



# Welcome Kickoff

*Bryan Jenkins, Matt Downin*

 RunSignup



# Agenda

- Event Technology Company
- Common Platform with Specific Solutions
- Email & Website Strategy
- EventDay Strategy
- Ticket Strategy
- Membership Strategy
- Employee Owned, Community Focused



# Housekeeping Notes

- Feel free to ask questions during classes!
- Please pick up your bib for tomorrow's fun run during the afternoon Labs. You can run, watch a technology demo, or a little of both.
- Laptops will be needed for some classes. You can find power strips throughout the room
- We will share any slides from University later this week.

**Thanks for being here!**



# University Agenda: Masters RaceDay Technology

## Tuesday, June 11th

9:00am-9:30am: Welcome/Kickoff

9:30am-10:45am: RaceDay Products Update/Q&A

- 10:45am-11:00am Break -

11:00am-11:30am: RaceDay Scoring FAQ

11:30am-12:30pm: RaceDay Scoring Advanced Features

- 12:30pm-1:15pm Lunch -

1:15pm-5:00pm: Discovery Labs:

- RaceDay Scoring & Results
- RaceDay CheckIn
- Participant Tracking
- Mobile Timing App
- Ticketing Tech

6:00pm-8:00pm: P&Y Party at Victory Brewing

## Wednesday, June 12th

6:15am-7:15am: Gym Class - Morning Fun Run & Technology from Residence Inn

8:00am-8:45am: Breakfast/Check-in

8:45am-9:15am: Run Tech Debrief, Q&A

9:15am-10:15am: Timer Panel Discussion

10:15am-11:15am: Expanding Timer Revenue

- 11:15am-11:30am Break -

11:30am-1:00pm: Timer Advisory Board (Lunch served at 12:15pm)

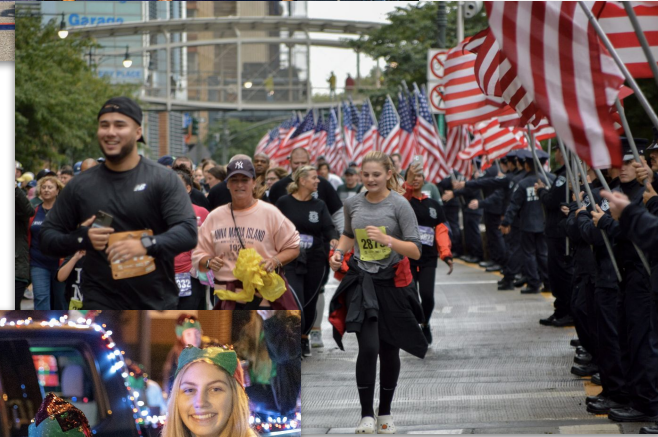




# Event Technology Company

- R** RunSignup - Endurance Events
- G** GiveSignup - Peer to Peer Events
- T** Ticketsignup - Ticket Events by Vertical and Functionality Needs

*Target: Organizations who generate revenue from **events**, where **maximizing revenue** and **optimizing cost** are important*



# Common Platform

- **Shared Components** like Payments, Websites, Email
  - Lowers cost per customer with scale
- **Develop Specific solutions** for target markets that differentiate us and enable a low cost sales and marketing business methodology
- **Avoid costly acquisitions** where there are multiple technology stacks to support and sell
- **Continually invest** in technology refresh - both infrastructure and customer functionality
- **Invest in our Development Team** for high capability, motivation and efficiency

**Low cost / high functionality**



PRIMARY  
EVENT  
PRODUCTS

**Registration**

**Tickets**

MARKET  
SPECIFIC  
PRODUCTS

Results  
RaceDay

Donations  
P2P Fundraising  
Membership

Websites  
Email

CORE  
SERVICES

Analytics

CheckIn

Domains

Payments

Photos

Referrals

Reporting

Social

Sponsors

Volunteers

Store

Transactions

INFRASTRUCTURE  
SECURE. SCALABLE.  
RELIABLE.

