

2024 RunSignup Roadshow Cleveland

7/30/2024





Eric Cone



Soren Larson



Jordan Desilets

Housekeeping

Notes

- Feel free to ask questions during the presentation!
- We will send out a copy of the slides tomorrow for your reference
- Stick around after we're done for drinks, food, and networking!
You're welcome to grab a drink at any point.
- Grab a tchotchke
- If we don't answer all your questions (or they're really specific to your event), grab us after the presentation!

Thanks for being here!





Today's Agenda

- Welcome!
- State of the Industry
- Websites V2
- Email V2
- A Look to Growth
- A Better RaceDay Experience
- New (and Cool!)
- TicketSignup
- What's Next



We Are Event Technology Experts

Our Mission

To make it *free and easy* for endurance events to grow their participation, make more money, and create amazing event experiences.

To create *free and easy-to-use* event software that you can fully control.

\$2.6B

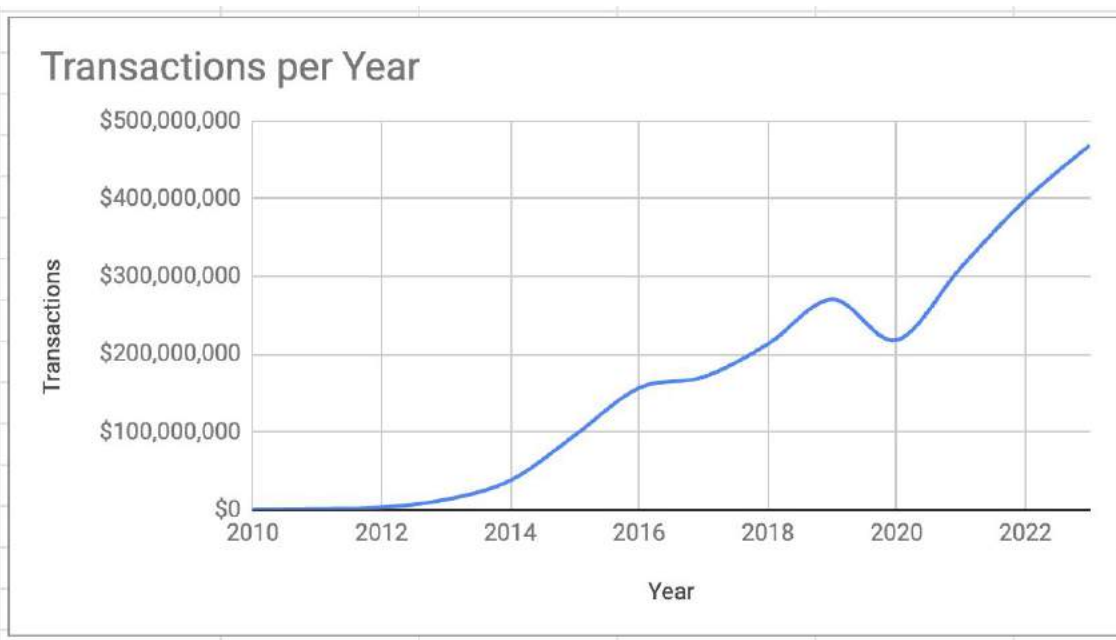
Amount
We've Helped
Customers Raise
Since 2010

28K+

Number of Events
Using Our Platform
As of January 2024

Starting our 15th Year Employee Owned Company

Year	Transactions	Growth	Cumulative Total
2010	\$253,324		
2011	\$1,110,314	338%	\$1,363,638
2012	\$2,700,141	143%	\$4,063,778
2013	\$12,945,182	379%	\$17,008,960
2014	\$37,337,751	188%	\$54,346,711
2015	\$95,400,532	156%	\$149,747,244
2016	\$156,466,533	64%	\$306,213,777
2017	\$170,475,905	9%	\$476,689,682
2018	\$212,742,449	25%	\$689,432,131
2019	\$270,381,466	27%	\$959,813,598
2020	\$217,912,959	-19%	\$1,177,726,557
2021	\$311,463,113	43%	\$1,489,189,670
2022	\$398,474,540	28%	\$1,887,664,210
2023	\$468,268,980	18%	\$2,355,933,190





All three event platforms are built on a common technology core and all include (free):

- Payment processing
- Websites with BYO Domains
- Email
- Event Day Apps with CheckIn
- Photo Platform
- Integrated donation capabilities
- Store Options
- Reporting
- Built-in Marketing Tools
- Analytics
- Referrals
- **Secure, reliable infrastructure that is PCI Compliant always available**

2K+

Technology Releases
Each Year

5 Minutes

Total downtime
Since 2015



Purpose-Built for Endurance Events

- Event Registration
 - For events (like races) with extensive participant interactions (I.E. waivers, participant management, results, etc.)
- Allows for Team Participation
 - Social, competitive, corporate, and fundraising teams
- Enables collaboration between race directors and timers
- Includes built-in Volunteer Platform
- Includes Sponsor Management Platform





Purpose-Built for Peer-to-Peer Fundraising Events

- Includes all RunSignup Registration features
 - Branded for nonprofits
- Can be an endurance event, or *any* P2P event
- Automated Fundraiser pages and Thank You emails
- Team Fundraisers
- Incentives like Refund Rewards and Automated Discounts
- Gamification elements like Milestones & Badges
- Live updates with Donation Thermometers and Leaderboards



T TicketSignup

Purpose-Built for Ticketed Events

- Event Ticketing
 - Ideal for ticket events like Halloween Haunts, Beer Festivals, Airshows, Light Shows, Wine Walks, etc.
- General Admission, Timed Entry, Admissions
- Fast checkout
- Ticket management capabilities *without* requiring login
- Custom information collection
- Admin & Self-Serve Ticket Transfers
- CheckIn App & Point of Sale

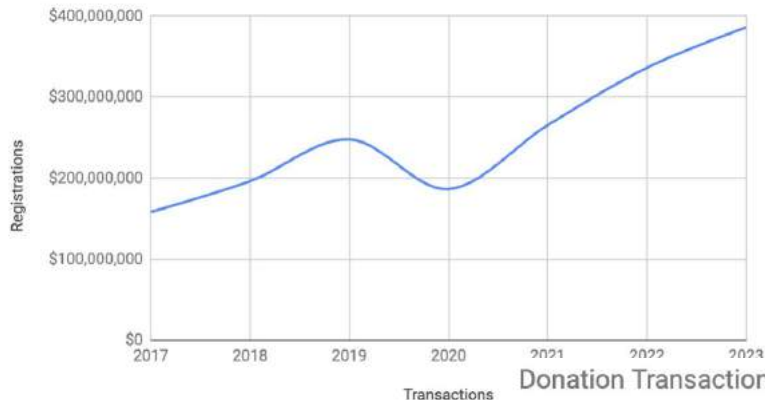
You used TicketSignup to sign up for today's session!



3 Event Markets Fund Common Platform Technology

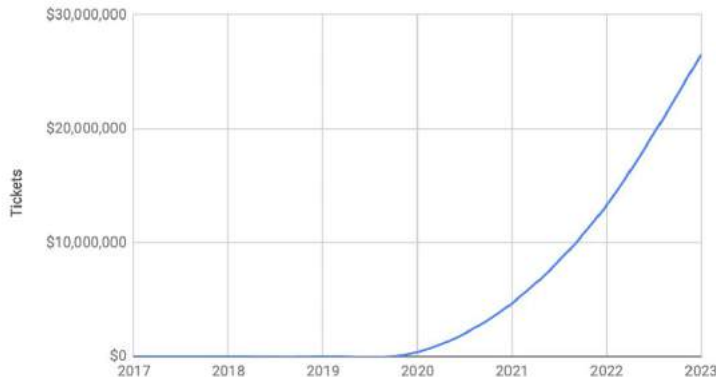
Registration Transactions per Year

RunSignup



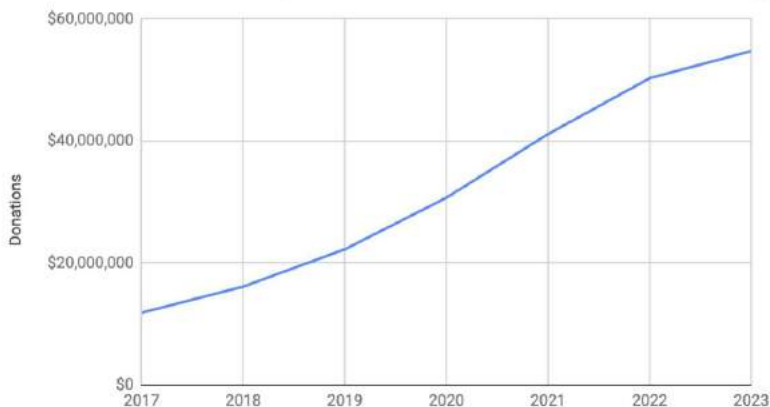
Ticket Transactions per Year

TicketSignup



Donation Transactions per Year

GiveSignup



Who We Are

World-Class Engineering



**Product Led
Growth Strategy**



100% US Staff



Dedicated UX



Developer Experience
Over 50% 10+ yrs experience



Frequent Releases
40+ Releases per Week



**99.9999%
Uptime**



**PCI Level 1
Security**

 **RunSignup**

 **GiveSignup**

 **TicketSignup**





The State Of the Industry

2024 Midyear

 RunSignup

 GiveSignup

 TicketSignup



 RunSignup
**Annual Industry
Report 2023**

Data Parameters



- RunSignup represents an estimated 40-50% of endurance market share.
- Unless otherwise noted, 2023 “Year” is December 1, 2022-November 30, 2023. Mid-year 2024 is December 1, 2023-May 31, 2024.
- Data includes 75,510 race events and 9,374,018 participants from 2023 (including imported registrations). Mid-year 2024 data includes 49,161 race events and 5,089,533 participants.
- Reports that involve participation comparisons look at the cohort of races on the RunSignup platform for *both* years
- Registration data (not finisher).
- Some trends may be impacted by specific features of the RunSignup platform.

Per-Race Participation Showed Post-Pandemic Rebound



Change in Race Weekend Participation 2022-2023

Event Type	# Events 2022	# Events 2023	# Participants 2022	# Participants 2023	Growth
Overall	50,734	51,318	5,094,594	5,595,382	9.8%
5K and less	26,263	27,102	3,178,682	3,519,634	10.7%
10K and less	5,158	5,207	631,679	712,304	12.8%
Half Marathon and less	3,591	3,643	565,538	635,182	12.3%
Marathon and less	1656	1,685	144,370	165,755	14.8%
Ultra	1,925	1,906	120,912	122,608	1.4%
Triathlon	1,509	1,591	106,945	117,923	10.3%
Unknown	10,632	10,184	346,468	321,976	-7.1%

Change in Race Weekend Participation 2019-2023

Month	2019 Participants	2023 Participants	% Change
December (*18/'22)	119,166	116,704	-2%
January	86,074	78,870	-8%
February	122,158	120,764	-1%
March	203,758	200,319	-2%
April	318,890	295,707	-7%
May	324,689	305,520	-6%
June	235,063	219,280	-7%
July	227,225	221,157	-3%
August	150,568	159,375	6%
September	290,384	260,092	-10%
October	287,764	291,385	1%
November	687,033	746,290	9%
Overall	3,052,772	3,015,463	-1%

Participation Continues to Grow

8%

2023-2024
(mid-year)

Per-Race Participation 2023 to 2024

Month	2023 Registrations	2024 Registrations	Percent Change
December ('23)	298,794	335,837	12.4%
January	190,116	205,611	8.2%
February	292,840	313,344	7.0%
March	401,743	443,452	10.4%
April	615,891	661,128	7.3%
May	622,622	653,683	5.0%
Total	2,422,006	2,613,055	7.9%

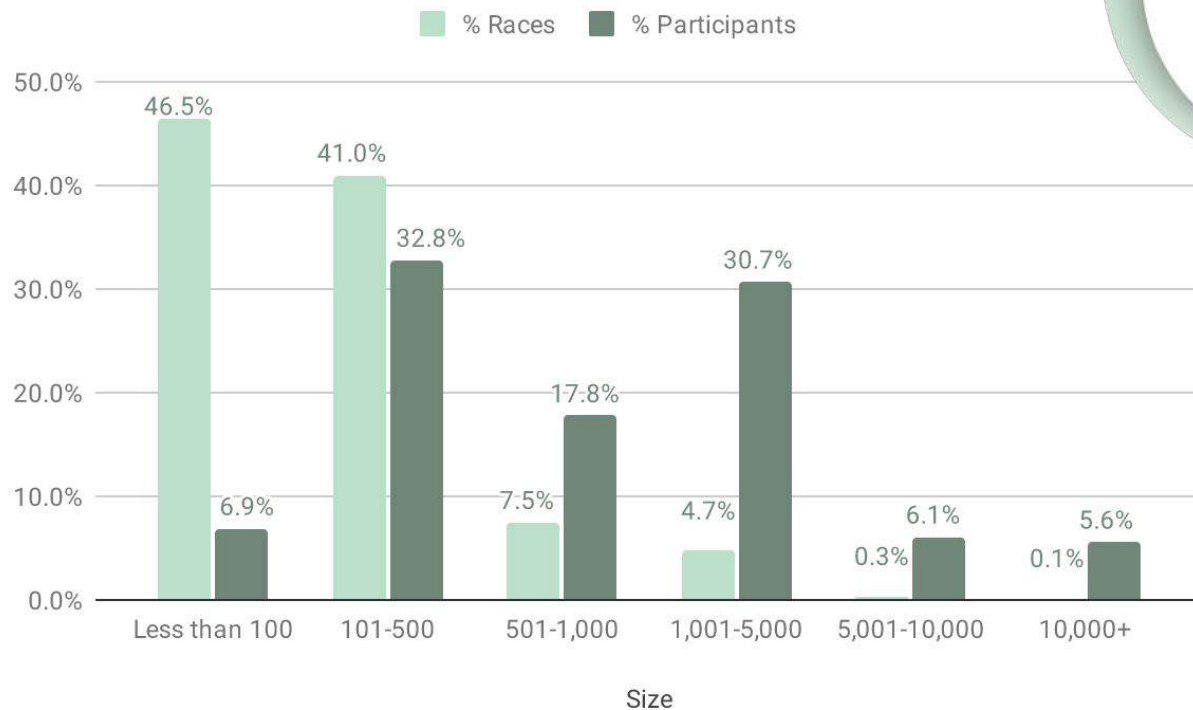
Large Races Starting to Catch Up



Per-Race Participation 2023 to 2024

Race Size (Starting Year)	Change 2019-2023	Change 2023-2024
Under 500	13.6%	8.7%
501-1,000	-5.1%	5.4%
1,001-5,000	-7.1%	8.9%
5,000+	-15.9%	8.7%

Race Sizes



0.4%

Races Had More
Than 5,000
Participants

11%

Of Participants
Joined a Race
Over 5,000

No Race Churn (Over 500)

2018 No Race Churn was 6%

2019 No Race Churn was 5.6%

2023 No Race Churn was 5.9%

Churn 2023-2024			
Month	Competitor Churn	No Race Churn	New Race Growth
December	2.4%	5.9%	8.4%
January	1.5%	5.3%	7.9%
February	0.7%	4.9%	12.4%
March	0.8%	6.2%	16.1%
April	1.8%	6.6%	10.4%
May	1.4%	3.7%	10.6%

Churn 2022-2023			
Month	Competitor Churn	No Race Churn	New Race Growth
January	0.0%	9.9%	0.8%
February	3.2%	7.9%	1.1%
March	3.1%	5.8%	2.0%
April	2.1%	5.3%	12.3%
May	2.7%	6.5%	3.2%
June	2.6%	3.8%	7.0%
July	3.1%	2.7%	5.9%
August	3.7%	3.7%	2.1%
September	2.5%	7.1%	6.2%
October	2.1%	6.5%	-1.2%
November	3.0%	1.3%	10.7%

Slight Improvement with Young Runners

For comparison, churn
was **22%** in 2015 & 2016,
18% in 2017, and **17%** in
2018.

16%
2024 Participants
Between 18-29

Percent of Participants by Gender

Age	2019%	2020%	2021%	2022%	2023%	2024**
Under 18	17.8%	15.3%	18.3%	18.7%	18.8%	15.8%
18-29	16.4%	13.3%	12.8%	13.9%	14.8%	15.7%
30-39	22.4%	22.2%	20.3%	20.5%	19.8%	21.2%
40-49	19.9%	22.0%	20.3%	19.7%	18.9%	19.3%
50-59	13.9%	15.8%	14.8%	14.3%	13.8%	13.7%
60-69	6.2%	7.3%	7.4%	7.4%	7.8%	7.8%
70+	1.7%	2.0%	2.4%	2.3%	2.6%	2.7%
N/A	1.7%	2.1%	3.6%	3.2%	3.5%	3.9%

Prices Continue to Rise



Average Price by Distance

	2019	2020	2021	2022	2023	2024**
1 Mile	\$17.99	\$17.73	\$19.60	\$20.05	\$20.71	\$21.51
5K	\$28.05	\$26.39	\$27.40	\$28.94	\$29.97	\$31.95
10K	\$35.97	\$31.27	\$34.55	\$38.09	\$39.75	\$43.12
Half	\$63.09	\$53.13	\$58.38	\$65.29	\$66.44	\$69.36
Marathon	\$89.53	\$72.25	\$74.47	\$86.62	\$91.62	\$99.53
Ultra	\$110.99	\$72.64	\$70.98	\$95.73	\$97.65	\$116.04
Triathlon	\$90.50	\$88.41	\$97.15	\$99.64	\$103.46	\$108.75

Change '19	Change '23
19.6%	3.9%
13.9%	6.6%
19.9%	8.5%
9.9%	4.4%
11.2%	8.6%
4.6%	18.8%
20.2%	5.1%

When Runners Register

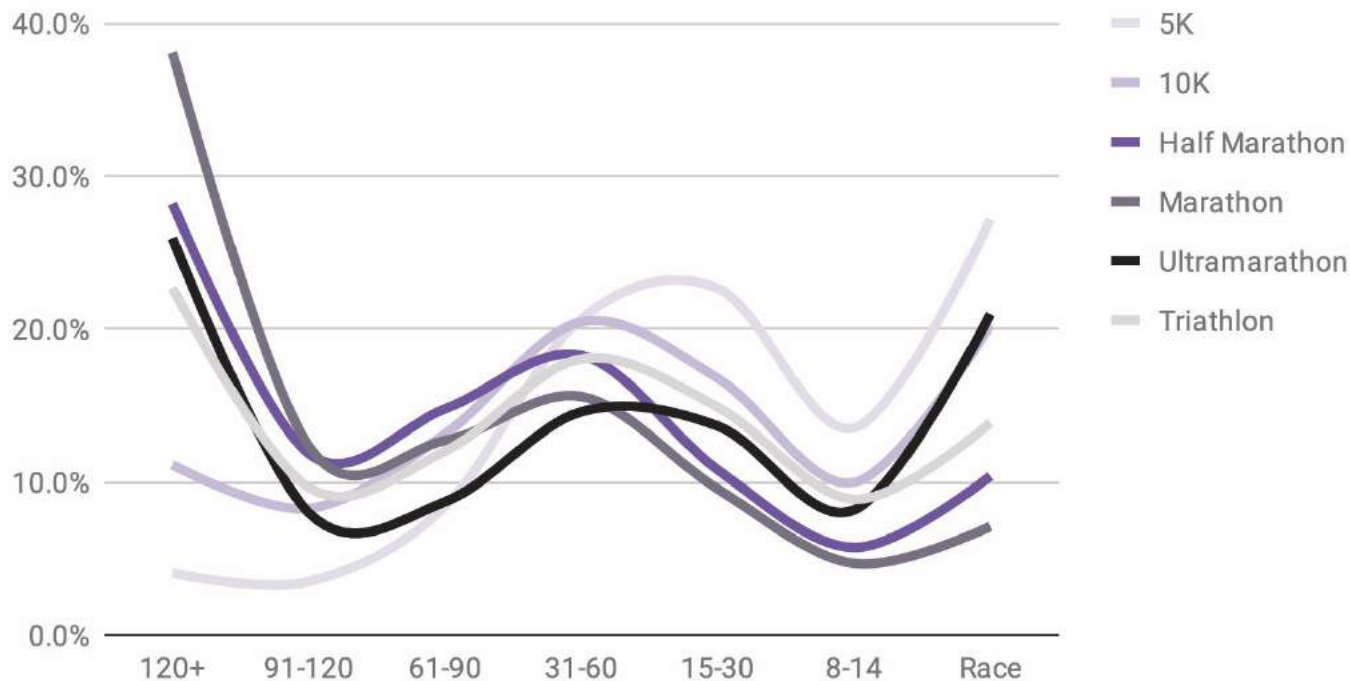
25%

Of Participants
Registered on
Race Week

When Runners Register	2019	2020	2021	2022	2023	Change 2019-2023	Change 2022-2023
Event Week	24.2%	26.1%	25.2%	25.1%	24.8%	-5.1%	-1.0%
8-14 Days	12.5%	12.9%	13.3%	12.1%	12.1%	-5.8%	0.2%
15-30 Days	20.6%	20.0%	22.0%	20.6%	20.3%	1.5%	-1.4%
31-60 Days	19.1%	17.0%	19.3%	19.5%	19.8%	16.2%	1.2%
61-90 Days	9.0%	7.7%	8.2%	9.2%	9.7%	25.2%	5.4%
91-120 Days	5.6%	3.9%	4.2%	4.8%	5.1%	32.4%	6.4%
120+ Days	9.0%	12.4%	7.7%	8.8%	8.8%	-29.5%	0.0%

When Runners Register By Distance

2023 When Runners Register by Distance



63%

Of 5K Runners
Registered in the
Last Month

50%

Of Marathon
Runners Registered
3+ Months Before
Race Day

Payments

35%

May Payments
were by Saved
Method

Saved Payments

Month	Apple Pay Transactions	Saved Credit Card Transactions	% Transactions with Apple Pay or Saved Credit Card
May '23	0.0%	17.5%	17.5%
June '23	0.0%	18.2%	18.2%
July '23	4.6%	17.1%	21.7%
August '23	16.1%	14.2%	30.3%
September '23	17.0%	13.0%	30.0%
October '23	18.0%	13.5%	31.5%
November '23	18.8%	12.8%	31.6%
December '23	18.0%	17.5%	35.5%
January '24	17.8%	16.1%	33.9%
February '24	16.4%	20.7%	37.1%
March '24	19.7%	13.5%	33.3%
April '24	19.8%	13.1%	32.9%
May '24	19.9%	14.6%	34.5%

Processing Fees

Processing Fees Paid By Registrants vs The Race



93%
Processing Fees
Are Paid By
Registrants

Processing Fee Transparency Laws

New junk fee “Taylor Swift” laws emerging state-by-state

- Require that final price, including all fees, is displayed *anywhere* price is shown.
- \$35+\$3.10 processing fee *does not meet the laws*.
- Currently in effect in NY; CA starts 7/1, MN starts 1/1/.
 - Does not include taxes or shipping fees.
- Expect more laws (or possibly a federal law)
- If a law is passed for your state, RunSignup will adjust automatically shown prices accordingly. You will need to adjust other pricing.

