.89
 	2	1452	 Melissa Malone	F	Keller	TX	0:08.50
 	3	1201	 Linn Jencopale	F	Keller	TX	0:10.70
 	4	1634	 Christy Taylor	F	Keller	TX	0:12.70
 	5	1977	 Carrie Towey	F	Keller	TX	0:15.05

< Previous

Page 1 of 1 100 per page

Next >

Promote Race or Sponsor Photo Watermarks

☐ Require approval for photo uploads

Watermark

☒ Apply a watermark to race photos.

Standard Watermarks

☐ Race Logo in Lower Right

☐ Race Logo in Lower Left

☒ Sponsor Logo in Lower Right

Choose a Sponsor:



☐ Sponsor Logo in Lower Left

Save Photo Settings




"The Race"
Fri April 21 2023




Donate




RaceDay Video Stream


With Bib Tagging


**Jaden Oliver**
Kids Run -2 mile Race
Male Age 3 Ridgeville, SC


 Photos  Certificate  Race Video

BIB
772

 Chip Time
34:52.78

 Gun Time
35:34.23

 Pace
17:26

 Overall
20 of 22





[Questions About Results?](#)

Male 1 - 4
1 of 2

Gender Place:
11

Split	Time	Pace
Mile 1	17:30.63	17:31
Mile 2	17:22.14	17:22

Photos [View All Photos](#)







Memberships



Photo: Scott Coffee Rotary Run



Memberships as Revenue Source

- Use our new components like Websites, Email, Store, Donations, etc.
- Broaden beyond Running Clubs
 - Keep all the good stuff for running - Club Discounts, Join while signing up for a race, etc.
 - Expand Running Community use cases - running stores and clubs and event organizations can leverage memberships to mimic NYRR and ATC type community
 - With more running clubs, have more races offer discounts - virtuous cycle of promotion
- Many Ticket Event Oriented Organizations
 - Upsell Ticket into Membership at Gardens, Zoos, Museums, etc.
 - Repeat events - like wineries or breweries
- NonProfits
 - Public Radio/TV type of fundraising - “Become a Member” rather than “Donate”
- Member Organizations



Racing for Sustainability

[Join](#)[Donate](#)[Join Now](#)[Member Content ^](#)[Contact Us](#)[Bibs and Waste](#)[Cups](#)

Membership Levels

Race Event Member - 250

For smaller race events up to 250 participants.

from **\$50**

12 Month Membership: **\$50.00**

[Join Now!](#)

Race Event Member - 500

For smaller race events up to 500 participants.

from **\$100**

12 Month Membership: **\$100.00**

[Join Now!](#)

Race Event Member - 1,000

For smaller race events up to 1,000 participants.

from **\$250**

12 Month Membership: **\$250.00**

[Join Now!](#)

Race Event Member - 5,000

For race event organizations up to 5,000 participants per year.

from **\$500**

12 Month Membership: **\$500.00**

[Join Now!](#)

Individual

For individuals who are passionate about endurance and sustainability.

from **\$25**

12 Month Membership: **\$25.00**

[Join Now!](#)

Racing for Sustainability (Draft)

Contact Us

Name *

Email *

Phone

Question/Message *

☐

I'm not a robot

[Send Message](#)



Run Wild Missoula

[Join](#)[Donate](#)[Membership Benefits](#)[Store](#)[Join Now](#)[Donate](#)[RWM Website](#)

Run Wild Missoula

Membership Levels

Individual Membership

from **\$27**

12 Month Membership: **\$27.00**
60 Month Membership: **\$110.00**

[Join Now!](#)

Family Membership

Up to 10 Family Members

from **\$37**

12 Month Membership: **\$37.00**
60 Month Membership: **\$160.00**

[Join Now!](#)

Run Wild Missoula

[Back to Run Wild Missoula X](#)

RWM Casual Shirt [Fitted] (\$29.00)

Super soft charcoal black tee!

50% Polyester, 25% Cotton, 25% Rayon

Recommended to order one size up.

Size

[Add Another](#)



RWM Casual Shirt [Relaxed] (\$29.00)

Super soft navy tee!

50% Polyester, 25% Cotton, 25% Rayon

Size

[Add Another](#)



Without Limits Running Team



Join



Join Now

Contact Us

Shop WOL Apparel

Scholarships

Latest Email

More ▾

Summer Session Begins May 14.

SUMMER SESSION

from **\$350**

May 14 - August 29 Membership: **\$350.00**

Join Now!

Single Month - Unlimited Practice

from **\$100**

1 Month Membership: **\$100.00**

Join Now!

Single Month - 1x per Week

from **\$20**

1 Month Membership: **\$60.00**

7 Day Membership: **\$20.00**

Join Now!

Pay for the Year!

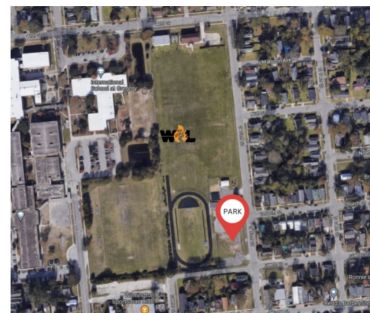
from **\$1,100**

1 Year Membership: **\$1,100.00**

Join Now!



UNCW Track Google Map Location



NHHS Track Google Map Location



Memberships Overview

Common Components

- Email
- Websites
- Store
- Donations
- Questions
- Financials / Coupons
- Organization Details
- Secure Access
- Notifications
- Waivers

The image displays four screenshots of a website builder interface for "Bob Member Org 1".

- Top Left: Member Information Page Editor**
 - Header: Member Organizations: Website Builder
 - Section: Member Information
 - Navigation: Info, Member Information, Events, Store, Donate, About Us
 - Content: A note about membership registration and a photo of a group of people.
- Top Right: Donation Display Settings**
 - Section: Donation Display Settings
 - Include Donations Since: 05/03/2023 12:00 AM
 - Donation Goal: \$ 1000.00
 - Nonprofit Logo: Choose your image
 - Billing Descriptor: SignUp * BobMemberOrg1
- Bottom Left: Store Setup**
 - Section: Store Setup
 - Items: Running Club Hat (\$20.00), Club Water Bottle (\$15.00)
 - Buttons: Save Arrangement, Add a Store Item, Set Up Fees, Manage Store
- Bottom Right: Create Email: Bob Member Org 1**
 - Section: Create Email: Bob Member Org 1
 - Buttons: Save as Draft, Continue
 - Content Blocks: Text, Section Title, Image, Text, Button, Image

Questions and Thank You!