PCI Compliant • Zero Downtime • Open API • 2k Releases/yr

**Database**



# Development Balance

- **Growing our Business**
  - Helping customer base grow their revenue
  - Winning new customers
- **Strategic Projects and Themes**
  - Will help lots of customers
  - Make us more efficient
  - Required by law
- **Tactical Features**
  - Things that will help a few customers
  - Balance of hours of development vs. hours of customer or support effort
- **Infrastructure**
  - Sleep soundly at night



**Aggressive  
Patience**





# 5 Year Strategy & Plans



Photo: Sour Fish Events



# 5 Year Strategy

## Website, Email and TXT

- Websites and Email are the primary ways events communicate with their constituencies
- Combine event data, actions and content with Websites and Email
  - Better Wordpress & Mailchimp
- New, modern platforms
- Shared Image Gallery
- Event Specific Image and Communication Galleries
- Cross Event Listings
- Data Components
- Content Components
- Action Triggers
- Super Lists focused for Events
- TXT (marketing)messaging later this year - 1 cent per txt.


The image shows a screenshot of a web application interface for managing event participants and donors. The main window is titled "Race Participants and Donors, All Ticket Event Attendees". It features a "Source" dropdown menu set to "Current Race" and a "Contacts" section with "Participants" and "Donors" dropdowns. An "ADD SOURCE FILTER" modal is open in the foreground, showing a "Source Filter" dropdown set to "Event Zip Code", a "50 miles" radius, and a "from" field with the value "08619". The modal has "Update" and "Cancel" buttons.




# 5 Year Plan

## Next Gen Components

- Store
- Warehouse
- Invoicing
- ACH
- Reporting
- Analytics
- Sponsors
- Volunteers

 Sign Up For  
Holiday Light Festival


[Back to Event Website X](#)



Candy Cane Sweatshirt (\$0.00)

Size  Shipping

0



Mug (\$20.00)

0

Allison Bickel - 2021  
Overview


Warehouse Payment Account:  
Allison Bickel - 2021

Legal Entity:  
Allison Bickel

Account Management:  
[Manage Account](#)

Timezone:  
America/New\_York

Show deleted items  
☐ Off




Tshirt

Price: \$15.00

Remaining Quantity: 99

Sold Quantity: 1

Available Period: 05/17/2022 12:00am EDT - 08/15/2022 11:59pm EDT




Glow sticks

Price: \$5.00

Remaining Quantity: ∞

Sold Quantity: 1

Available Period: Starting 05/17/2022 12:00am EDT



Cat

Price: \$10.00

Remaining Quantity: 11

Sold Quantity: 1

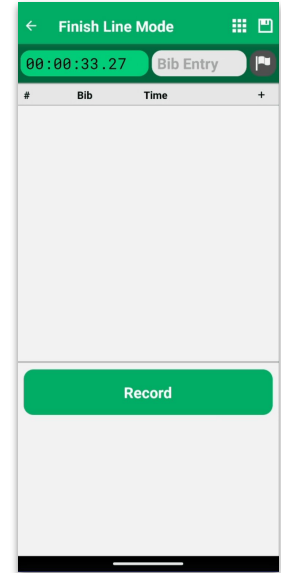
Available Period: Starting 05/17/2022 12:00am EDT

Add Store Item



# 5 Year Strategy EventDay

- RaceDay Scoring Real Time
- RaceJoy - Real Time Chip & GPS Display
- Mobile Timing App
  - Multi-purpose: photos and videos
- RaceDay CheckIn
- Series Scoring V2
- Results V2
- Ticket App
- Point of Sale