The screenshot displays the 'Events' section of a RunSignup website. It features three race listings, each with a title, price, registration details, and a 'Sign Up' button.

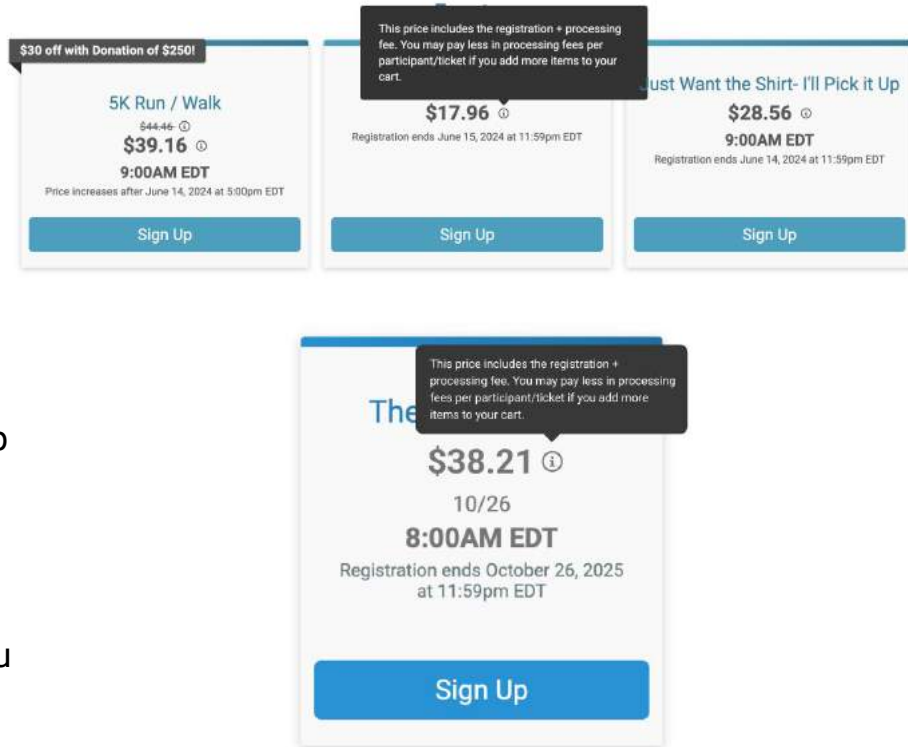
- The Live Raymond Downey "Forever Running" 5 Kilometer Run**
 - Event: Forever Running 5K
 - Price: ~~\$43.75~~ [ⓘ] **\$33.75** [ⓘ]
 - Registration closes on June 14, 2024 at 6:00pm EDT and re-opens on June 14, 2024 at 6:05pm EDT
 - Open to ages 1 - 99.
 - Sign Up button
- Virtual 5 Kilometer Run**
 - Event: Run Anywhere Virtual 5K
 - Price: **\$33.75** [ⓘ]
 - Registration ends June 23, 2024 at 11:59pm EDT
 - Sign Up button
- The [partially obscured] 10/26 8:00AM EDT**
 - Price: **\$38.21** [ⓘ]
 - Registration ends October 26, 2025 at 11:59pm EDT
 - Sign Up button

A tooltip for the third event states: "This price includes the registration + processing fee. You may pay less in processing fees per participant/ticket if you add more items to your cart."

Processing Fee Transparency Laws

What to Know:

- RunSignup is updating pricing in ~100 places to ensure it is shown legally on your website & in emails when you use our built-in components & replacement tags.
- Price will show as *highest possible price*, with a tooltip to note that the price may go down with multiple registrations or other discounts.
- Anywhere you are adding pricing in text (including external websites & email), you will have to ensure you are complying with the laws.





Websites V2



Wordpress Costs And Websites V2 Savings

Wordpress (*Squarespace, Wix*)


- Wordpress and Squarespace subscription fees starting at \$300/year
 - Number of websites
 - Additional hosting costs (i.e. Kinsta)
 - Business changes
- Developer costs ~\$50/hour
- Dynamic data components unavailable without developer or Zapier, etc.
- Updates like price changes, spots remaining, rained out in multiple places

VS

RunSignup

- **FREE**
Purpose-built for Events
- Update prices, caps, etc. in one place

Best for devs

 **Creator**

Unlock the power of WordPress with the managed hosting platform built by WordPress experts.

\$25

per month, \$300 billed annually, excl. taxes

[Get Creator](#)

Everything in Explorer, plus:

Free domain for one year

Priority 24/7 support from our expert team

Install plugins and themes

Unrestricted bandwidth

No limitations on site visitors

Global edge caching

Countdown to the FUN!!

03	05	13	07	12
MONTHS	DAYS	HOURS	MINUTES	SECONDS

TECH

Squarespace to go private in \$7 billion private-equity deal

PUBLISHED MON, MAY 13 2024+8:21 AM EDT | UPDATED MON, MAY 13 2024+9:21 AM EDT

How Websites V2 Are Better for YOU

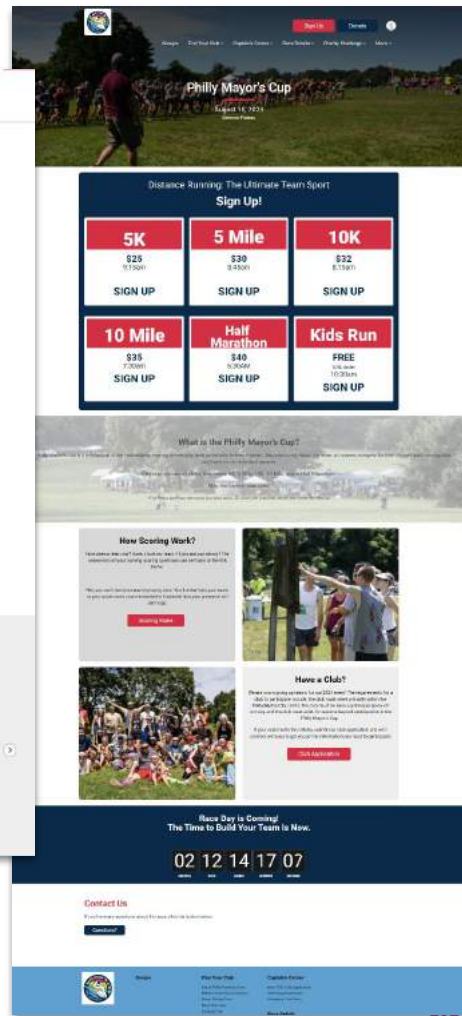
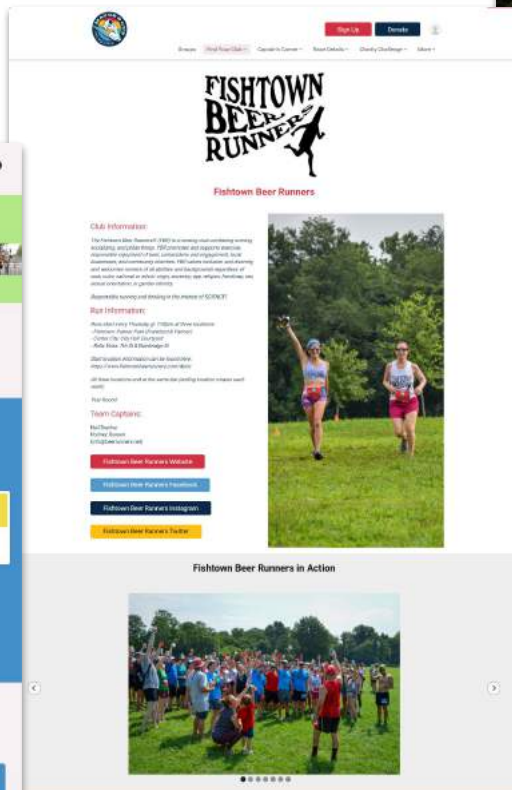
27%

2023
Transactions
from Organic
Search

- **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)



Websites Examples



Branding Your Website

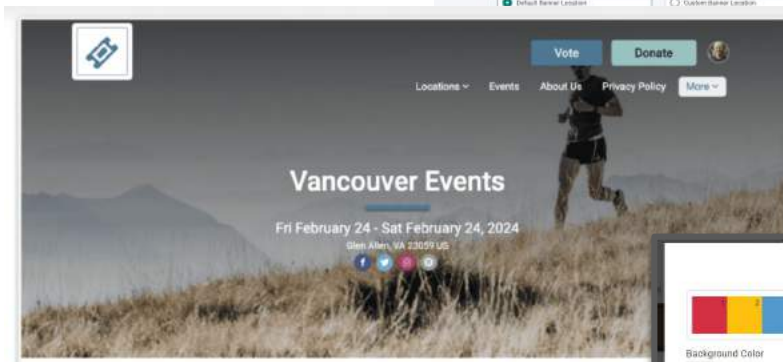
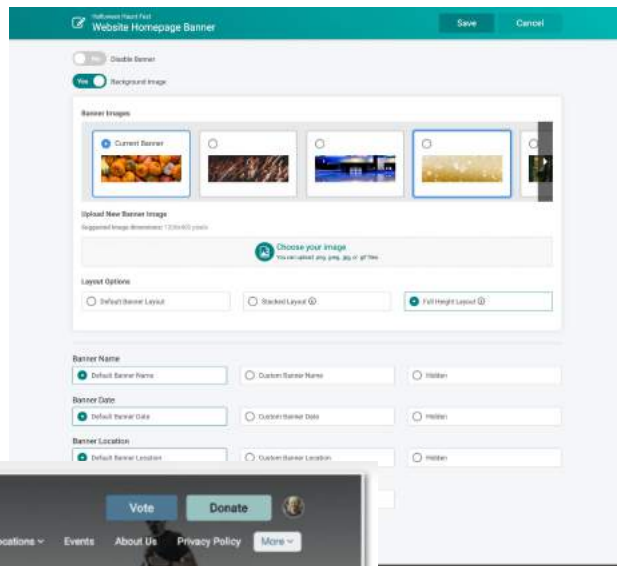
Theme Options->Logo

- Add/Update Logo (will copy from previous event)
- Add/Update Favicon

Theme Options->Color Scheme

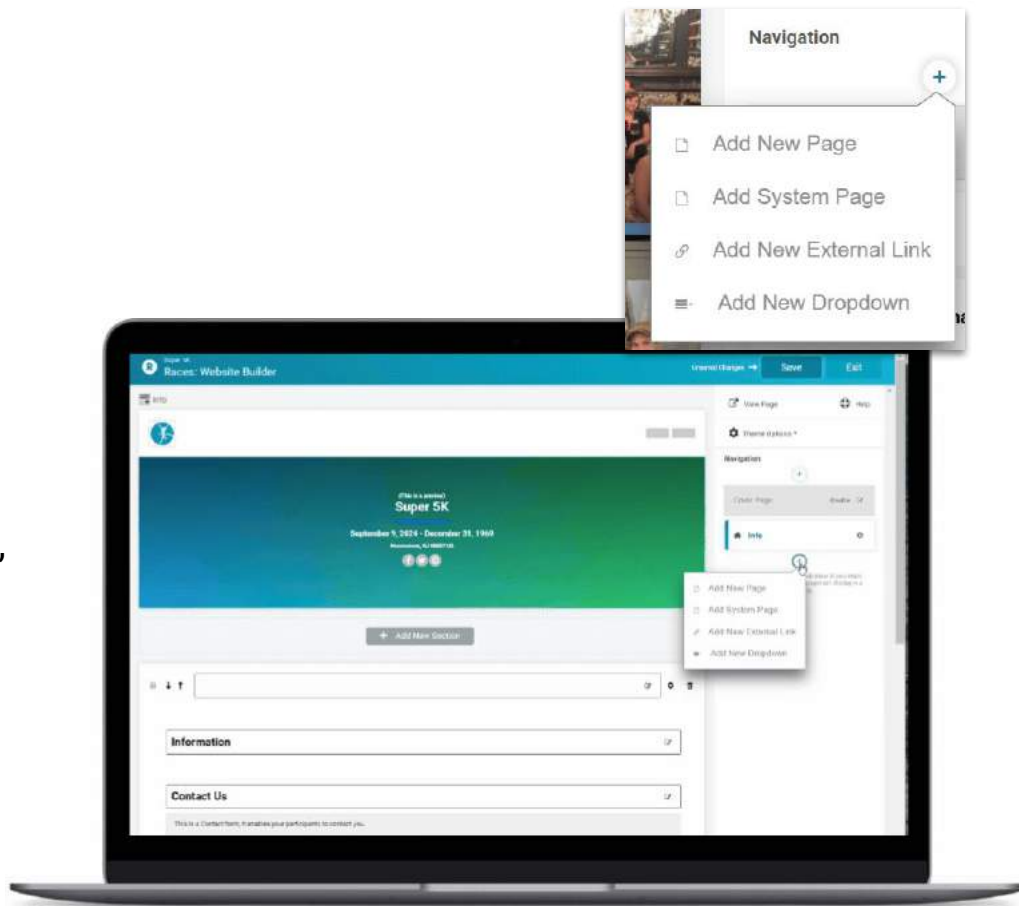
- Add/Update Color Scheme
 - Use picker to grab color

Custom Homepage Banner & Page Banner Customize Footer



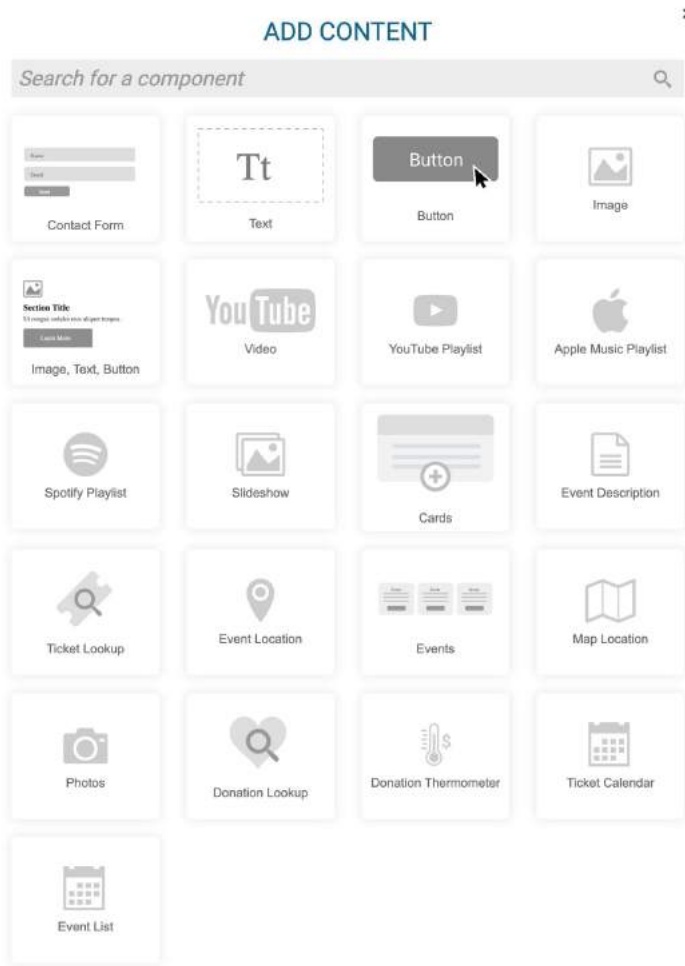
Full Website Functionality

- Add dropdown menus
- Add unlimited custom pages
- Add external links
- Add System Pages
 - Results, photos, donate, sponsors, groups, volunteers, corporate teams, etc.
 - Options depend on race settings
- Easy to re-order



Build with DynamicComponents

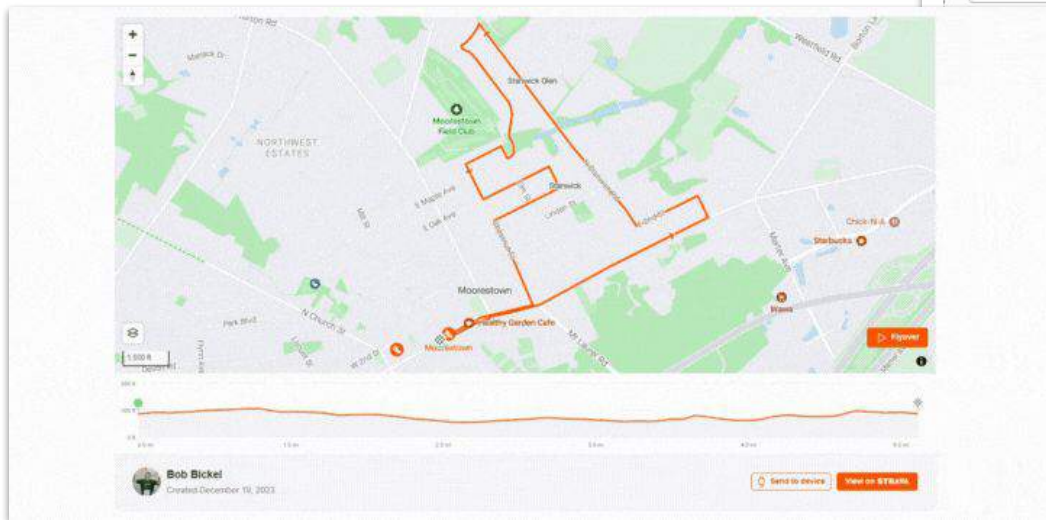
- Dynamic content now available on all pages (not just your homepage).
- Create FOMO with photos, videos, and music playlists.



Strava Integration

Available in Websites V2. Use Strava to create a social hub for your race (and the community around it)

- Add interactive Strava map to your website
- Link to the club hosting the route




Location 


Event Location, address and/or location of the event.
Everywhere, USA Philadelphia, PA US 19122

Strava Map

Type Distance Elevation Gain



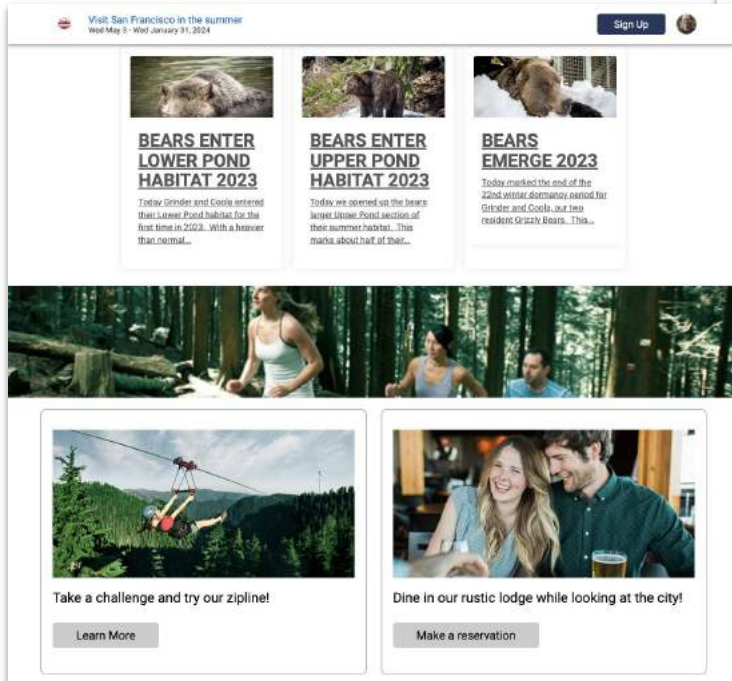
Strava Route ID * 
3172191693606906534

Strava Club ID (Optional) 



Design Options

- Customize the look & feel of each page.
- Customize
- Round corners (or not)
- Add borders
- Change alignment
- Add color or photo backgrounds



×

SECTION SETTINGS

Section URL

Must be unique across page.

1

http://localhost:8000/TicketEvent/VisitSanFranciscointhesummer/Page/LocationInformation#section-1

Publish Date/Time ⓘ

Hide section

mm/dd/yyyy

12

:

00

AM ▼

No

Format: mm/dd/yyyy
America/New_York Time

Layout Options New!

●

Restricted Width (Default) ⓘ

Full Width ⓘ

Padding ▼

Rounded Corners ▼

Section Height ▼

Border ▼

Vertical Align Center ▼

Background Options New!

Color

Image

Background Color

Apply Settings

When Should I Turn on Websites V2?

Anytime (sort of). You can always toggle between your legacy website and Websites V2, so there's no danger in starting on V2. If you have a lot of races, we recommend working on them on a rolling basis.

Reasons *not* to turn on V2 yet:

- There are a few missing features some races will want to wait for (Event Tiles, Fundraising Leaderboards, Header Slideshows)
- Avoid toggling back and forth during periods of high traffic (I.E., registration opening, price increase, race weekend).

Website Settings

Yes ☒ Enable Website V2

Save Website Settings

Race Website Popup Message

- Put important updates in front of website visitors
 - Ideal for inclement weather or last minute changes
 - Set to show for every visit, or just the first visit of a user

Notification Popup Message

Let Your Participants Know About Your Event

Fill in information that the public will see when going to your event web page.

Enable notification popup message?

☒ Yes

Popup Message Headline *

Lightning Storms have Delayed the Race!

Popup Message *

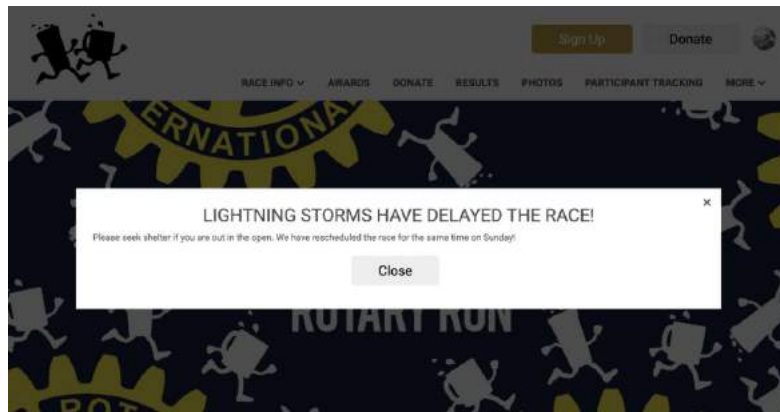
Please seek shelter if you are out in the open. We have rescheduled the race for the same time on Sunday!

Notification popup message visibility setting

☒ By checking this radio button, the popup notification window will **appear on every visit** for users to your website home screen.

☐ By checking this radio button, the popup notification window will **appear once on the first visit** to your website home screen.

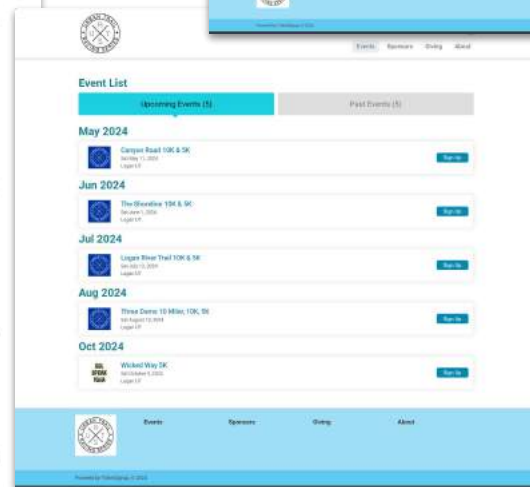
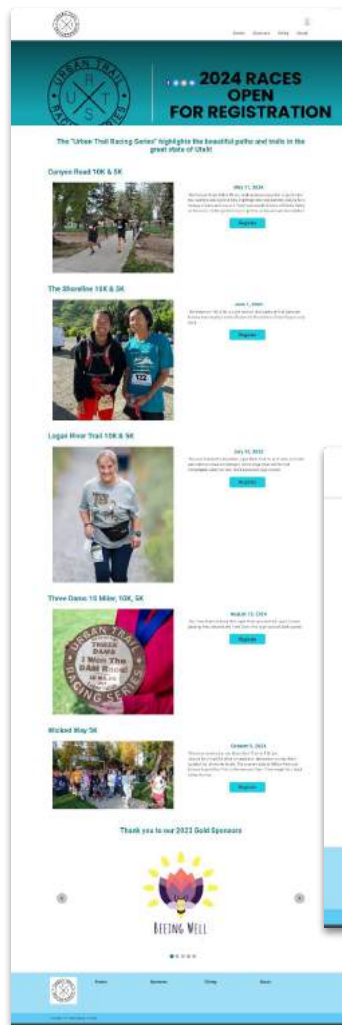
Save Settings



Organization Websites

Standalone website (with website builder) for a landing page for your whole organization or all your events.

- Free! Includes hosting, SSL, and unlimited pages
- Branded for *your organization* (not ours)
 - No ads
 - Customizable colors and content
 - BYO Domain
- Easy to update - no coding needed!
- Mobile responsive (74% of 2023 race website views were on mobile or tablet!)
- Dynamic data components
- Easy calls-to-action





Email V2

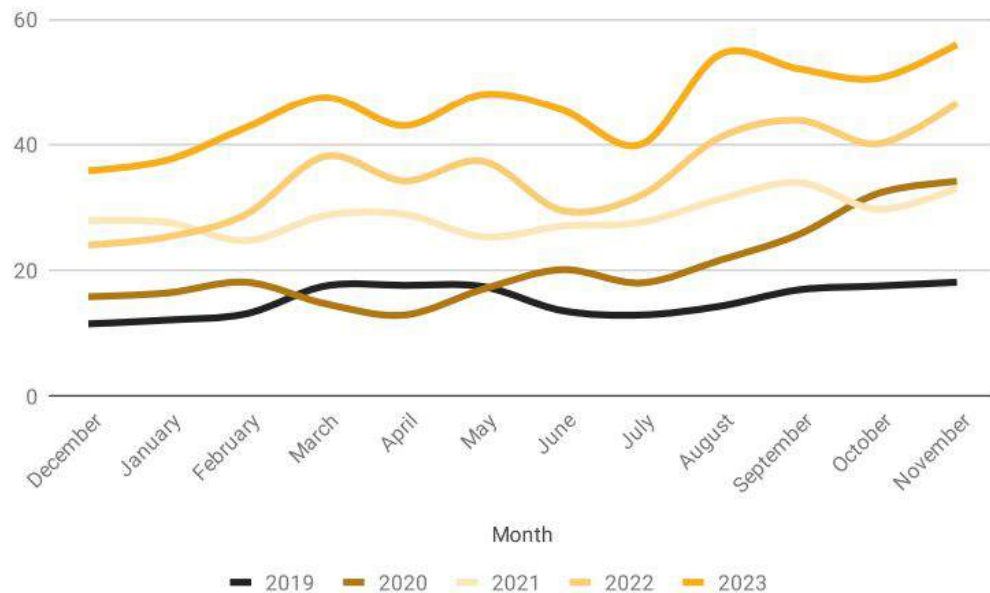


Overall Email Sends

**553
Million**

Free emails sent in
2023

Total Emails Sent via Email Marketing (in Millions)



Mailchimp Costs vs Email V2 Savings

77+ Million custom contacts uploaded to Email V2. RunSignup has saved our customers between:

\$18,480,000

and

\$32,340,000

\$ USD ▾

Standard

Send up to 60,000 emails each month.

Contacts5,000 ▾

Starts at
~~\$100~~ **Free** for 1 month
Then, starts at **\$100/month***

Sign Up Free

*See [Free Trial Terms](#). [Overages](#) apply if contact or email send limit is exceeded. [Learn more](#)

Premium

Send up to 150,000 emails each month.

Contacts10,000 ▾

Starts at
\$350 /month*

Buy Now

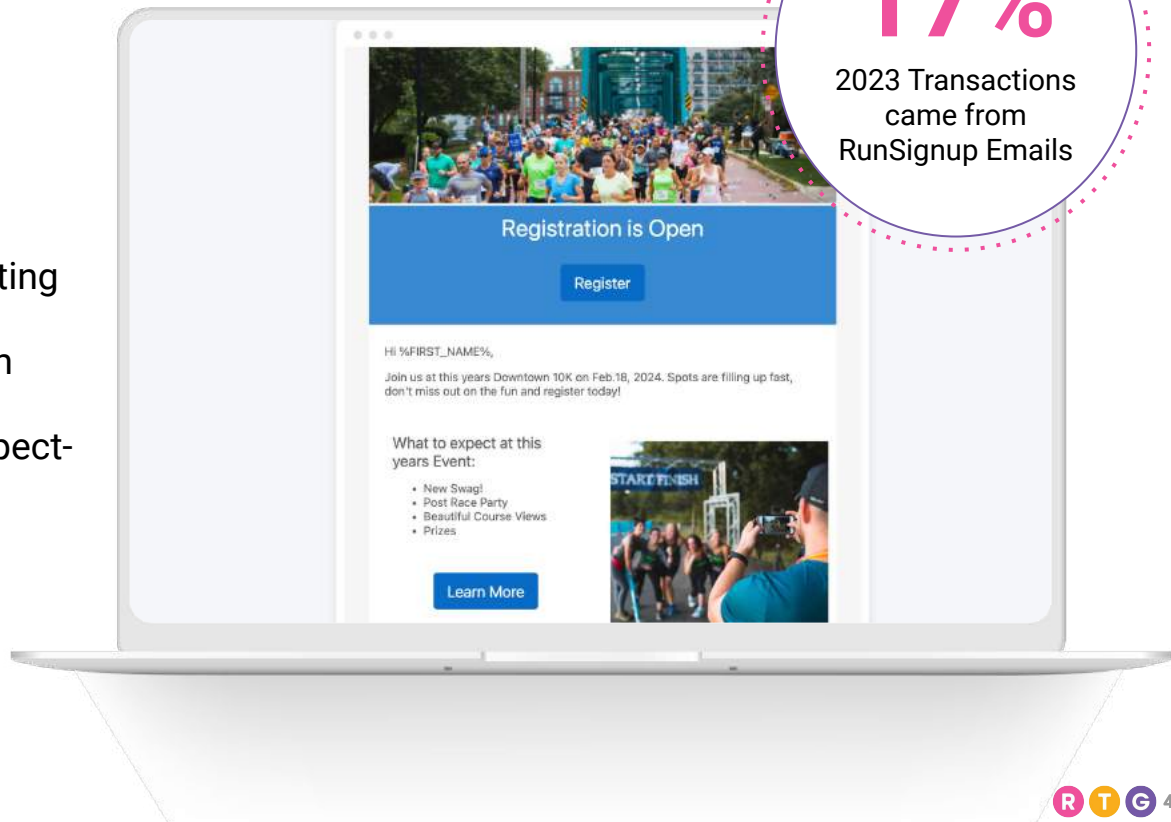
*[Overages](#) apply if contact or email send limit is exceeded. [Learn more](#)

Why Emails Matter

Free marketing!

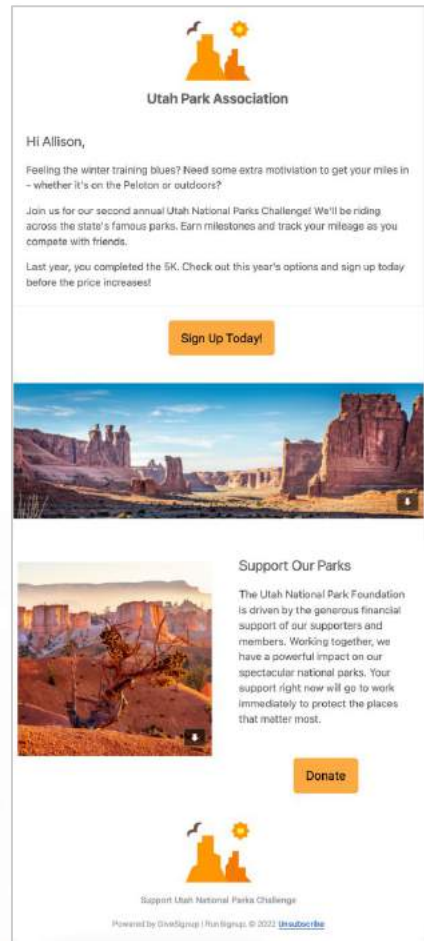
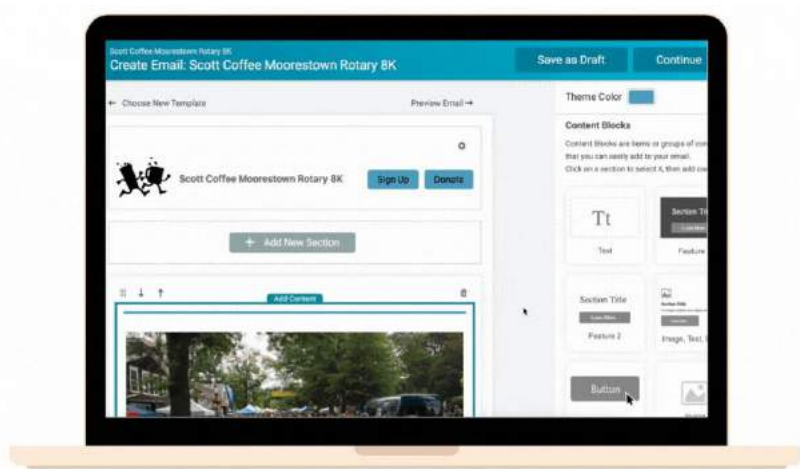
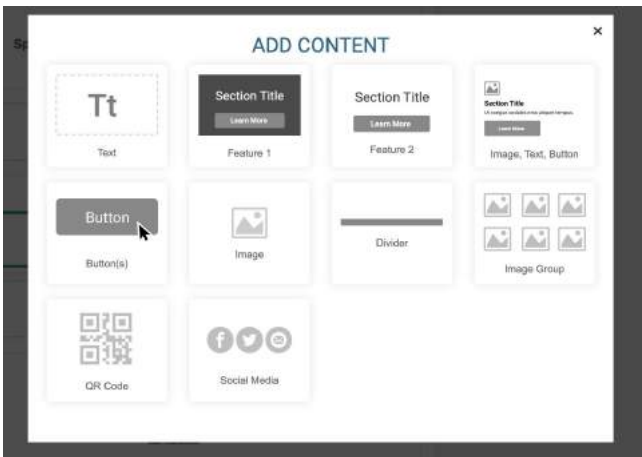
- Re-engage past participants
- Encourage word-of-mouth marketing
- Provide time-based calls to action
- Let participants know what to expect- cut back on customer service

In a case study in 2023, we found that 29% of that race's registrations came directly from RunSignup emails.



Email Builder

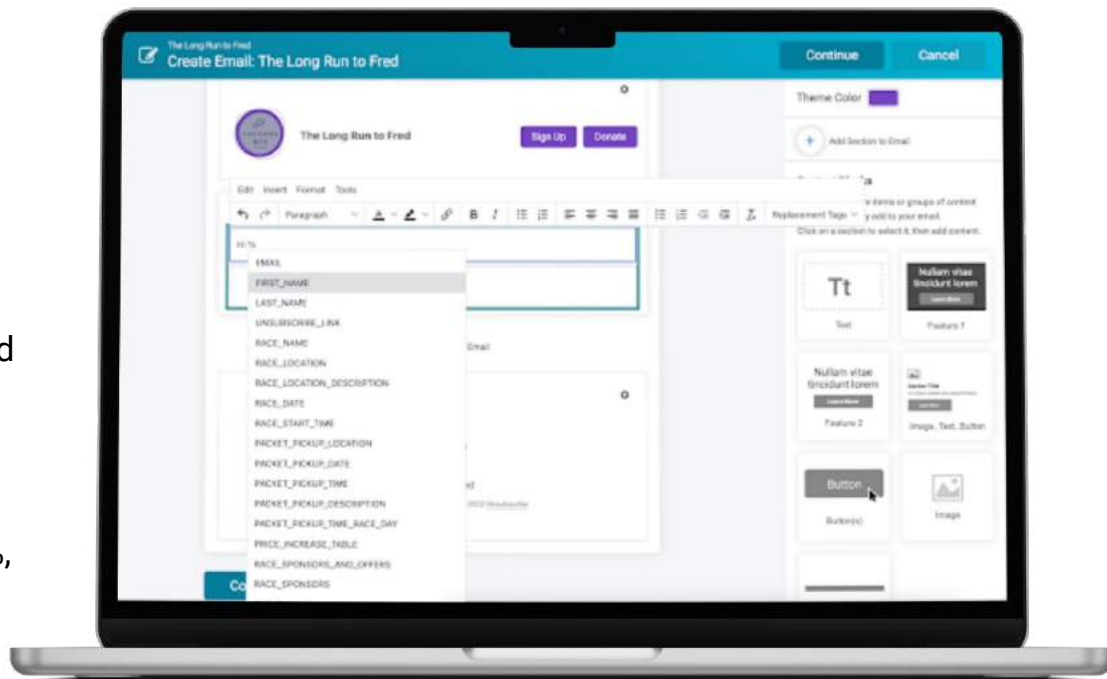
- Drag & Drop Email Builder
- Simple Templates, Start from Scratch, Use HTML
- Color scheme automatically pulls from your race theme, but can be changed
- Add images, text, and action buttons



Email Personalization

No **more** mail merges!

- Customize individual emails with replacement tags (Placeholders)
- Name, Check-In QR Code, bib number, fundraiser link, past donation amount...and just about anything else you can think of
- Use default tags or upload your own
- Default examples:
 - %FIRST_NAME%, %BIB_NUMBER%, %REGISTRATION_ID_QRCODE%
- Create your own with a custom list: %2021_AMOUNT_RAISED%, %NUM_YEARS_PARTICIPATED%



Default Placeholders

If a recipient does not have a value for a placeholder, you can specify the default value.

PLACEHOLDER	DEFAULT VALUE
FIRST_NAME	Friend

Finding Replacement Tags

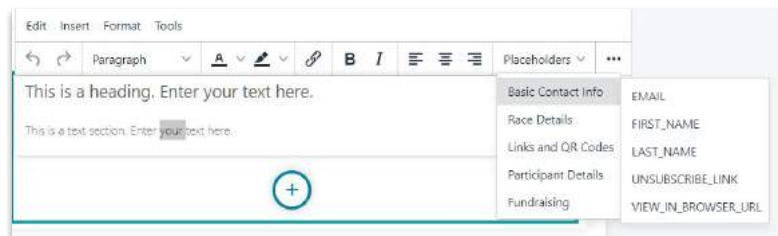
1. Preview available tags on the first step of Send Email, after you select your list(s).

Content

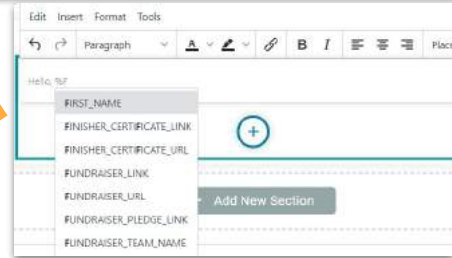
View Available Placeholders >

PLACEHOLDER	DESCRIPTION
%EMAIL%	Recipient's email address.
%FIRST_NAME%	Recipient's first name.
%LAST_NAME%	Recipient's last name.
%UNSUBSCRIBE_LINK%	Unsubscribe link (This is just the URL. You should add content to indicate that this link is to unsubscribe).
%VIEW_IN_BROWSER_URL%	View email in web browser (This is just the URL, not an a clickable link).
%RACE_NAME%	Race name.

2. Find available placeholders in the text menu when when you're working in a text box.



3. Within a text box, start typing a placeholder (starting with %) to see matching options.



Hot Tip: Available Replacement Tags are dynamic. This means you must select one or more recipient lists to see available replacement tags.