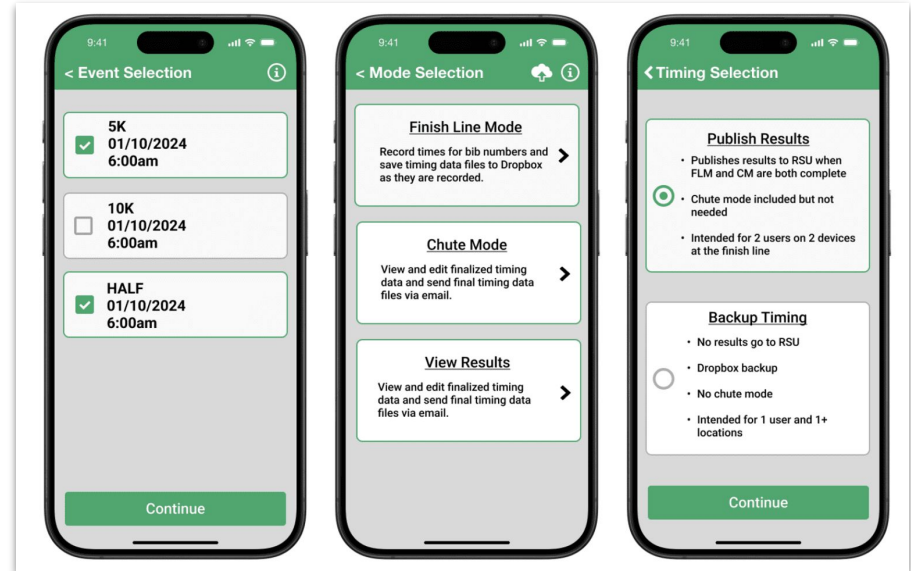




# Mobile Timing App

## Photos & Video

- Backup timing for large races, default timing for small and remote races
- Real-time photo uploads integrated into photo platform for for multiple photographers on-course
  - Uploaded & auto-tagged
  - Accessible for runners from finish text
- Integrated with live streaming via YouTube
- Adding announcer capability

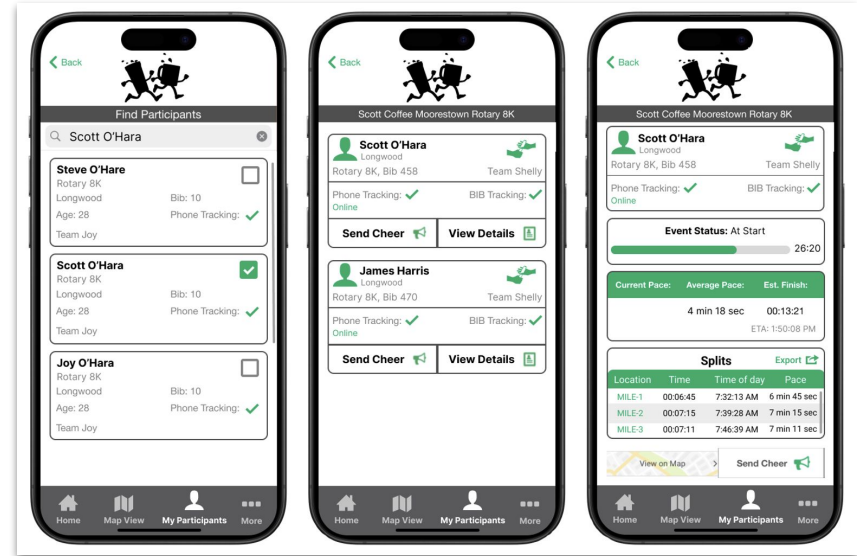




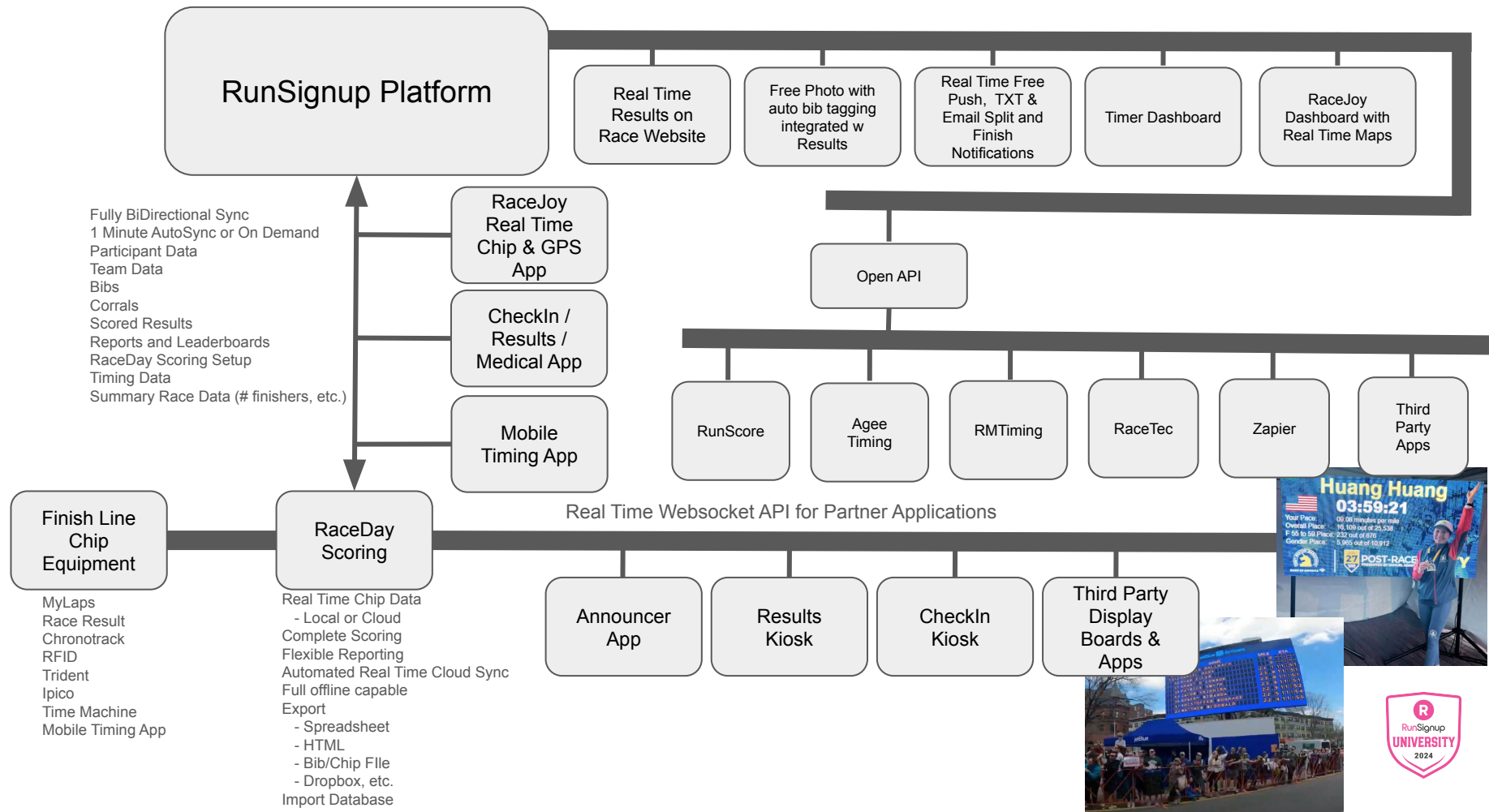
# RaceJoy

## Real Time Chip & GPS Display

- Upgrade to allow spectators to see chip data in RaceJoy for participant tracking on participants not carrying phone
- Enhanced experience with in-app alerts & map displays
- Opportunity to upsell intermediate timing mats to improve the race experience
- Working towards competitive parity with RTRT
- All Included in Race Day Annual License fee



# RunSignup RaceDay Scoring Free & Open Real Time Platform



# RunSignup RaceDay Scoring Free & Open Real-Time Platform

## RunSignup PLATFORM

Real-Time  
Results on  
Race Website

Free Photo with  
auto bib tagging  
integrated w Results

Real-Time Free  
Push, TXT & Email Split  
and Finish Notifications

Timer Dashboard

RaceJoy  
Dashboard with  
Real-Time Maps

- Fully BiDirectional Sync
- 1 Minute AutoSync or On Demand
- Participant Data
- Team Data
- Bibs
- Corrals
- Scored Results
- Reports and Leaderboards
- RaceDay Scoring Setup
- Timing Data
- Summary Race Data (# finishers, etc.)



**RaceJoy Real-Time  
Chip & GPS App**



**CheckIn / Results /  
Medical App**



**Mobile Timing App**

Open API

RunScore

Agee  
Timing

RMTiming

RaceTec

Zapier

Third Party  
Apps

**Finish Line  
Chip  
Equipment**

- MyLaps
- Race Result
- Chronotrack
- RFID
- Trident
- Ipico
- Time Machine
- Mobile Timing App

**RaceDay  
SCORING**

- Real-Time Chip Data
  - Local or Cloud
- Complete Scoring
- Flexible Reporting
- Automated Real-Time Cloud Sync
- Full offline capable
- Export
  - Spreadsheet
  - HTML
  - Bib/Chip File
  - Dropbox, etc.
  - Import Database

**Real-Time Websocket API for Partner Applications**

**Announcer  
App**

**Results Kiosk**

**CheckIn  
Kiosk**

**Third Party Display  
Boards & Apps**





# 5 Year Strategy Tickets

- Multi-Day Timed Entry (MTE)
- Memberships
- Point of Sale

### 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!**

4:05

Back New Purchase

Checkout Cart

| Item    | Total  |
|---------|--------|
| Cookies | \$1.00 |

Total: \$1.00

Privacy Policy

☐ By checking this box, I certify that I am 18 or older and agree to the [Privacy Policy](#).