Replacement Tags

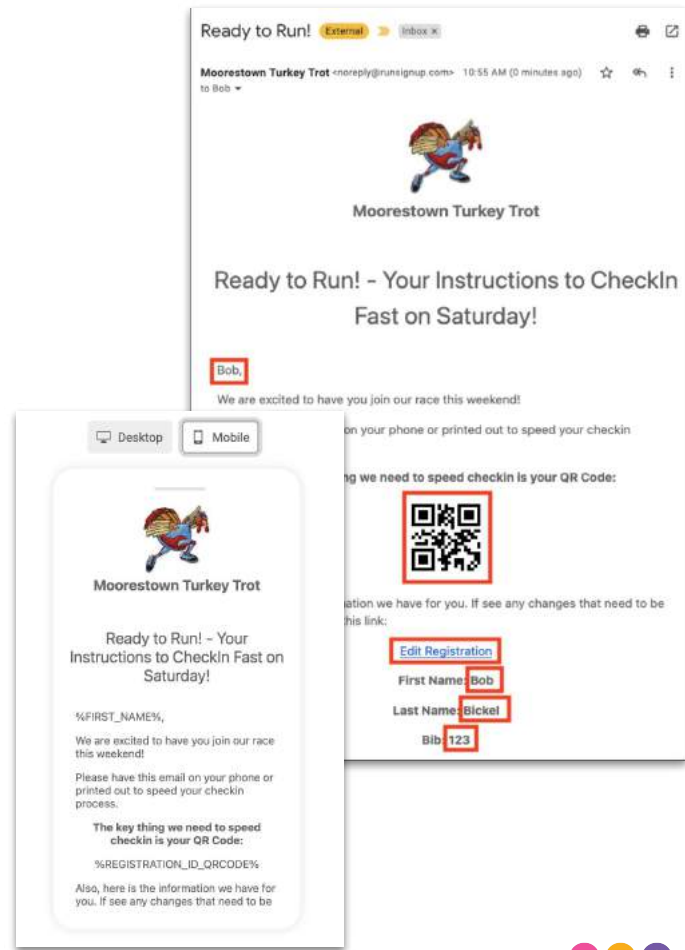
To Remember

- **QR Code for Check-In:** (%REGISTRATION_ID_QRCODE%)
- **Add Registration to Apple Wallet**
(%ADD_TO_APPLE_WALLET_BUTTON%)
- **Edit Registration:** (%EDIT_REGISTRATION_LINK%)
- **Individual Results:** (%INDIVIDUAL_RESULTS_LINK%)
- **Number of Referrals:**
(%REGISTRATION_NUMBER_OF_REFERRALS%)
- **Fundraiser Page:** (%FUNDRAISER_LINK%)

*Hot Tip: **LINKS** will show as clickable text explaining the action, while **URLs** will show the actual link.*

Edit Registration Link: [Edit Registration](#)

Edit Registration URL: <https://runsignup.com/Account/ParticipantManagement/?registrationId=78845276>



Email Contacts

- **Default (included lists) include:**
 - Current & previous participants
 - Groups/Teams & Captain's List
 - Incomplete Registrations
 - Current & Past Donors & Fundraisers
 - Current & Past Volunteers
- **Upload Custom Lists**
 - Your internal email lists
 - No limit to contact uploads!

Hot Tip: Use Advanced Filters to select lists for specific events

The screenshot shows the 'Philly Mayor's Cup Recipients' interface. At the top, there's a blue header with the logo and 'Recipients' text, and buttons for 'Save' and 'Close'. Below the header, there's a dropdown menu set to 'All' and a link for 'Advanced Filters'. A note states: 'Note: Only select the lists you would like to include or exclude. List selection is optional and not required.' The main area contains a list of contact groups, each with an 'Include' or 'Exclude' radio button:

Contact Group	Include	Exclude
Test List ① (Custom List #34917: 1 recipient)	<input type="radio"/>	<input type="radio"/>
Current Participants ①	<input type="radio"/>	<input type="radio"/>
Last Year's Participants ①	<input type="radio"/>	<input type="radio"/>
Past Participants ①	<input type="radio"/>	<input type="radio"/>
Donations: May 8, 2023 - August 11, 2023 * ①	<input type="radio"/>	<input type="radio"/>
Fundraisers: May 8, 2023 - August 11, 2023 * ①	<input type="radio"/>	<input type="radio"/>
Fundraisers: May 8, 2023 - August 11, 2023 - Team Captains Only * ①	<input type="radio"/>	<input type="radio"/>
Fundraisers: May 8, 2023 - August 11, 2023 - Team Members * ①	<input type="radio"/>	<input type="radio"/>
All Volunteers ①	<input type="radio"/>	<input type="radio"/>

At the bottom, there's a 'Participants' dropdown menu and a checkbox for 'Advanced Event Selection'. A pink arrow points to the 'Advanced Filters' link in the top right corner.

Participant Report Export To Email

- Include any information about participants (I.E., results link).
 - These will show as custom tags when you send your email
- Also available for Donation Report
 - More export reports to email coming soon!

View Participants

2021 - Virtual 8K, Virtual One Mile (Fun Run), In Person 8K, In Person One Mile: 4 Participants

Search/Change Event Report Options Export Options **Save as Custom List & Send Email**

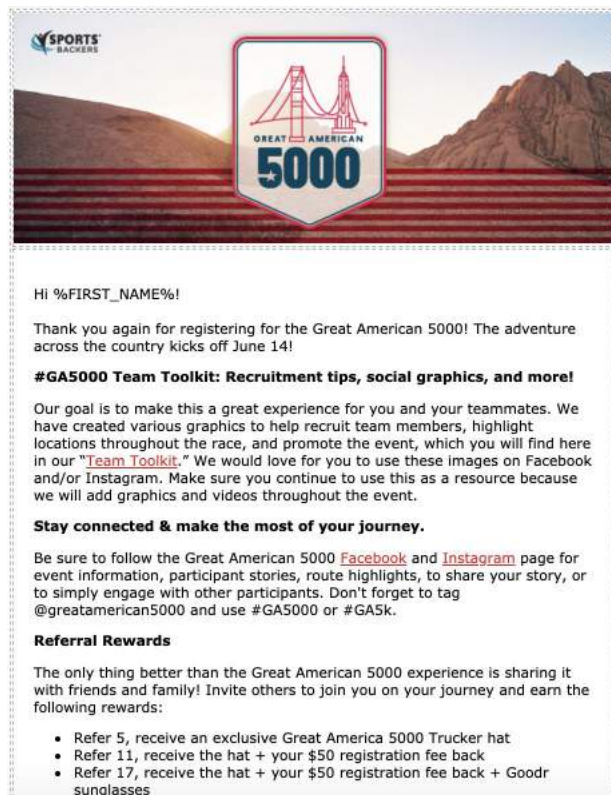
Last Name: Harris Page 1 of 1

#	NAME	EVENT	RESULTS URL	EDIT REGISTRATION
	KEVIN HARRIS	In Person 8K	https://runsignup.com/Race/Results/21/IndividualResult/KNqC#1190	Edit Manage Profile Login as User
	Nina Harris	In Person One Mile	https://runsignup.com/Race/Results/21/IndividualResult/KNqC#U27681703	Edit Manage Profile

%CITY%	Placeholder seen in custom list "Report: Philly Mayor's Cup Participants (Exported 01/03/2023 8:59am EST)".
%COUNTRY%	Placeholder seen in custom list "Report: Philly Mayor's Cup Participants (Exported 01/03/2023 8:59am EST)".
%DONATION_AMOUNT%	Placeholder seen in custom list "Report: Philly Mayor's Cup Participants (Exported 01/03/2023 8:59am EST)".
%DONATION_ID%	Placeholder seen in custom list "Report: Philly Mayor's Cup Participants (Exported 01/03/2023 8:59am EST)".
%EVENT%	Placeholder seen in custom list "Report: Philly Mayor's Cup Participants (Exported 01/03/2023 8:59am EST)".

Automated Emails

- Set it and forget it (so you don't forget it)
 - Reminders of price increases (tied to your pricing settings)
 - Reminder for incomplete registrations to come back
 - Registration follow-up emails for logistical reminders *as well as* reminders about your key ongoing promotional programs (like referrals or fundraising)



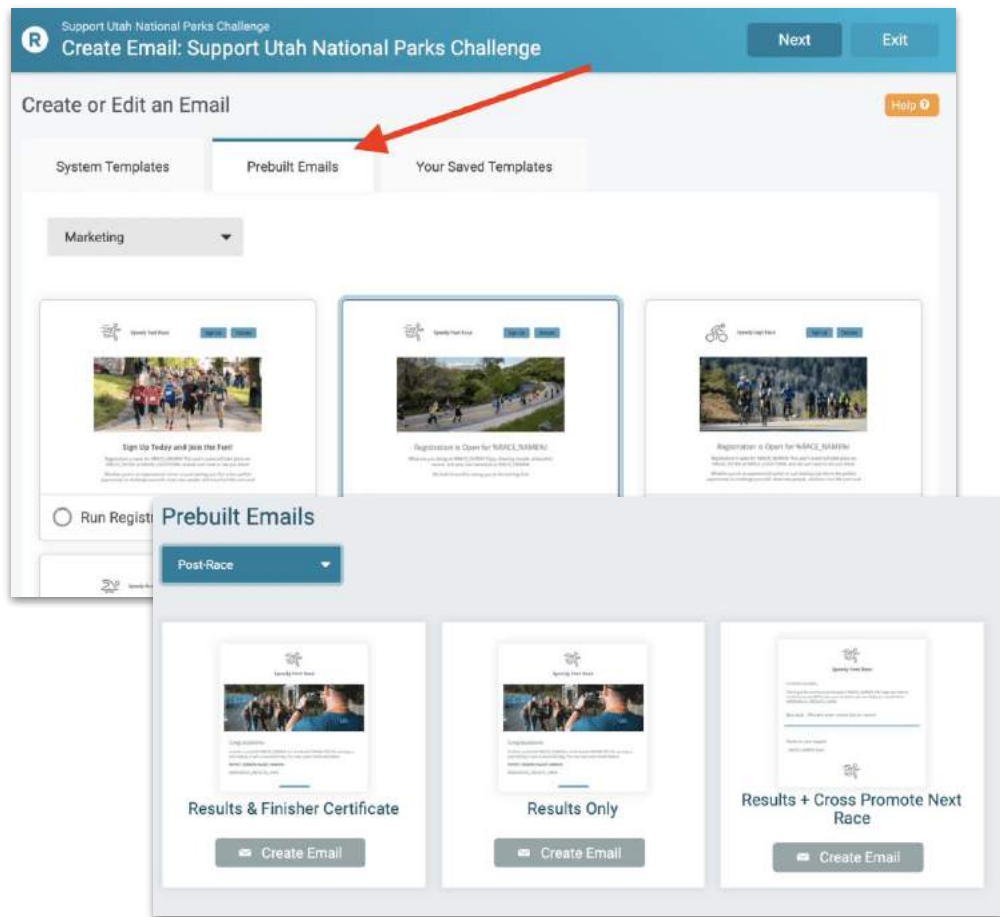
PROMOTE
Teams

PROMOTE
Social Media

PROMOTE
Referral Rewards

Prebuilt Templates

- Templated emails for your most important communications
- Includes key replacement tags for each email type
- Fully customizable
- 36 currently, with more coming



Customize Templates

- Build your own templates for repeatable emails
- Share your custom template across all your events

EXPORT TEMPLATE

Export T-Shirt Reveal template to the following selected event(s):

Active and Upcoming Races

☒ Golf Tournaments

☒ Dog Jog and Walk

☐ Template Race

☒ Scott Coffee Moosestown Rotary 10K

☒ Tour du Mont Blanc Challenge

☐ Test Payment Acct

☐ Testing 12356234234

☐ Save the Whales Run

☐ The Run Around Sioux Falls

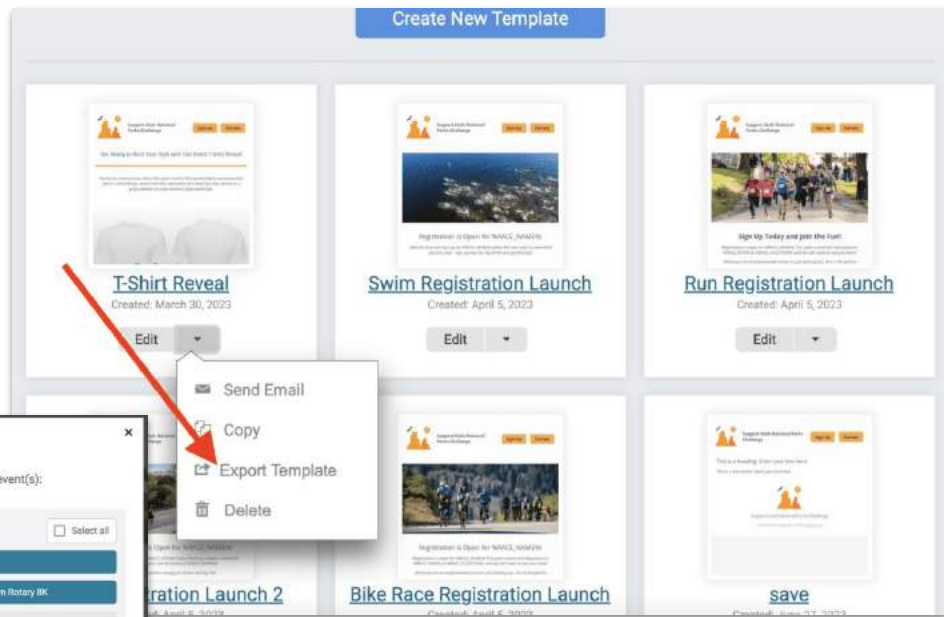
☐ The Run Around Sioux Falls

☐ YMCA Events

☐ GiveSignup / RunSignup Peer-to-Peer Fundraising Options

Past Races ▾

Export Cancel



Recipient Designations

2 Pools of Unsubscribes to make sure participants get important event emails (even if they don't want marketing emails).

Marketing

Promotional Emails - Registration is Open, Sign Up Today to Get \$5 Off, etc.

Transactional

Event Communications - Pre-race logistics emails, Weather updates, etc.

Unsubscribed Recipients

Email Classification *

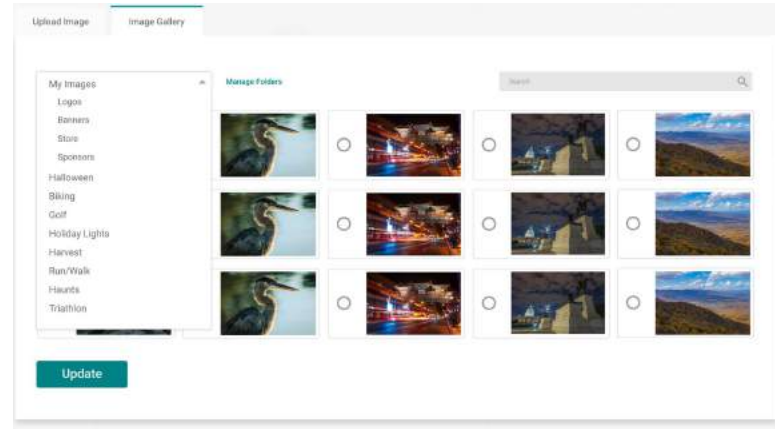
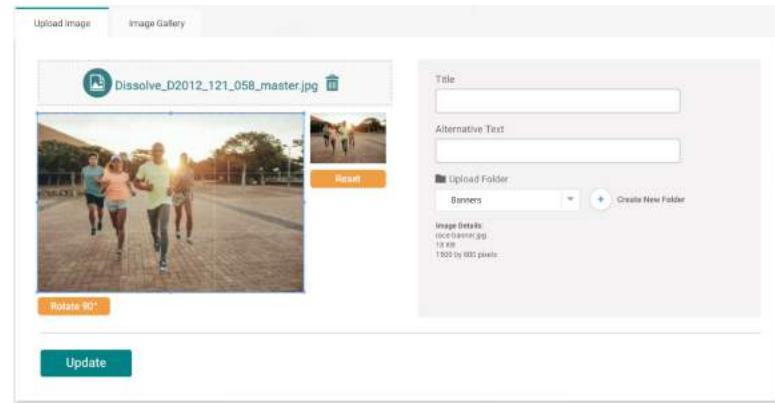
✓ Marketing

Transactional

The screenshot shows the 'Confirm Email' interface. It includes a 'Sending Time' section with 'Send Immediately' (selected) and 'Schedule a Send Date & Time' options. Below this is a note: 'Send times are approximate. It can take several minutes for the email to actually send to recipients.' The 'What kind of email is this?' section shows 'Marketing' (selected) and 'Transactional' options. To the right, the 'Recipient Lists' section displays 'Support Utah National Parks Challenge Current Participants (7 recipients *)' and '7 total estimated recipients' with a note '* Counts are estimates.' Below this is a 'Deduplication Options' dropdown. In the top right corner, there are icons for a list, a count of 0, and a 'Help' button.

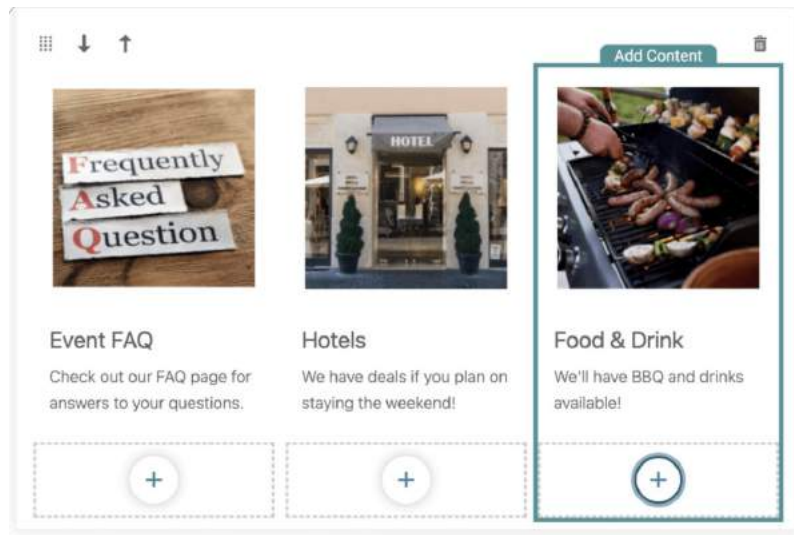
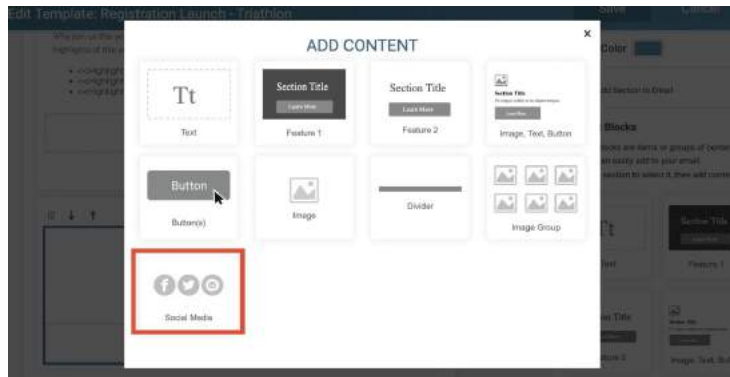
Image Gallery

- Now in Email, February in Websites V2
 - Same images available across both, and across organization
- Store Uploaded Images
- Prebuilt Images - Run, Triathlon, Cycle, etc.
- Categories & Folders to organize Images
- Advanced Image Features
 - Title, Alt Text, Image Details
- Image Search (by title, date uploaded, image details)



And More!

- Email Capture for Email V2
- Apple Wallet Replacement Tag
- Social Media Component
- QR Code Component
- Past Volunteer Emails as System Recipient List
- Volunteer Replacement Tags
- 3 Column Section
- Flexible Header & Footer Settings
- Spell Check
- Sponsor Grid



Email For Organizations

Standalone email dashboard allowing you to select system contacts **across ALL events**.

Ideal for organizations with newsletters and event cross-selling.

- FREE
- Unlimited emails
- Unlimited custom contact uploads - with custom data replacement tags
- Same easy email builder and professional templates
- Email stats, unsubscribe management separate from race email unsubscribes

The screenshot shows a web interface for managing email recipients. At the top, there's a purple header with 'The Food Bank Recipients' and 'Save' and 'Close' buttons. Below the header, there's a search bar labeled 'Search your lists' and a link to 'Add a Single Contact'. The main area has tabs for 'All', 'Donors', 'Attendees', and 'Participants'. There are two checkboxes for 'Show Past Events'. Below these are several rows of recipient lists, each with a checkmark, a list name, a link icon, and radio buttons for 'include' and 'Exclude', and a 'Clear' button. The lists include: 'Donors (The Food Bank)', 'Donors (The Food Bank - Giving Tuesday 2020)', 'Donors (End of Year Annual Giving Campaign)', 'All Ticket Purchasers (Food Truck Festival)', 'All Ticket Purchasers (Pancake Breakfast)', 'General - Ticket Purchasers (Apple Fest)', 'General - Ticket Holders (Apple Fest)', 'VIP - Ticket Purchasers (Apple Fest)', and 'June 30, 2022 5K - Participants (The Food Bank 5k)'.

You've Seen Organization Email...

Because it's how we send all of our RunSignup newsletters, webinar invites, and additional communications.

- 160,000+ custom emails
- 2.5 million sends
- Increased open rate
 - (25% >> 33%)
- Increased click rate
 - (4% >> 7%)
- Reduced bounce rate
 - (5% >> 1%)
- Money saved!
 - Lots!





A Look To Growth





The RunSignup Marketing Philosophy

Your Data is Your Data
(not ours)

The most effective marketing is
a **recommendation from people**
you trust

Technology matters
and saves time

Types of Discounts

Time-Limited Discounts

- Price increase by date > > Race > Registration > Dates, Pricing, & Options
- Price increase by number of registrations > > Race > Registration > Dates, Pricing, & Options
- Coupons > > Financial > Pricing > Coupons

Sharing Discounts

- Multi-person discounts > > Financial > Pricing > Multi-Person Sign Up Pricing
- Group size discounts > > Participants > Groups/Teams > Pricing Setup
- Referral rewards > > Promotion > Referral Tracking > Setup




We'll cover more on Group Size & Referral Rewards

26%



Of 2023 Registrations
Came Within 3 Days
of a Price Increase or
Reg Closing

All Your Discount Options

Discounts Targeting Specific Groups

- RunSignup Club discounts 
- Membership discounts (like USAT) 
- Age-based pricing 

Upsell Discounts

- Multi-event discounts 
- Multi-race discounts 

Don't

Try to offer ALL
these discounts
for the same
event!!

Loyalty Programs With Reserved Entry

- Reward (and bring back) your loyal participants

Priority Registrant Lists

Test

- Manage List
- Edit List Settings

Add New List

Priority Event Registration

5K Cross Country Race

Copy to Other Events

Loyalty Program Setting

Priority Only Registration Starts

05/10/2022



Registration Opens:
05/12/2022 at 10:00am

Format: mm/dd/yyyy

10

:

00

AM



America/New_York Time

Priority Registrant List *

Test



Number of Buddies Allowed ⓘ

2

Priority Only Registration Ends *

05/23/2022



Registration Closes:
07/08/2022 at 11:59pm

Format: mm/dd/yyyy

11

:

00

AM



America/New_York Time

Priority Registrant Label *

Past Participants

E.g.: "Past Participants"

Add Another Setting

Just

16%

Of 2022 Participants
returned to the same
event in 2023

Loyalty Programs With Reserved Entry

NEW RESERVED ENTRY

SINGLE USE ENTRIES

MULTIPLE USE ENTRIES

Multiple Use Reserved Entries

	URL	LIMITATIONS	RESERVATION INFO	PRICING	
<input type="checkbox"/>	https://test7.runsignup.com/Race/Register/?raceId=4628&multi_use_reservation_code=DJMd08I654EnmPzVZHDBaxSQVT5yK0gH	Total Registrants: 15	Code: DJMd08I654EnmPzVZHDBaxSQVT5yK0gH Reservation Opens: 11/19/2020 12:00am PST Reservation Closes: 02/01/2021 11:59pm PST Status: Active Override Registration Dates: No Only Allow User to Register for Limited Events: No Notes: VIP Late registration # Usages: 0 Loyalty List: No	5K: \$0.00 10K: \$0.00 15K: \$0.00	Edit

Reservation Dates

Reservation Valid From *

11/19/2020



America/Los_Angeles Time

Reservation Valid Until *

02/01/2021



America/Los_Angeles Time

Registration Options

☐ Allow User to Register Outside of Normal Registration Dates

Overall Registration Limit

If an individual event also has a cap set below, whichever cap is reached first will take effect.

☒ Limit Race Registrations

Maximum Registrants

15

Event Specific Registration Limits

If no event is selected, the registrant can register any number of people in any event.

☐ 5K ☐ 10K ☐ 15K

☐ Only allow user to register for events with a limit set above.

Specific Event Pricing

To specify the exact event costs when using these reserved entries, enter the amounts below.

5K

\$ 0.00

10K

\$ 0.00

15K

\$ 0.00

Reserve Spot

Why Offer Teams

- **Marketing:** Offering teams (even social-only teams) gives participants a reason to share the event with friends & family
 - Incentives (like price breaks or on-site perks can make sharing more likely)
- **Inclusivity:** Teams provide a bridge to new and less experienced runners
- **Better RaceDay:** Teams make pre-race training and RaceDay festivities more fun – and make participants more likely to return.

31%

Join a team
when it is
offered.

History of Team Joining

Year	% Joining Team	Avg Group Size
2019	29.4%	6.4
2020	31.4%	6.6
2021	29.8%	6.8
2022	30.4%	6.8
2023	30.5%	6.9

Get More Out of Teams

Use price to incentivize participants to share your event

- Set up lower Member Registration Fee to reduce price for teams that reach a size threshold
- Refund original team members once the team reaches that size threshold

Member Registration Fee

Pricing Starts *

01 / 01 / 2021

12 : 00 AM

Pricing Ends

mm / dd / yyyy

11 : 59 PM

Select All Events

Applicable Events

☒ 5K
 ☐ Fun Run

Group Member Pricing

Please set the cost each Member will pay based on the number of Group Members. For example, if you set the minimum number of members to 5, the pricing will take effect once the team size exceeds 5 members. Similarly, event pricing starting at a minimum number of zero group members will apply to the first person to register with the specified group pricing.

MINIMUM NUMBER OF GROUP MEMBERS	COST PER MEMBER	DETAILS	
After Member # 4 joins the group	Each following member will pay \$ 20.00	Members 5+	

REFUND SETTINGS

After registrant #__ registers

5

If you enter 5 here, the first 4 registrants will receive the refund. This is the total group size, not the size of the selected event.

Refund Previous Registrants

\$ 5

After registrant #5 registers, registrants 1 through 4 will receive a refund.

Give Refund to Participants in the Following Events

5K
Fun Run

Ensure Registration Balance

\$ 0

Refund won't go below this amount.

Referral Rewards

What are referrals?

Referrals occur when a registrant convinces a friend or family member to join them at your event. Unique tracking links for each registrant automatically tracks referrals.

Why Referrals?

The numbers don't lie.

RunSignup Timer Certification: Referral Refunds

Refunds Apply to Registrations Before

01/01/0000 ☐ 12 : 00 AM

America/New York Time

[Refund Settings](#)

After registrations using a referral code, refund \$

Advanced Options

Add an additional refund for every registrations using a referral code. *

☒ Do not issue refund if there are already referral based refunds for the registration.

Ensure Registration Balance *

☒ Do NOT include Add-on purchase amount in registration balance.

\$

Refund won't go below this amount.

5%

2023 Transactions
from referrals
(when enabled)

\$1.30

Cost per
Acquisition for
referrals

The Referral Sweet Spot

Threshold

3-5

Referrals

Reward

\$15+

To make referrals work, you need to set a threshold that's high enough to motivate, and achievable (but difficult).

This means that many participants will share the event, but only a few will reach the threshold for a reward.

Referral Swag & Stacking

In addition to refunds, swag can also be a referral reward.

- System automatically emails referrer to collect any needed size or variant data
- You order/ship the swag item
- Most often used to stack rewards, with only your most productive referrers reaching the threshold to receive premium swag

Run For The Dogs Referral Program
SPREAD THE WORD & RECEIVE THE LOVE

Referrals	Reward
REFER 5 FRIENDS	Receive a \$25 refund of your registration fee!
REFER 10 FRIENDS	Receive an exclusive Run For The Dogs Shirt
REFER 20 FRIENDS	Receive an exclusive Run For The Dogs Tote Bag

Best Practices

Share Your Promotions

Promotions only work when people know about them!

- Add a section on your website cover page covering rewards to be earned
- Include a custom page detailing how to earn rewards
- Send emails to previous participants highlighting the deals they can get
- Schedule registration follow-up emails to current participants highlighting the refunds or swag they can earn by referring runners/growing their team, etc.
- Post promotional information to social media

Limit Your Promotions

- Pick 1-2 pricing promotions (like age-based pricing or multi-person pricing) and 1-2 word of mouth promotions (like referrals or teams). Too many promotions will A) confuse people, and B) reduce the sense of urgency of any one promotion.

Bundle Races Together

- Encourage participants to sign up for more of your events with multi-race bundles
- Lock in registrants early!
- Easier registration flow for participants, with main information entered only once (but key questions still asked)
- Offer discounts for participants registering as a bundle

Choose Your Event *

All 4 Races

☐ Space Coast Trails Series 12K - All 4 Races ~~\$220.00~~ **\$200.00**

All 4 Races

☐ Space Coast Trails Series 6K - All 4 Races ~~\$140.00~~ **\$120.00**

☐ 6K Trail Race #1 Only **\$35.00** + \$3.50 Sign

☐ 12K Trail Race #1 Only **\$55.00** + \$4.30 Sign

All 4 Races

☒ Space Coast Trails Series 12K - All 4 Races ~~\$220.00~~ **\$200.00**

Here's what you get when you sign up for this race bundle:

Space Coast Trail Race #1 - Fox Lake
Sanctuary
Titusville, FL US 32796
01/05/2020

12K Trail Race #1 Only — Jan 5, 2020 at 7:00am EST

Space Coast Trail Race #2 - Malabar
Scrub Sanctuary
Malabar, FL US 32950
01/19/2020

12K Trail Race — Jan 19, 2020 at 7:00am EST

Space Coast Trail Race #3 - Wickham
Park
Melbourne, FL US 32935
02/23/2020

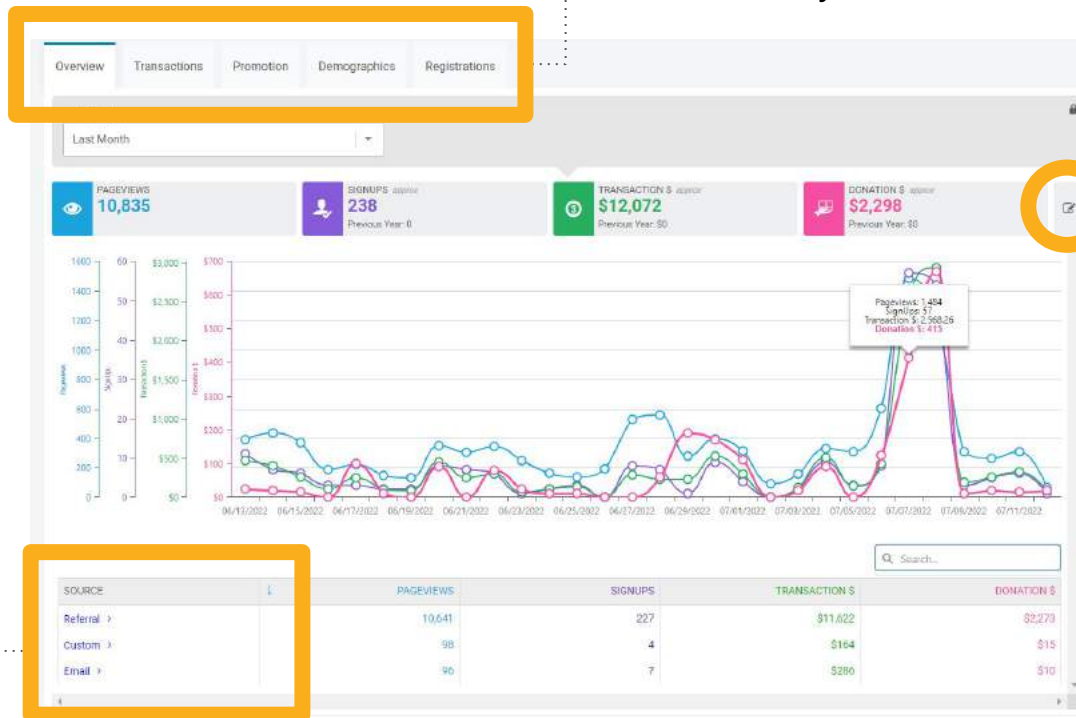
12K Trail Race — Feb 23, 2020 at 7:00am EST

Space Coast Trail Race #4 - Forever
Florida
Saint Cloud, FL US 34773
03/21/2020

12K Trail Race — Mar 21, 2020 at 5:00pm EDT

RaceInsights

Select a tab to generate different analytics.



Sources expand to show you where traffic, sign ups, and donations originate.

View Donation and Signup transactions by clicking the edit icon in the right-hand corner.

What is Custom Source Tracking?

Custom Source Tracking lets you create a unique link to share for a specific promotion (like a Facebook Ad, an email from a partner, or a blog post). That unique link lets you track the exact results of each specific campaign.

Setup Custom Source Tracking

DESCRIPTION	CREATED	LINKS	SPENT	RETURN	ROI	ACTIONS
Facebook Test	04/27/2021 2:11pm EDT	🔗	\$100.00	\$0.00	-100.00%	📄 🗑️
Facebook 2020-06-04	06/04/2020 11:11am EDT	🔗	\$300.00	\$275.00	-8.33%	📄 🗑️
Facebook 2020-05-14	05/13/2020 2:52pm EDT	🔗	\$100.00	\$1,036.94	936.94%	📄 🗑️

Source Tracking Code Usage

Add Code

Description *

Amount Spent

\$ 0.00

Create Code

SOURCE TRACKING CODE LINKS

Below you will find the links to use for this Source Tracking Code.

Race Page: <https://runsignup.com/Race/PA/Philadelphia/PhiladelphiaMayorsCup?rsus=500-400-ecd02a0f-1629-48c7-899e-3dcde5bde391>

Race Sign Up Page: <https://runsignup.com/Race/Register?raceld=13220&rsus=500-400-ecd02a0f-1629-48c7-899e-3dcde5bde391>

Close



DASHBOARD
LOCATION

Promotion



Source Tracking



Source Tracking Codes



73

Tracking In Action

All » Custom

CUSTOM SOURCES	PAGEVIEWS	SIGNUPS			
Mailchimp Email Audience 1	25,476	3,052			
Website Hero Image Button	23,951	2,860	\$###,###	\$###,###	\$#,###
Website Banner Button	4,184	442	\$##,###	\$##,###	\$###
Mailchimp Email Audience 3	2,814	286	\$##,###	\$##,###	\$###
FB Post 1/7/2020	2,631	186	\$#,###	\$#,###	\$###
Mailchimp Email Audience 4	1,960	121	\$#,###	\$#,###	\$###
Mailchimp Email Audience 2	1,692	173	\$#,###	\$#,###	\$#,###
Instagram Bio Link	713	37	\$#,###	\$#,###	\$###
Twitter Post 1/7/2020	438	28	\$#,###	\$#,###	\$##

4
Total Events

0
Total Referrals

\$150.00
Total Dollars Fundraised

\$20.00
Total Dollars Donated

Emma J

Manage Registration

Profile

Cycles

Analytics

Notes (0)

2020

22 NOV 2020
7:00am EST
The Philadelphia Marathon Weekend

Referral Source:
<https://www.philadelphiamarathon.com/races/marathon/8e325184-8e71-4a0c-8e52-e8c3b5a509f1>



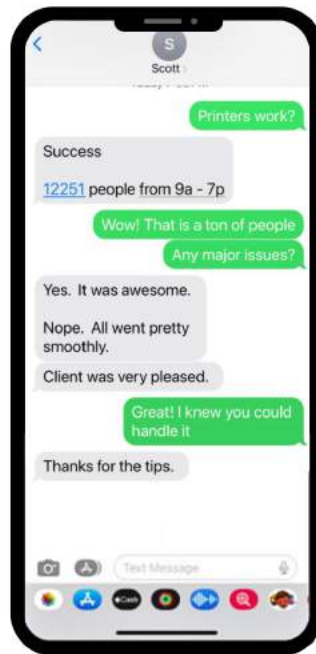
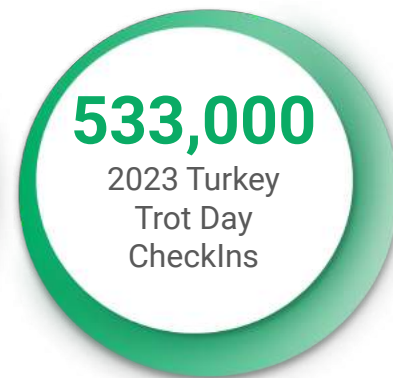
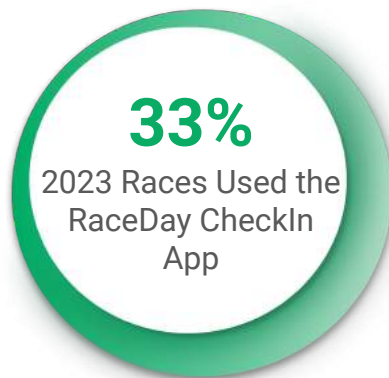
A Better RaceDay Experience



RaceDay CheckIn

Always improving!

- CheckIn Participants & Volunteers
- Result Kiosk
- Medical Tent
- Multiple Waivers
- Display Options
- View fundraising & membership in the app
- Multi-race bundle support
- Better custom question support
- Printer support for bib label printing



12,251 Checkins with printer
Drumstick Dash 2023

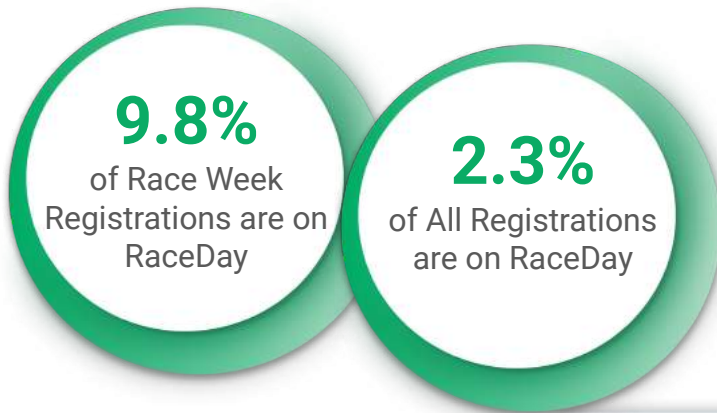
RaceDay Registration

On Site Registration

- Kiosks with auto log-out
- Simplify questions required

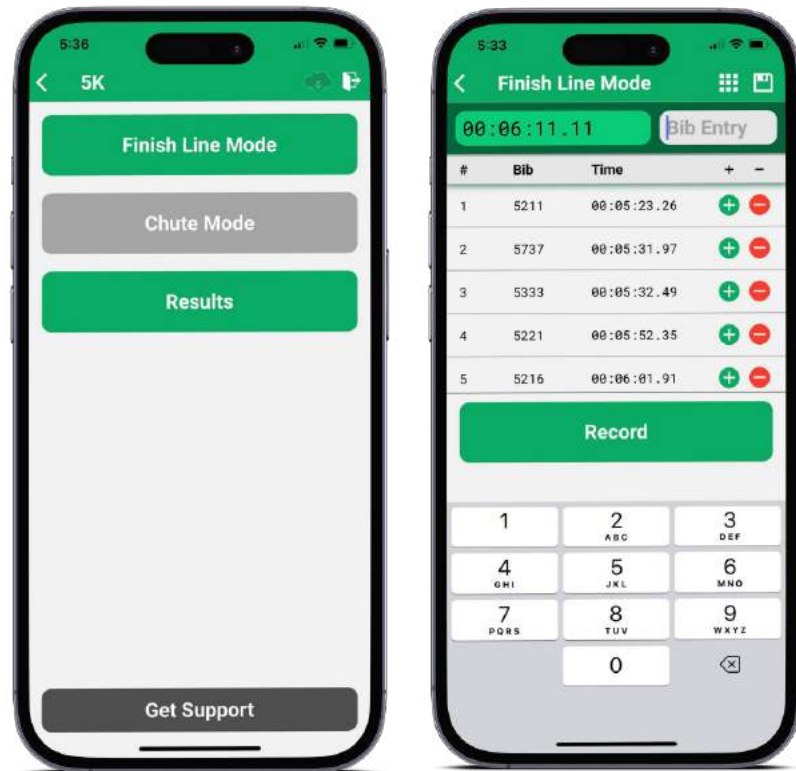
Perpetual Online Registration

- Increasingly, race day registrants are comfortable completing the transaction on their phones for **no lines**.
- Use QR code signage
- Enable fast registration options
- Online registration syncs with CheckIn App



Mobile Timing App

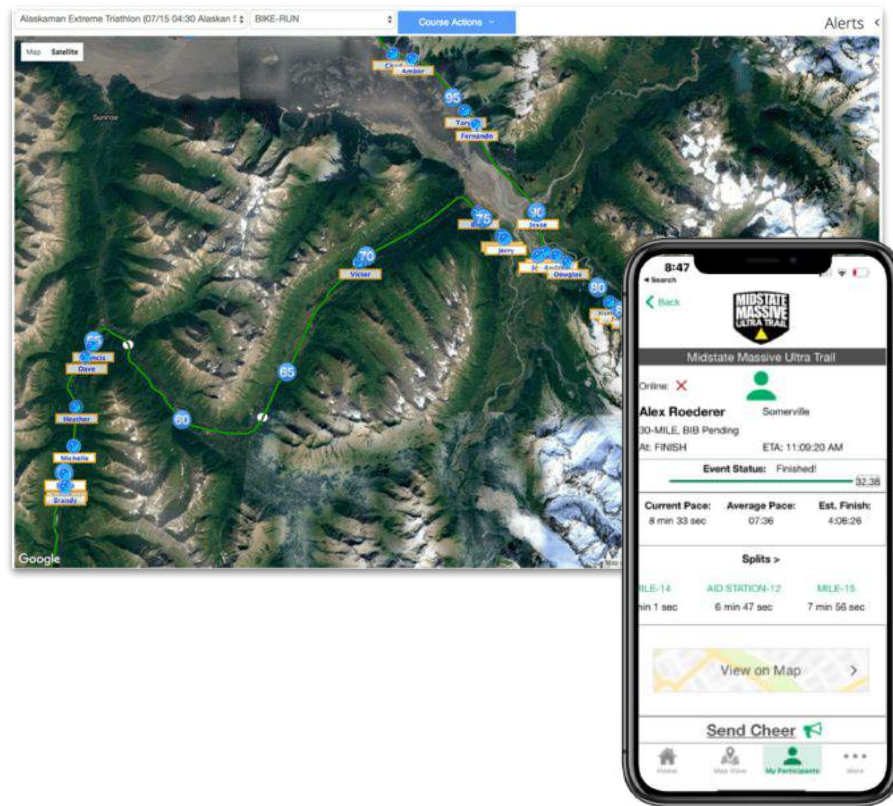
- Low cost solution for timing very low volume finish lines (trail ultras, very small events)
 - Log finish times and order of finish times
 - Scoring for simple events only
- Backup device to complement chip timing (Think Modern Time Machine)
- Can be used offline or online.