Pay Now with Square (\$0.00)

Buy Tickets For Halloween Haunt Fest - Richmond

Back to Event Website X

October 2023

1 2 3 4 5 6 7

8 9 10 11 12 13 14

15 16 17 18 19 20 21

22 23 24 25 26 27 28

29 30 31

October 28

General Admission \$45.00

Only 2 spots left! 6:00 pm

Sold Out! 7:00 pm

8:00 pm

Only 3 spots left! 9:00 pm

Sold Out! 10:00 pm

11:00 pm

Only 3 spots left! 12:00 am

Sold Out! 1:00 am

2:00 am

BEST VALUE

VIP \$55.00

VIP Passes include front of the line privileges for each event

0

Super VIP \$60.00

Only 2 spots left! 6:00 pm

Sold Out! 7:00 pm

8:00 pm

Only 3 spots left! 9:00 pm

Sold Out! 10:00 pm

11:00 pm

Only 3 spots left! 12:00 am

Sold Out! 1:00 am

2:00 am

Continue

TICKET DASHBOARD

Moorestown Spooky Haunt

September 1, 2024 Moorestown, NJ 08057

Search by Name, Email etc.

Race Status Tickets: 271

Schedule

Month Week Day

Friday, September 13, 2024

General Admission

4:00 PM - 5:00 PM 10 of 30 Sold \$40 - \$50 Edit Timetable

4:15 PM - 5:15 PM 10 of 30 Sold \$40 - \$50 Edit Timetable

4:30 PM - 5:30 PM 10 of 30 Sold \$40 - \$50 Edit Timetable

4:45 PM - 5:45 PM 10 of 30 Sold \$40 - \$50 Edit Timetable

5:00 PM - 6:00 PM 10 of 30 Sold \$40 - \$50 Edit Timetable

5:15 PM - 6:15 PM 10 of 30 Sold \$40 - \$50 Edit Timetable

5:30 PM - 6:30 PM 10 of 30 Sold \$40 - \$50 Edit Timetable

6:00 PM - 7:00 PM 10 of 30 Sold \$40 - \$50 Edit Timetable

VIP

4:00 PM - 6:00 PM 10 of 30 Sold \$40 - \$50 Edit Timetable

5:00 PM - 7:00 PM 10 of 30 Sold \$40 - \$50 Edit Timetable

6:00 PM - 8:00 PM 10 of 30 Sold \$40 - \$50 Edit Timetable



# 5 Year Strategy Membership

- Endurance Virtuous Network
- Tracking Multi-Event participation - eg. weekly workouts
- Membership Badge Checkin
- Rewards Tracking Across Races, Tickets, Volunteer, Member Level, Donations, Fundraising
- Ticket Discounts and Member Signup like Races

| Membership Levels  |  |
|--|--|
| <b>Race Event Member - 250</b><br>For smaller race events up to 250 participants<br>from \$50      | <b>Race Event Member - 500</b><br>For smaller race events up to 500 participants<br>from \$100                   |
| 12 Month Membership: \$50.00   | 12 Month Membership: \$100.00  |
| <a href="#">Join Now!</a>  | <a href="#">Join Now!</a>  |
| <b>Race Event Member - 1,000</b><br>For smaller race events up to 1,000 participants<br>from \$250 | <b>Race Event Member - 5,000</b><br>For race event organizations up to 5,000 participants per year<br>from \$500 |
| 12 Month Membership: \$250.00  | 12 Month Membership: \$500.00  |
| <a href="#">Join Now!</a>  | <a href="#">Join Now!</a>  |

**Summer Session Begins May 14.**

| SUMMER SESSION                          | Single Month - Unlimited Practice |
|---|-----------------------------------|
| from \$350                              | from \$100                        |
| May 14 - August 29 Membership: \$350.00 | 1 Month Membership: \$100.00      |
| <a href="#">Join Now!</a>               | <a href="#">Join Now!</a>         |

| Single Month - 1x per Week                               | Pay for the Year!             |
|--|-------------------------------|
| from \$20  | from \$1,100                  |
| 1 Month Membership: \$60.00<br>7 Day Membership: \$20.00 | 1 Year Membership: \$1,100.00 |
| <a href="#">Join Now!</a>                                | <a href="#">Join Now!</a>     |

**Membership Options**

| Individual Member   | Running Club   |
|---|--|
| By joining the RRCA directly as an individual member, you are supporting our programs and services that benefit the running community.<br>from \$25 | Running clubs/crews generally conduct weekly group training runs, organized training programs, youth programs, track workouts, social gatherings, and may organize running events owned by the club and hosted within the state where the club operates.<br>from \$100 |
| 12 Month Membership: \$25.00  | 1 Year Membership: \$100.00 1 Year Membership: \$100.00  |
| <a href="#">Join Now!</a>   | <a href="#">Join Now!</a>  |