RaceJoy Native Maps

RaceJoy now stores native Google maps on participant's Android & Apple phones.

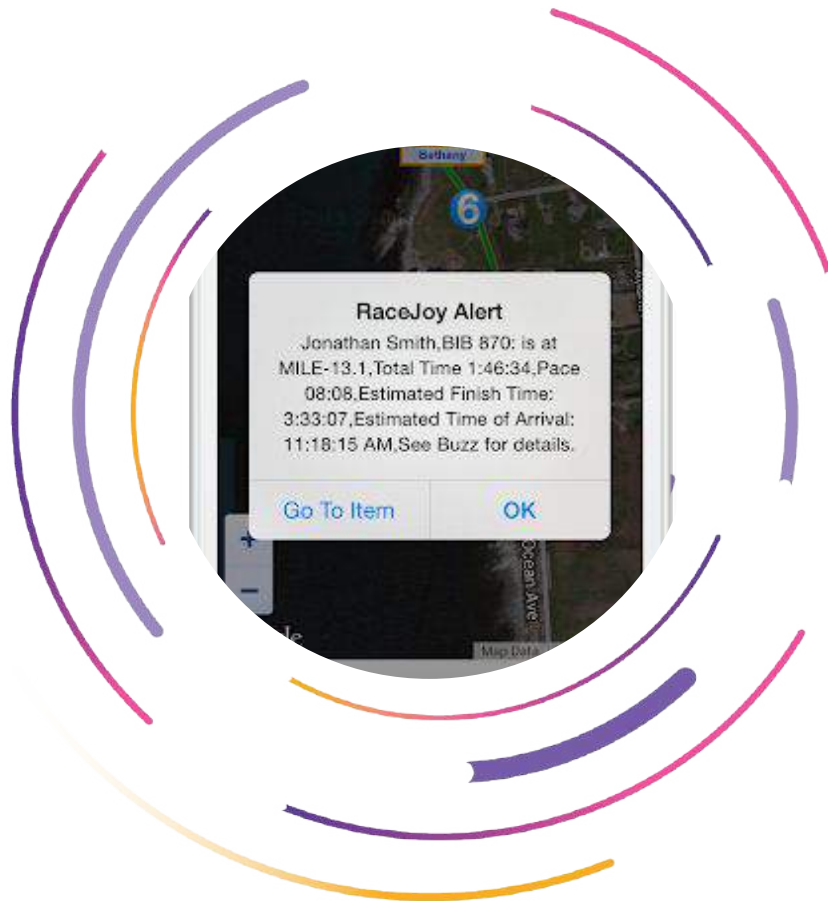
- Eliminates limitations due to poor or no cell coverage (I.E., remote ultras or congested starts)
- Unlimited access to official maps for navigation
- Compliments *Store and Forward*
 - Activates in cell dead zones to store a participant's progress and tracking data until the participant re-enters cell service



RaceJoy - Bringing it all together in 2024!

RFID BibTag Timing Notifications in RaceJoy

- Direct Streaming of Timing Data from RDS to RaceJoy Users
- Participants don't have to carry their phone..
Based on your Timing Data streaming into RDS
- Simplified enablement for Spectators
 - Don't have to setup prior for Text Alerts or find that link – just say RaceJoy!



RaceDay Photos

- Unlimited photo uploads
- Album control & editing
- Improved auto-tagging bibs with Tagily
- Team photo albums
- Photo integration with results
- Participant uploads
- Sponsor watermarks

Kyle Siegel

8K
Male Age 22
Moorestown, NJ

BIB

1212

Chip Time
31:06.02

Gun Time
31:14.6

Pace
6:15

Overall
32 of 828

Questions About Results?

AGE CAT:

M20-29

AGPL:

7

CHIP PACE:

06:15.3

Photos

View All Photos

Photo Albums

Find & Tag Untagged Photos All Photos

06/02/18 ▾

Bib Number, Last Name, or First Name

Add Photos to Your Album

Bob Bickel

All Participant Uploads

2018 Photos by Frank Costello

Award Winners in Results

- New section on individual results views to put achievements front and center
- Determined based on what you set as the “number to show in results (awards)” field

Results For
Scott Coffee Moorestown Rotary 8K
Moorestown, NJ 08057

Back to Results X

Results > Individual Result

In Person 8K - 2024 Add and compare participants Clear All

Colin Shand
In Person 8K
Male Age 19 Moorestown, NJ

Photos Certificate **1454**

Award Winner
• Male 15-19
2 of 12 View Awards

Chip Time 28:20.43 Gun Time 28:21.31 Pace 5:42 Overall 11 of 509

Questions About Results?

Top Male Overall 9 of 270 Male 15-19 2 of 12

PLP% 73.87

Custom Division

Division Name * Male 10-14 Short Division Name * M1014

Number to Show in Results (Awards) * 5

This is the name that will show in the results table

Time Display Field
Default to Division Placer

Options

☐ Allow the winner of a higher priority division to win this division.

☐ Hide this division in the main results table.

☒ Participants should be automatically placed in this division based on age.

Age Range
10 to 14

☒ Participants should be automatically placed in this division based on gender.

Male Female

Corrals

- Syncs with entire RaceDay Suite for scoring & check-in
- Can be set to automatically assign by estimated finish time question when an athlete registers
- Can be imported as needed via CSV
- Can monitor number in athletes in each corral as they register
- Set up pre-approved corals for elites or other runners that you want to be able to bypass the Estimated Finish Time when selecting a corral

The image displays two overlapping screenshots of the RaceDay Corral management interface. The top screenshot shows the 'Corral Details' form, which includes fields for 'Corral Name or Number', 'Corral Start Time', 'Corral Description', and 'Max. Number of Participants'. The bottom screenshot shows the 'Pre-approved Corral Lists' form, which has sections for 'Elite' and 'Sub-Elite' runners. Each section has a toggle switch and a dropdown menu for selecting a pre-approved corral list. Red arrows point to the dropdown menus in the 'Elite' and 'Sub-Elite' sections.

...

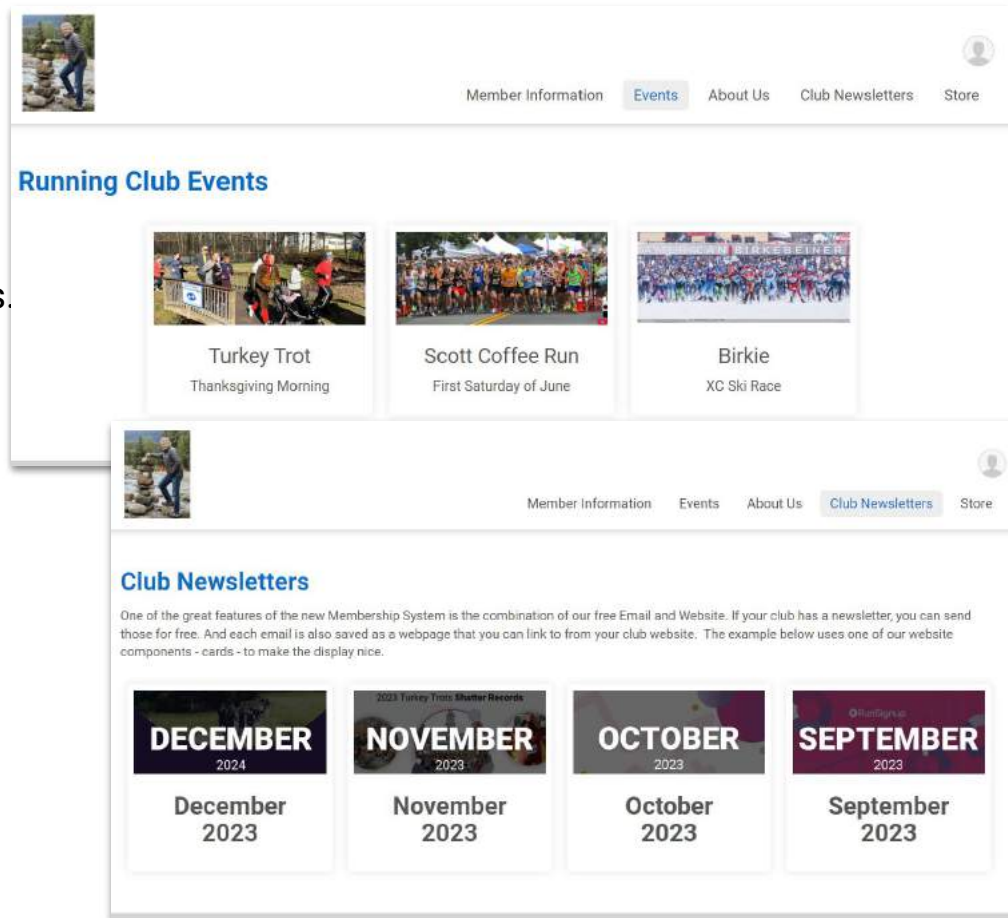
New (And Cool)



Introducing Memberships

Memberships are the upgraded solution for Clubs.

- Flexible Membership levels & pricing
- Auto-Renewal with saved credit cards
- Member self-serve
- Websites V2
- Email V2
- Waivers, Coupons, and Sales Tax
- Custom member numbers
- Store & store bundles
- Member, membership, and financial reports



Flexible Membership Options

- Customize duration
 - Yearly, monthly, daily, date-based (constant or prorated)
- Custom membership options
 - age range, type of memberships
- Customize # of members in a membership
 - Individual, family, organization
- Optional auto-renewal
- Pricing flexibility

Pool Pass Example:

Membership Levels

Annual Individual Membership from \$500 1 Year Membership: \$500.00 Join Now!	Annual Family Membership from \$700 1 Year Membership: \$700.00 Join Now!
August Individual Membership from \$150 August 1 - August 30 Membership: \$150.00 Join Now!	August Family Membership from \$200 August 1 - August 30 Membership: \$200.00 Join Now!
Day Pass from \$7 1 Day Membership: \$7.00 7 Day Membership: \$30.00 Join Now!	

Cross Promote Memberships and Events

- Provide race discounts to club members
 - Automatically detects membership; prompts joining if they are not a member
 - Discounts can be set by membership level (I.E., \$10 discount for Bronze members, and a \$20 discount for Gold members)
- Search to find local clubs to provide a discount to, or limit discounts to your preferred club
- Currently available for races; coming soon for ticket events

Would you like to join the following club:
Bob Member Org 1?

As a club member, you will receive a 10% discount on event fees.

☒ I want to join club "Bob Member Org 1".

CLUB MEMBERSHIP DISCOUNTS ✕

You qualify for the following discount(s). If there are multiple discounts that you qualify for, you will receive the larger discount.

CLUB(S)	DISCOUNT
Pikes Peak Road Runners or Bob Member Org 1	10%

Choose Your Event(s) *

☒ In Person 8K

You qualify for a club discount. This discount will be automatically applied at checkout. ⊕

Close

Store for Memberships

- Offer swag or upgrades to members via integrated store
- Track inventory and share with tickets via warehouse
- Offer multiple variants
- Set up bundles to upsell memberships by offering store items *with* specific memberships – for example, Gold members automatically get a hat.
- Offer store items during membership purchase, outside membership purchase, or both

The screenshot displays a web interface for a store. At the top, there are three colored dots (yellow, orange, purple) followed by the text "Memberships". Below this is a large heading "Store for Memberships".

The main content area shows two product listings:

- Running Club Hat (\$20.00 ~~\$25.00~~)**: Includes a description "Our running club hat makes you feel like you are really part of the club!", a "Size" dropdown, a "Color" dropdown, a quantity selector (0), and an "Add Another" button.
- Club Water Bottle (\$15.00)**: Includes a description "Water bottle for your long runs!", a quantity selector (1), and a "Remove" button.

A modal titled "Select Membership Levels" is overlaid on the right. It contains two buttons: "+ Add All" and "- Remove All". Below these are three checkboxes: "Gold" (checked), "Family Silver" (unchecked), and "Monthly" (unchecked).

At the bottom, there is a section for "Available Starting *" and "Available Until". The "Available Starting *" field shows "04/03/2024" with a calendar icon. The "Available Until" field shows "mm/dd/yyyy" with a calendar icon. Below these fields is a "Product Availability *" section with a dropdown menu. The selected option is "Available only when purchased in the standalone store." Other options include "Available only when purchased when buying a membership. Item appears once regardless of number of memberships purchased.", "Available when buying memberships or in the standalone store. Item appears once regardless of number of memberships purchased.", "Available for each membership purchased.", and "Available for each membership purchased or in the standalone store." A "Save Item" button is at the bottom.

Memberships Highlight: Find and Search

Find Your Membership

Enter your information below to search for your membership.

Email

First Name

Last Name

Membership Number ⓘ

Membership ID ⓘ

You must enter your email address and/or last name that must match the information on your membership if you enter your membership number.

You must enter your email address and/or last name that must match the information on your membership if you enter your membership ID.

[Search](#)

NAME	EMAIL	MEMBERSHIP DATES	RENEW
T. M.	bob.bickel+2@runsignup.com	01/09/2024 - 02/08/2024	Renew Now

Find Your Membership

Enter your information below to search for your membership.

Email

First Name

Last Name

Membership Number ⓘ

Membership ID ⓘ

You must enter your email address and/or last name that must match the information on your membership if you enter your membership number.

You must enter your email address and/or last name that must match the information on your membership if you enter your membership ID.

[Search](#)

Renew Membership for B. B.

Email: runbic@gmail.com

Membership Dates: 12/12/2023 - 01/01/2024

Log In

There is already an account for this membership, you can log in as runbic@gmail.com to renew it.

[Log In](#)

Renew Without an Account

With this option, we will send an email to runbic@gmail.com with a link to renew the membership.

[Send Renewal Email](#)

Renew Your Membership for Bob Member Org 1

[Inbox x](#)

RunSignup 4:33 PM (0 minutes ago) ☆ ↶ ⋮
to Test2 ▾

Renew Your Membership

You have a membership on RunSignup that someone requested to renew. Click the link below to start the renewal. If you did not initiate this request, please ignore this email.

[Renew Membership](#)

Coming Next for **Memberships**

Q1

- ~~Race & Ticket Discounts~~
- No password & custom info collection
- Donations
- Membership reports w/ question response

Q3

- Improved membership self-serve
- Sign up for 2 clubs at once
- Allow director approval of new members
- Analytics

Q2

- Membership card & Apple Wallet
- Import
- Calculated Store Items
- Domains

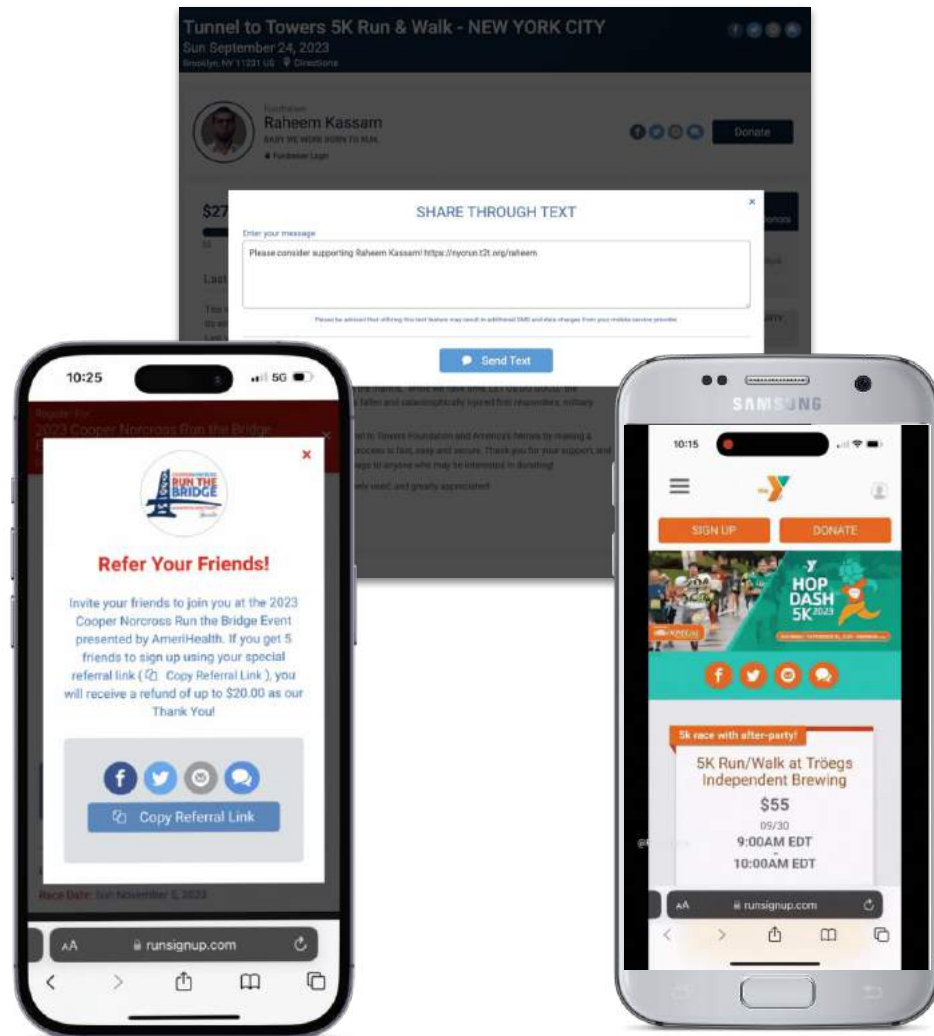
Q4

- Complimentary guest passes
- Complimentary add-ons
- Ticket/Pre-race sales for members
- Discounts based on membership type

● ● ● New and Cool

Click to Text Sharing

- Automatically included on your confirmation page, fundraising pages
- Provides a more personal invite than a social media message
- Promotes your referral programs



Zapier Integration



- Open Zapier integration
 - Simple alternative to API integration
 - Registration, Donation, Removed Registrations, Add-ons, Tickets API's (more in the future)
- Sidekick Solutions can offer custom integration by contract



Apple Pay

Why Apple Pay?

- Faster payment = fewer abandoned carts

You Should Know:

- Not available for lotteries
- Not available for fundraiser minimums
- Protecht Insurance not available when checking out w/ Apple Pay
- Can be disabled

Since Enablement...

13%

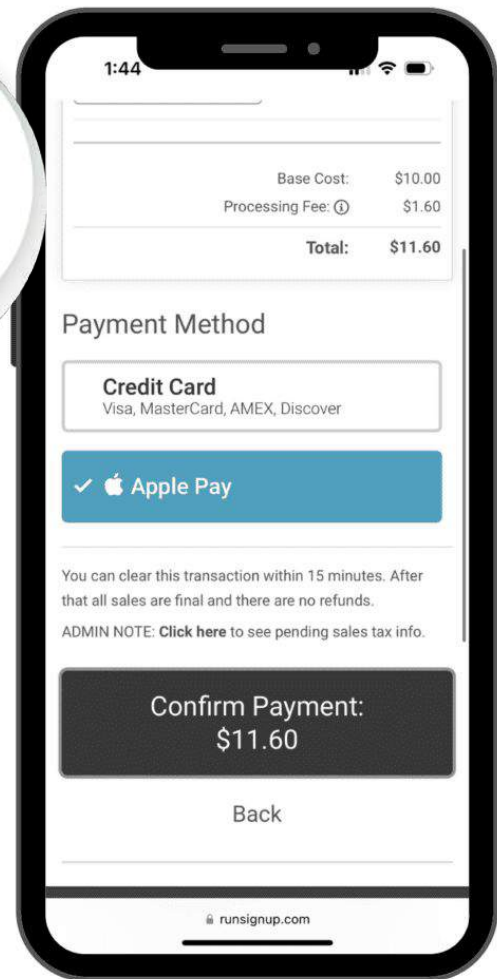
Transactions on a
saved credit card

18%

Transactions via
Apple Pay

80%

Mobile views are
on Apple
devices



Apple Wallet

Why Apple Wallet?

- Easy QR Code Access
- Automated event notification reminders
- Easy access to registration details & registration management link

Since releasing Apple Wallet...

- 12.4% of participants are adding their registration to Apple Wallet

You Should Know:


- Currently available in confirmation emails
- If you have a custom confirmation email, you'll need to add Apple Wallet replacement tag yourself
- Working on adding to registration confirmation page



New Low Cost Insurance Option

Replaced Allianz with Protecht FanShield-RegShield

- Lower cost insurance - 8.1% of registration and processing fees (no add-ons, sales tax or donations)
- \$2.99 minimum (Allianz was \$6.99 minimum)
- Event rev share of 20% of the insurance premium (\$0.60/purchase minimum)
- 10-20% of participants buy when offered



Register For
Protecht Race 4
Moorestown, NJ 08057

Back to Race Website X

Enter Your Payment Information

☒ **VISA** Ending in 1111

CVV (Card security code) *

Use a new card

You can clear this transaction within 15 minutes. After that all sales are final and there are no refunds.
ADMIN NOTE: [Click here](#) to see pending sales tax info.

Purchase Summary

	Item	Total
Event A	Milton Day	\$10.00
	Base Cost:	\$10.00
	Processing Fee:	\$1.58
	Total:	\$11.58

Protect my Purchase

Protect your purchase with RegShield from unforeseen circumstances that prevent you from attending for just **\$2.99**.
[Terms & Privacy](#)

Protect Against

Accident & illness

Layoffs

Travel Interruptions

Jury Duty

Family Emergencies

Work Travel Conflict

☒ **Protect your purchase** *Recommended*

☐ Decline protection

Offered & Administered by FanShield LLC d/b/a RegShield. Underwritten by Market Insurance Company. By pressing "Protect your purchase" you confirm the information provided is true and complete and agree to Market's Electronic Record and Signature Agreement [Terms & Conditions](#) and [Privacy Policy](#).

Confirm Payment: \$11.58 + (\$2.99)
Protection

- Add up to three waivers for your event
- Uses for additional waivers include sponsors, venues, or organizations like US Masters Swimming

Waivers

You can add up to 3 waivers.

Waiver *

☐ When registering multiple people, require each registrant to agree to the waiver separately. (Normally, it is a single checkbox.)

Paragraph ▾

B I U ¶ ≡ ≡ ↶ ↷ ⌂

In consideration of you accepting this entry, I, the participant, intending to be legally bound and hereby waive or release any and all right and claims for damages or injuries that I may have against the Event Director, RaceSignup.com, and all of their agents assisting with the event, sponsors and their representatives and employees for any and all injuries to me or my personal property.
This sentence includes all injuries and few circumstances without injury before. It also affects those around. I understand, intend and ...

Waiver *

☒ When registering multiple people, require each registrant to agree to the waiver separately. (Normally, it is a single checkbox.)

How Do Registrants Agree to Waiver? *

☐ Checkbox
☒ Name
☐ Initials
☐ Name & Date
☐ Name & Date of Birth
☐ Initials & Date of Birth

☒ Require the registrant to scroll through the full waiver.
☐ Allow the registrant to skip signing the waiver. They will be sent an E-mail with instructions to sign the waiver after their initial registration. It is your responsibility to be sure that all participants who submit the waiver were given the waiver.

Paragraph ▾

B I U ¶ ≡ ≡ ↶ ↷ ⌂

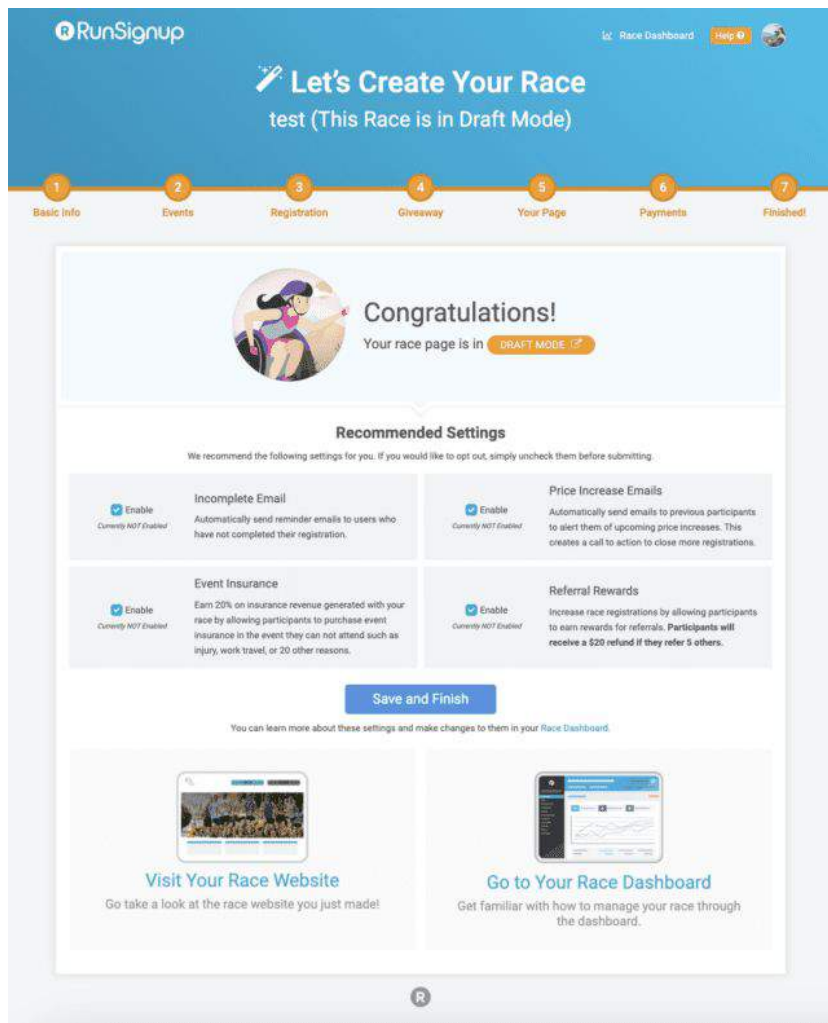
Second Waiver from The Hospital Sponsor

Subject to the last sentence of the first paragraph of this Section 1, Executive, on his own behalf and on behalf of his heirs, executors, administrators, attorneys and assigns, hereby unconditionally and irrevocably releases, waives and forever discharges the Company and each of its affiliates, parents, successors, predecessors, and the subsidiaries, directors, owners, members, shareholders, officers, agents, and employees of the Company and its affiliates, parents, successors, predecessors, and

Suggested Features In the Race Wizard

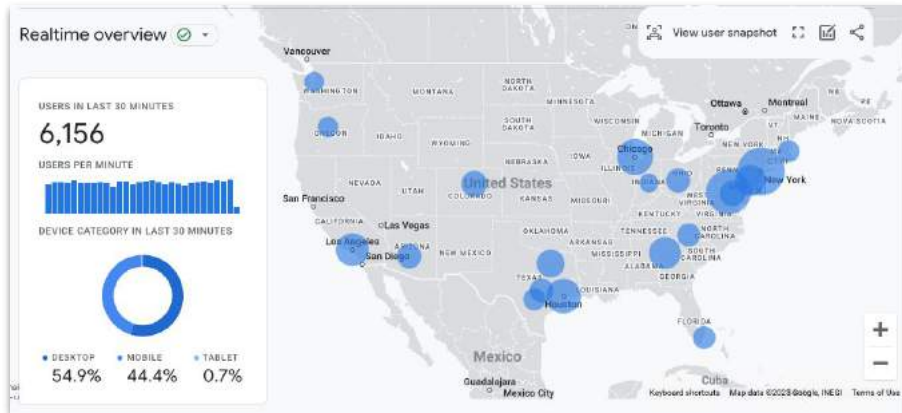
Auto-Enabled Features on Step 7

- Incomplete Registration Email
- Price Increase Email
- Event Insurance
- Referral Rewards



Google Analytics 4

- Easily track traffic sources, user engagement, demographics, and e-commerce data about your RunSignup race website through the latest iteration of Google Analytics.
- Cross domain tracking to attribute registrations (on RunSignup) correctly, even when they go to your (non-RunSignup) website first.
- Multi-event reporting allows better GA4 reporting for customers that have multiple events using the same Google Analytics account



Google Analytics 4

Google Analytics 4 Code Example

```
<script async src="https://www.googletagmanager.com/gtag/js?id=G-ABC1234567"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'G-ABC1234567');
</script>
```

The Google Analytics 4 Measurement ID value you should copy from YOUR script into the field below has been bolded. You can also find your Measurement ID within your Google Analytics under Admin > Data Streams, and then selecting your data stream's measurement ID.

Google Analytics 4 Measurement ID *

GRTJ2VY2LHE

Save Google Analytics 4 Measurement ID

Donation and P2P Features

New Features to help Nonprofits and P2P Events Raise More Money.

- Donation E-Cards!!!
- Mail A Card
- Custom Fundraising Badges
- Umbrella Teams
- Fundraiser Incentives (Coming Soon!)
- Fast Fundraiser Team Search
- Customize Fundraising Instructions

The screenshot displays a donation interface with the following elements:

- Donation Amount Selection:** Buttons for \$500, \$100, \$25 (selected), and \$10. Below these is a \$5 button and a "Custom Amount" section with a text input field containing "\$ 25.00".
- Message to Race/Fundraiser (Optional):** A toggle switch set to "No".
- On Behalf Of:** A dropdown menu with options: "My Name", "Anonymous", and "Other" (selected). Below "Other" is a text input field containing "Bob Bickel".
- Send a card in the mail:** A checked checkbox.
- Mail a card:** An unchecked checkbox.
- Send an E-card:** A checked checkbox.
- Preview:** A preview of a "Happy Birthday" e-card. The card text reads: "Hi Dad! Allison Bickel made a donation of \$25.00 On Behalf Of Bob Bickel to Dog Jog and Walk." with a paw print icon.
- Choose a design:** Two design thumbnails are shown: "THE ANNUAL" and "Happy Birthday".
- Recipient Email *:** A text input field containing "bob.bickel@runsigngroup.com".
- Recipient Name *:** A text input field containing "Dad".
- Delivery Date *:** A date picker showing "03/30/2024".
- Your Message to the Recipient *:** A text area containing "Happy Birthday! Hope you have a great day celebrating." Below this is a small note: "Add a message to include in the recipient's e-card."
- Continue:** An orange button at the bottom right.



TicketSignup

For

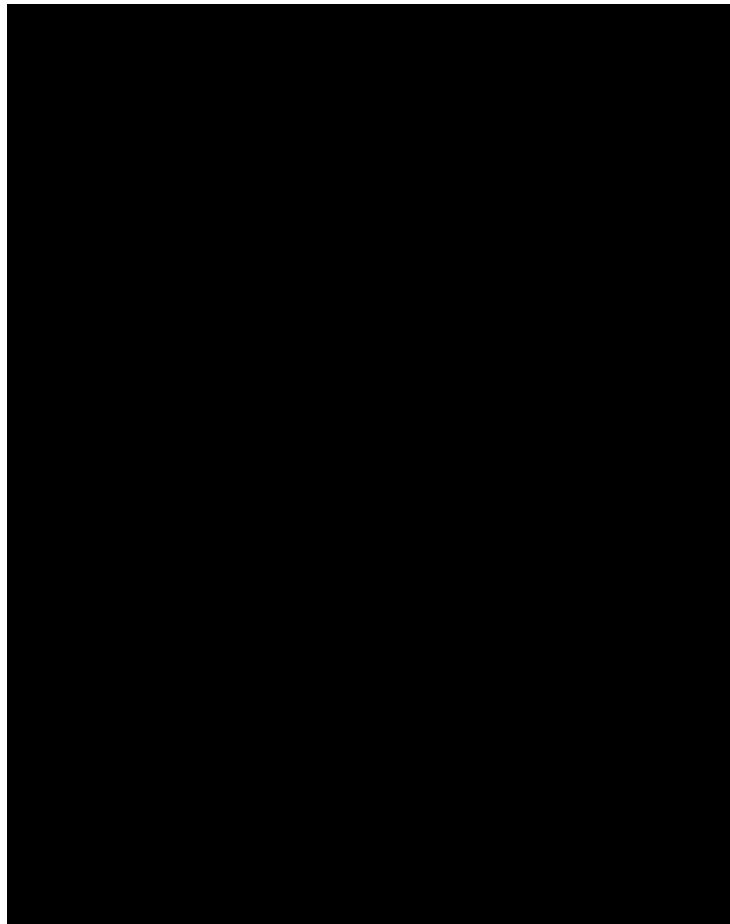
RunSignup Customers



What is TicketSignup?

Tickets are Different than Registration

- General Admission & Timed Ticketing
- Fast Purchase
 - Tickets Not People
 - Don't need lots of information from each person attending (although options to collect per purchase/ticket)
 - No account/login
 - Apple Pay, Apple Wallet



Common Ticket Needs for RunSignup Customers

Spectator Tickets and Parking

Common revenue sources for event directors that may currently be sold via cash/cards on-site. In addition to being a revenue source, 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

Adjacent Events

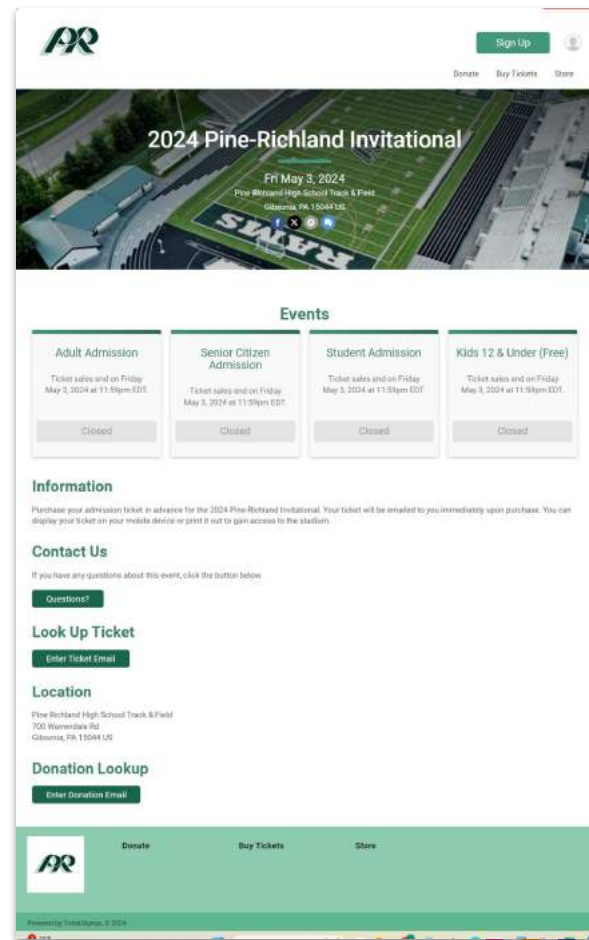
Many races take place alongside other, larger events or are put on by organizations with additional events. Reaching out to provide ticketing services can provide more opportunity for you:

- Festivals
- Holiday events (light shows, halloween haunts)
- Nonprofits

Wolf Creek Race Management

Pineland-Richland Invitational Spectator Tickets

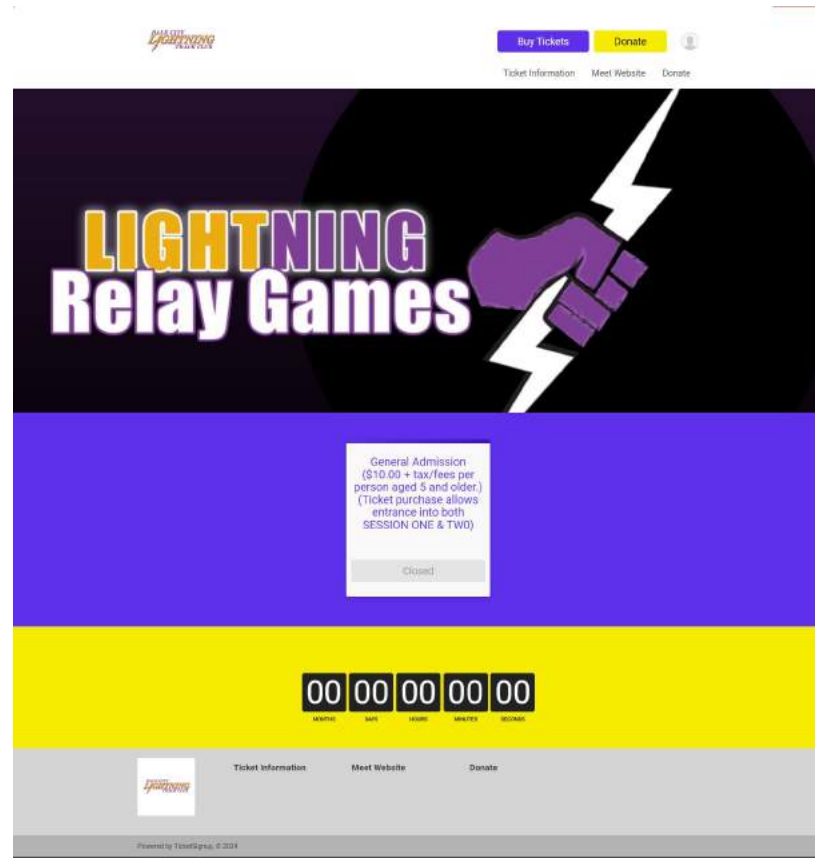
- Four Ticket Types (Adult, Senior, Student, Kids 12 & Under)
- Easy Ticket Look Up on website to confirm previous purchase and access QR code
- Sold Programs through Store
 - 26% of purchasers added a program
- Checked in 85% of tickets via Tickets App for CheckIn



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 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>Thanks to Loppet, general admission is free & open to the public.</p> <p>Free</p> <p>Access to the park + multiple viewing opportunities around the course</p> <p>Sold Out</p>	<p>Grandstand</p> <p>\$35 - \$150</p> <p>Access to the park + reserved bleacher seating near the finish line</p> <p>Sold Out</p>	<p>VIP Spectator Experience</p> <p>\$500</p> <p>Grandstand access to VIP areas, full food & beverage service, and more</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 at the Star Line Nordic Center in Golden Valley, MN. The Loppet Foundation is excited to bring the world to MN. Inspiration is everywhere in Minneapolis. Park, compete, explore, work, close athletes in the heart of the city.

Tickets:
 1. General Admission: Free. This ticket is valid for the entire event and includes access to the park. No seating is provided. Thanks to Loppet, general admission is free and open to the public. Use the form to know about additional general admission tickets by submitting your information here.

2. Grandstand: \$35 - \$150. This ticket is valid for the entire event and includes access to the park and reserved seating near the finish line. 3. VIP Spectator Experience: \$500. This ticket is valid for the entire event and includes access to the park, reserved seating, full food and beverage service, and more.

Minneapolis, MN 55402
 General admission tickets are available until the end of the day, Monday, January 15, 2024. General admission tickets are available until the end of the day, Monday, January 15, 2024.