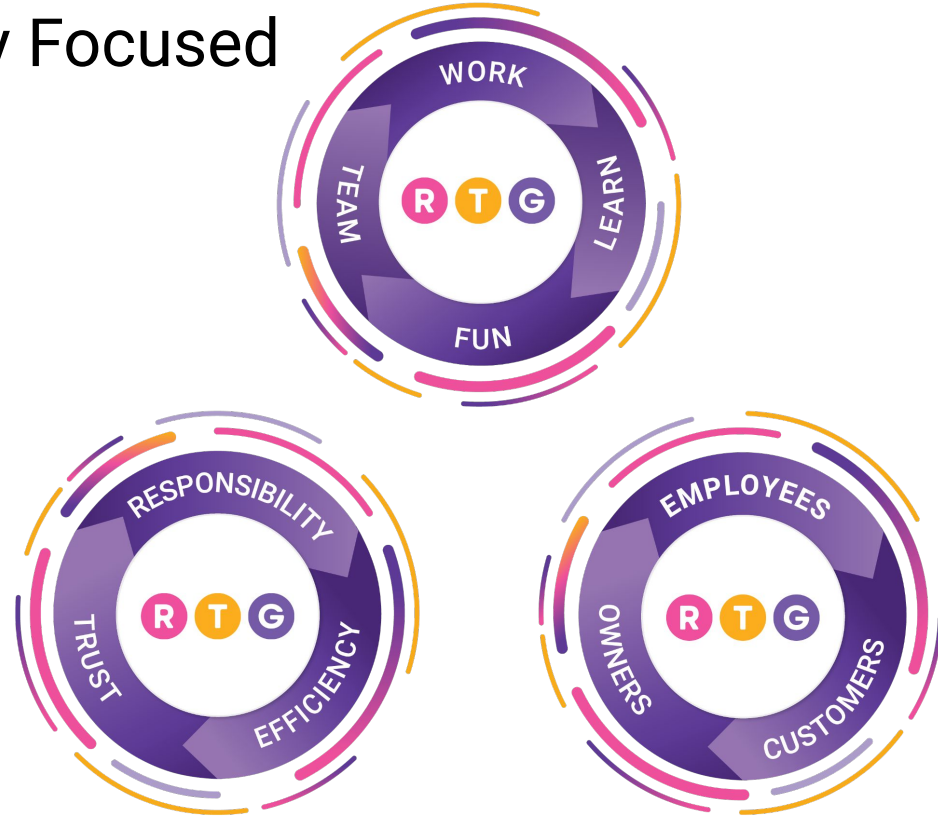
| Running Event(s)   | Corporate   |
|--|---|
| Designed for both a once-per-year running event organized by a single organization, as well as event management organizations (companies) that host multiple events per year<br>from \$100 | RRCA provides sponsorship opportunities for businesses that align with the RRCA mission, vision, and values and seek to market to the RRCA's various audiences which include club leaders, event directors, coaches, runners, and more. Sponsor levels: \$750-\$4,500<br>from \$0 |
| 1 Year Membership: \$100.00 1 Year Membership: \$100.00  | 1 Year Membership: \$0.00   |
| <a href="#">Join Now!</a>  | <a href="#">Join Now!</a>   |



# Employee Owned, Community Focused

- Long Term Focus
- 392 Years of Longevity
- Balanced Approach

**Thank You for Your Support!**





# All Four Timer Certifications

**3W Races:** Michelle Bettis

**Advanced Sports Timing:** Matt Schreiber

**Big River Race Management:** Adam Swansen

**Big White Trailer:** Jim Lang

**Charm City Run Events:** Erin Retford, Karley Zinsmeister

**DoMore Races:** Janice Russell

**DRS Timing:** Eric Kramer

**Hermes Sports & Events:** Grayson Radvansky

**It's Race Time:** Kent Munro

**Negative Split Productions:** Tony Sapp

**Race Day Events:** Ryan Griessmeyer

**Racine Multisports:** Ken Racine

**Revolution3 TCR Event Management:** Jason Chance, Justin Harrison

**Rotpac Racing:** Jason Bigelow

**Second Wind Running Club:** Melony Barrett, Paula Tankersley

**Wolf Creek Race Management:** Brandon Wise, Andrew Mascio







# THANK YOU!