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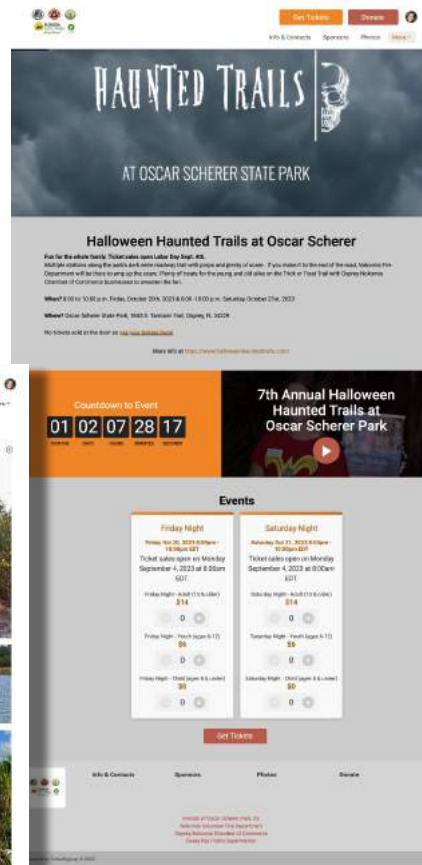
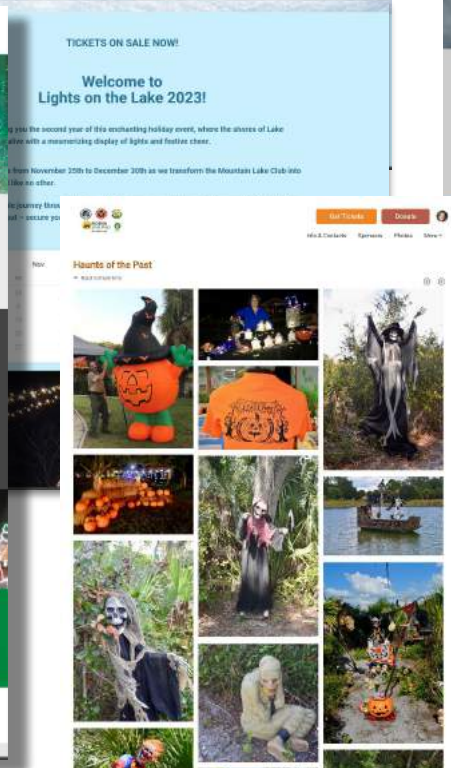
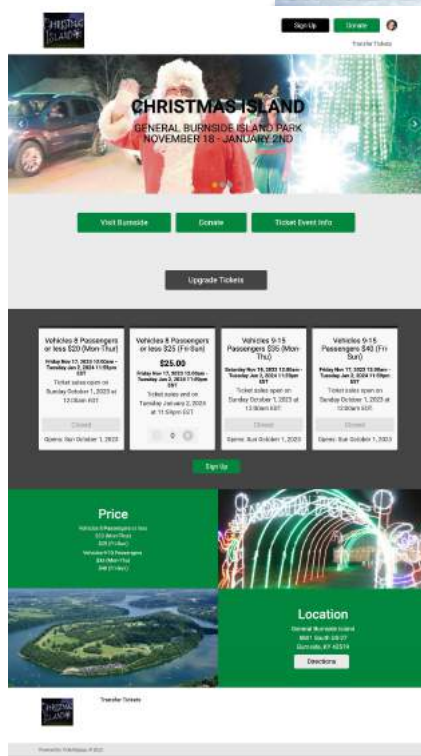
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TicketSignup

How RunSignup Customers Use TicketSignup

- Timed Ticketing - Haunts, light shows
- Festivals, sometimes associated with a race



TicketSignup

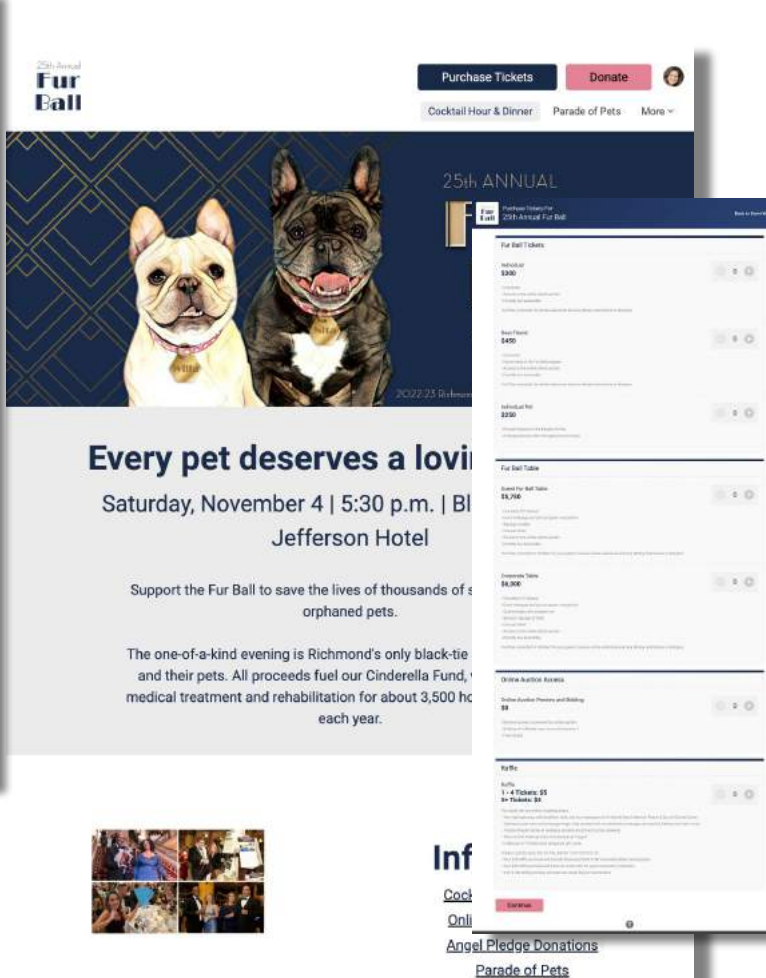
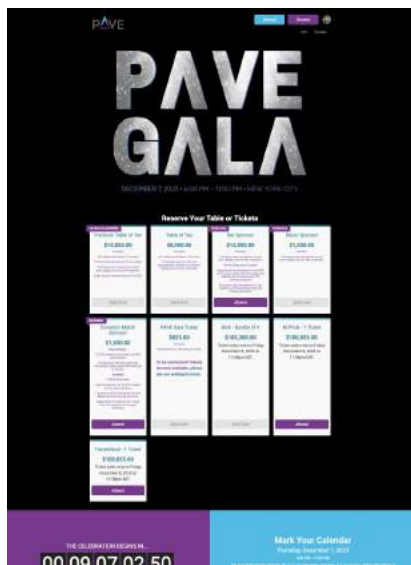
How RunSignup Customers Use TicketSignup

- Fundraising events like galas, wine tastings, dinners, and golf outings



Event	
General Admission Ticket	Children 14 & Under
\$35.00	\$0.00
Ticket sales end on Saturday October 7, 2023 at 3:45pm EDT	Ticket sales end on Saturday October 7, 2023 at 3:45pm EDT
0	0

Buy Tickets



Inf

Cocktail

Online

Angel Pledge Donations

Parade of Pets

TicketSignup

Why TicketSignup?

- Common platform between RunSignup and TicketSignup - and continuing to upgrade Email, Websites, and more because of tickets
- Eventbrite customers want less expensive & better solutions
- Use same RunSignup payment account and login
- Volume pricing - Registration + Tickets

Choose a Night to Experience the Terror!

Portland Oregon's ONLY Scream Park returns this fall to one of the oldest amusement parks in the country, the historic Oaks Amusement Park.

Featuring three horrifying haunted walkthrough attractions, thrill rides, side-show attractions, mini golf, roller skating, concessions and so much more!

ScareGroundsPDX is your destination for a scary good time this Halloween!

Oct 2023						
SU	MO	TU	WE	TH	FR	SA
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	1	2	3	4

How Online Tickets Work

#1 Pick Date & Time

- Start by picking your desired date and time slot and add the number of tickets you wish to purchase.
- Your time slot is your arrival window to begin attending the haunted attractions. Your ticket grants you access to all 3 Haunted Houses and will be valid from your designated start time until event close for that specific night.
- Note: Ticket prices vary by date and time. Group discounts are applied automatically in the cart.

#2 Pick add-on Items

- Once you have selected your desired number of Haunted House Tickets, you will be given the option for add-on items such as our Side Show Tickets and Oaks Park Ride Brouette, which can be added for each ticket holder.
- Automatically \$10 off your Ride Brouette when added to your Haunted House Tickets.
- Oaks Park Ride Brouettes are valid for use the entire night, regardless of your Haunted House time slot.

#3 Earn \$\$\$ Back!

- When you purchase your tickets to ScareGroundsPDX, you will automatically be enrolled in our social referral program.
- We give you a special link and will reward you when tickets are purchased from that link, and you have earned back the original cost of your admission ticket!
- Note: This rewards program only applies to Haunted House Admission and does not include any Add-On items or fees.

#4 Start Screaming!

- Get ready for a night of terrifying Halloween fun!
- Once your purchase is complete, your tickets will be automatically emailed to you to save to your mobile device or print.
- At the event: We are going paperless, so your phone is your ticket. Guest services will scan and validate the QR code at the entry of the Attractions.
- If more convenient, guests may also print their tickets.

Event Dates

Discount Night!			
 <p>October 13th</p> <p>\$25.00 - \$98.00</p> <p>Friday Oct 13, 2023 7:00pm - 11:59pm PDT</p> <p>Price increases after Friday October 13, 2023 at 6:29pm PDT.</p> <p>Get Your Tickets</p>	 <p>October 14th</p> <p>\$30.00 - \$103.00</p> <p>Saturday Oct 14, 2023 7:00pm - 11:59pm PDT</p> <p>Price increases after Saturday October 14, 2023 at 6:29pm PDT.</p> <p>Get Your Tickets</p>	 <p>October 15th</p> <p>\$22.00 - \$98.00</p> <p>Sunday Oct 15, 2023 7:00pm - 10:59pm PDT</p> <p>Save \$3.00 per Haunted Admission Ticket when you purchase 4 or more tickets online!</p> <p>Get Your Tickets</p>	 <p>October 20th</p> <p>\$25.00 - \$98.00</p> <p>Friday Oct 20, 2023 7:00pm - 11:59pm PDT</p> <p>Price increases after Friday October 20, 2023 at 6:29pm PDT.</p> <p>Get Your Tickets</p>



Coming In 2024_(ish)

 RunSignup

 TicketSignup

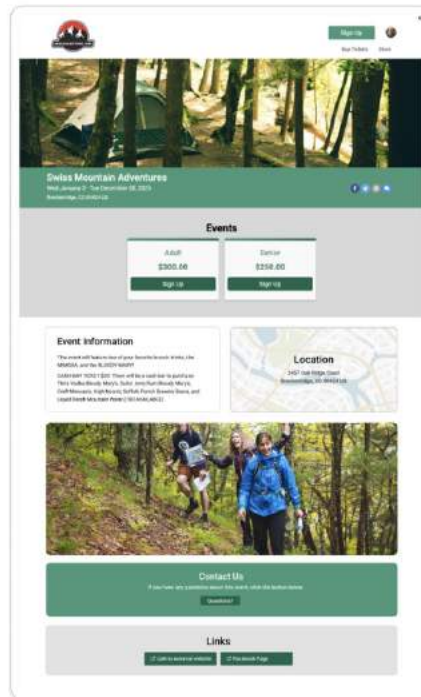
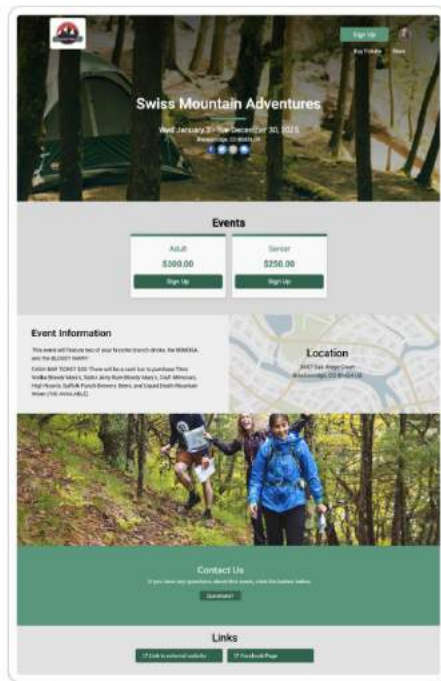
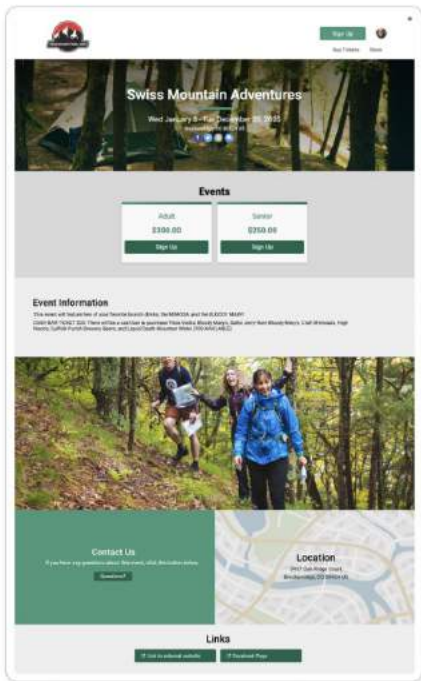
 GiveSignup



● ● ● Coming Soon

Race Websites

Multiple Layouts



Super Lists

- Create a dynamic Super List based on any set of filters
(I.E. participated in 5 events + volunteered at 2 + donated >\$100)
- Automatic contact merging
 - Match based on 12 algorithms based on hashed data
- Tightly integrated with email
- Super list export

The screenshot displays the 'Super Lists' configuration interface. On the left, a list of filters for 'Bob Member Org 1' is shown, each with an 'Include' or 'Exclude' radio button:

- All Members ⓘ ☐ Include ☐ Exclude
- Silver Member Members ⓘ ☐ Include ☐ Exclude
- Gold Members ⓘ ☐ Include ☐ Exclude
- Family Silver Members ⓘ ☐ Include ☐ Exclude
- Family Gold Members ⓘ ☐ Include ☐ Exclude
- Monthly Members ⓘ ☐ Include ☐ Exclude

On the right, a dropdown menu is open, showing the following categories:

- All Lists ▲
- All ✓
- Custom Lists
- Participants
- Donors
- Fundraisers
- Volunteers
- Groups/Teams
- Corporate Teams
- Other

Coming Soon

Next Gen Store

- Same capabilities as in Tickets & Membership
 - Same for Add-On and Standalone Store
 - Multiple Variants (eg. Red/Blue & S-M-L)
 - Improved UX
- Warehouse
 - Sell common items across multiple events, and share inventory
- Improved shipping capabilities

The image shows a web interface for managing items. The main form is titled 'Item Basic Info: Mug' and includes fields for Item Name, Price, Strikethrough Price, Available Starting, Available Until, and Number of Variants. Below these are checkboxes for various events under the heading 'Stores *'. A 'Save Item' button is at the bottom. An overlay titled 'Buy Tickets For Oktoberfest' is shown in the foreground, displaying three items: 'Oktoberfest Tee (\$20.00)', 'Commemorative Beer Stein (\$15.00 - \$22.00)', and 'Extra Beer Ticket (\$1.00)'. Each item has a size selector and an 'Add Another' button. A 'Continue' button is at the bottom of the overlay.

Alison Bicket - 2021
Item Basic Info: Mug

Save Cancel

Item Name *
Mug

Price *
\$ 10.00

Strikethrough Price
\$

Available Starting *
06/14/2022 12 : 00 AM

Available Until
03/31/2023 11 : 59 PM

Number of Variants *
— No Variants/Single Item —

A variant could be a size, color, etc. If your item has sizes, select at least 1 variant.

Stores *

☐ Test Sunflower Days ☒ Summer Festival ☐ Sample Simple Golf Event ☒ Michigan Sledding Hill

☒ Halloween Haunt Fest ☒ Sample Simple Golf Event - November Edition ☒ Holiday Lights Fest ☒ Sunflower Festival

☐ Food Truck Festival ☒ Support Liberia Gala ☐ Pancake Breakfast ☐ Bowling Fundraiser

☒ Development Ticket Checkin Test Event ☒ Strawberry Festival ☐ Marketo Simple

☐ Sample Raffle ☒ Halloween Haunt Richmond

☐ Beer Fest

Save Item

Buy Tickets For Oktoberfest

Back to Event Website X

Oktoberfest Tee (\$20.00)
Color: Size: 0 + -

Add Another

Commemorative Beer Stein (\$15.00 - \$22.00)
Size: 0 + -

Add Another

Extra Beer Ticket (\$1.00)
Prepay for extra beers at the low price of \$1 per beer (tickets). Only available until 9/25/2023. You'll be able to buy additional beers on site at \$6 each.

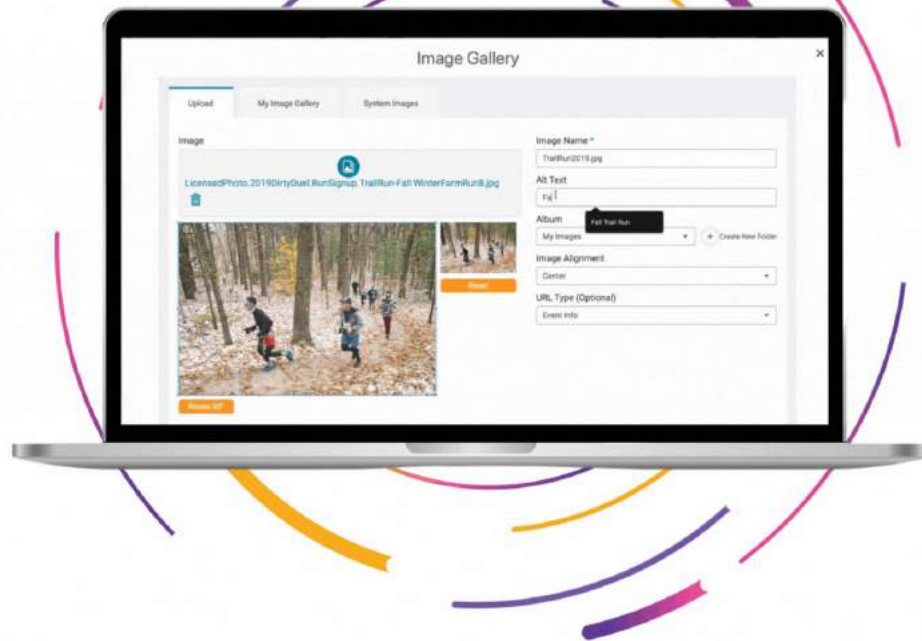
0 + -

Continue

Image Gallery Updates

Image Gallery is now available for Websites V2, with additional upgrades:

- Upload unlimited images for use in websites & email
- Resize, edit, name, assign alt text, store in folder, align, and assign URL link.
- Share images between website & email
- Share images across events
- Use free System Images from RunSignup



Multi Language Websites

Language support to websites

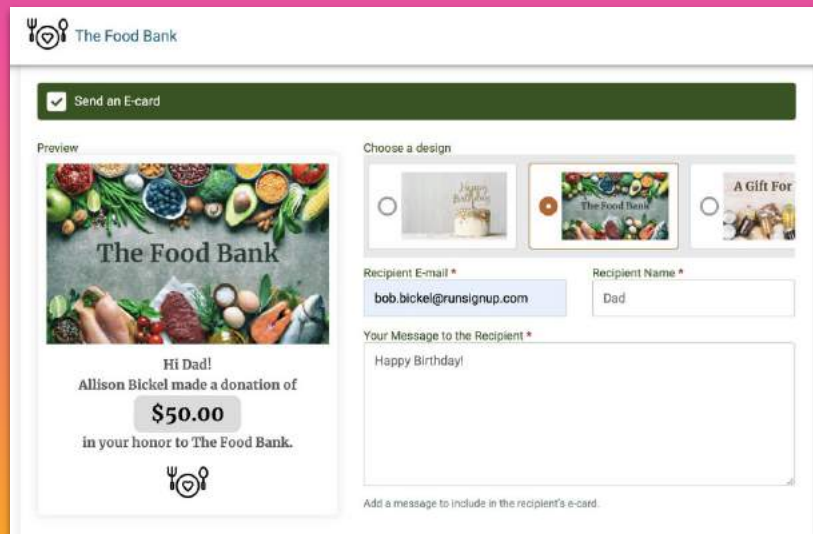
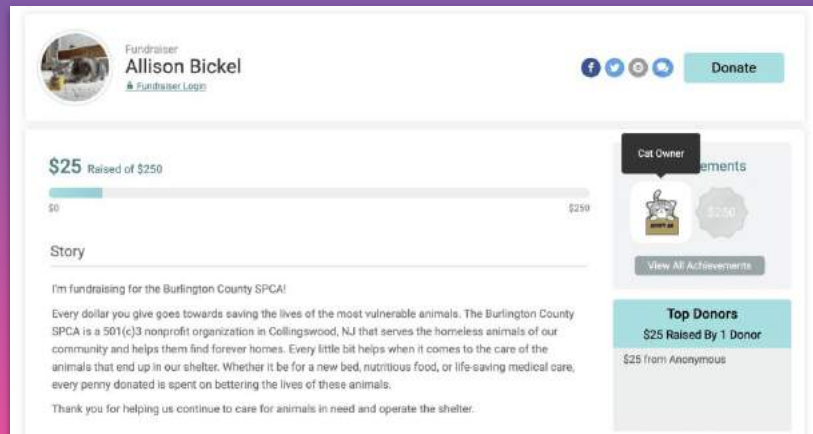
- Backend dashboard will continue to be all English
- Many front-end web pages will be multilingual

This will be slow to roll out so it is architected correctly, but is the first step for an eventual (likely not 2024) move to international markets.



And More...

- Peer to Peer Fundraising
 - Umbrella Teams ✓
 - Custom Fundraiser Badges ✓
 - Fundraiser Minimum Upgrades ✓
 - Donation E-Cards ✓
- New invoicing system ✓
- ACH payment for transactions over \$1,000 (flat 2% processing fee)
- Event Calendars ✓
- Infrastructure updates
 - Over 2,000 releases expected (again)



RaceDay Upgrades

- Series Scoring refresh
 - Enable the creation of custom points based on a wide variety of parameters
 - New, modern UX and API for feeding points from scoring software
- RaceDay Scoring Streaming with RaceJoy
 - Easily provide push notification for timing alerts
- Race Progress/Monitoring



- Overview stats in RaceDay Scoring and Timer Dashboard to see how race is progressing
- RaceDay Scoring Report Builder V2
- Race Result Integration
- MYLAPS Cloud Middleware
- Athlinks Results Posting
- Improvements for XC and Lap Races
- Relay Teams V2
- Mobile Timing App redesign
- RaceDay CheckIn App Medical kiosk and syncing stability

Favors to Ask

- Take a giveaway!
- Give us your feedback on this event
- Give us your feedback on how we can continue to improve our product – and ask us all your questions while we're here
- Continue referring new race and ticket customers to us - we appreciate it!
- Enjoy some tostadas & beverages!



A person wearing a blue cap, a grey tank top, and dark shorts is climbing a mossy waterfall. They are using their hands and feet to grip the wet, moss-covered rocks. The waterfall is surrounded by lush green foliage and trees, creating a serene forest atmosphere. The water is cascading over the rocks, creating white foam and splashes. The overall scene is vibrant and natural.

Thank You For
Joining Us Today