

R RaceTrends

Annual Industry Report 2024

from **R** RunSignup





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Intro & Methodology

Tens of millions of people participate in endurance events in the United States each year and many more earn their livelihoods from the creation of those events. Despite the scale of the industry, there is no singular aggregator of data for endurance events and reliable insight into the state of the market remains a challenge.

We mine RunSignup data annually to generate an overhead view of the endurance market. While specific facets of our technology and business model may impact some results, the large sample size makes it a robust source of information about the state of the industry.

Our data source is comprehensive – around 45-50% of the US market and races that range in size from the very smallest to some of the largest in the country. Because of this, we are able to identify trends and provide recommendations to keep endurance events competitive in a crowded market. For transparency, we attempt to make note of any instance where we believe the particulars of our platform may make our results different from the broader market.

In this report we will quantify and explore:

- **The state of participation in endurance events**
- **Shifts in event types and participant demographics**
- **Patterns in participant registration**
- **The success of promotional strategies**
- **Trends in event fundraising**
- **RaceDay technology and the timing industry**

Throughout this report, our statistics come from RunSignup registration and results data. The sample includes events with more than 2 people registered, including both imported and paid registrations. In order to aggregate the data for publication in early 2025, the dates shown are not a direct calendar year; rather, they cover December 1 (of the prior year) through November 30 of the stated year. Any exceptions in time range are noted.

A Year of Growth

After years of mere survival around COVID-19, 2024 was a true bright spot for the endurance industry. This year we saw not just full recovery, but true growth beyond 2019 levels of participation. There were strong increases in per-race participation, a low churn rate, and improvement for large-scale races that saw much slower recovery over recent years.

As we kick off 2025, it's time to focus on keeping the new participants who raced this year and continuing to expand our reach. Bringing people back year after year actually starts on race day, with exceptional experiential elements like easy check-in, on-course participant tracking, speedy results, and opportunities to socialize. Participants who have fun are significantly more likely to return the following year, and more likely to ask friends and family to join them.

Strides have been made in attracting young adults to endurance events, but that doesn't mean the effort to reach them is complete. Highlight the elements of your event that are appealing to younger runners, including social/team participation, photo opportunities, and charity support.

The effort to engage new participants is a never-ending task. Work with local running stores, gyms, and running clubs to entice first-time racers. Then, provide a range of distances and beginner-friendly time cutoffs that make races a truly inclusive experience.

For 2025, we are excited to see what's possible. The last year exceeded our expectations for growth, and the ceiling is currently unknown. Here's to a great year in running (and more)!



Data Set

This is the set of data used for the majority of this report. These numbers represent all events and registrations on RunSignup between 2020 and 2024, with a year defined as 12/1 of the previous year through 11/30 of the stated year.

Because the RunSignup platform has increased market share over those five years, growth in this overall data set cannot be taken as an indication of growth across the industry. For a better understanding of per-race participation growth throughout the industry, see section 1.1. These charts should be used simply to better understand the data that was analyzed.

Events on RunSignup

Event Type	2020 # Events	2021 # Events	2022 # Events	2023 # Events	2024 # Events
Overall	46,893	59,885	68,720	75,510	85,284
5K and less	24,407	30,140	35,664	40,105	45,778
10K and less	5,046	6,142	6,777	7,427	7,427
Half Marathon and less	3,572	4,091	4,420	5,024	6,053
Marathon and less	1,640	1,971	2,151	2,279	2,487
Ultra	2,256	2,585	2,572	2,703	2,806
Triathlon	956	1,518	1,823	2,023	2,156
Unknown	9,016	13,438	15,313	15,949	17,500

With no sole aggregator of endurance event data in the US, there is not a precise measure of the market. However, from our analysis of endurance industry estimates and aggregate calendars, we estimate the US market to be in the range of 20-25 million registrations.



Registrations on RunSignup

Event Type	2020 # Registrations	2021 # Registrations	2022 # Registrations	2023 # Registrations	2024 # Registrations
Overall	4,713,380	6,385,666	7,717,532	9,374,018	10,808,867
5K and less	2,677,195	3,810,273	5,103,643	5,817,438	7,054,314
10K and less	498,424	691,264	1,003,584	1,089,038	1,225,822
Half Marathon and less	564,017	632,755	848,975	921,360	1,020,249
Marathon and less	151,629	184,004	242,782	258,281	284,930
Ultra	290,792	259,726	227,236	219,557	244,904
Triathlon	36,554	116,272	145,656	160,006	165,945
Unknown	494,769	691,372	145,656	908,338	812,703

Our best estimate is that participation on RunSignup in 2024 represents at least **45-50% of the US race registration market.**

“

“ I do also want to say how extremely impressed I’ve been with RunSignup’s customer/tech support since I’ve been using the platform more as a race director. I’ve had nothing but wonderful experiences, and your platform allows us to do so many cool things. I just can’t speak highly enough of my experience.”

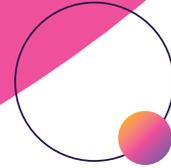
- Steve, Pineland Striders



01 The State of the Industry



The State of the Industry



Key Findings and Trends

- The endurance industry grew in 2024. Events **grew an average of 8.2% in 2024**.
- Large events, the slowest to recover from the pandemic, also saw improvement in 2024. Races with **more than 5,000 participants grew an average of 5.1%** in the last year. Small races fared even better, with races with **fewer than 500 participants growing 10%**.
- Repeat participation is relatively scarce, especially for long distances. Just **12% of marathoners return** the following year, and **overall repeat participation is only 17.4%**.
- There was little race churn in 2025. Just **3.9% of 2023 races with more than 500 participants did not recur in 2024**. That's the lowest churn we've reported since we began tracking churn in 2018.

Conclusions and Recommendations

- Growth is great, but it's impossible to grow at a high rate forever. Implement with retention tactics now, such as personalizing communications and implementing loyalty programs.
- While they've made significant progress, large races still lag a bit behind smaller ones on recovery. Keep the marketing gas on with automated marketing campaigns, email marketing, and a range of social media efforts.
- Even the best races struggle to attract the same runners over and over. Implement policies that motivate return, such as early registration for previous participants, special recognition for runners who reach a milestone year, and most of all, a fantastic race experience.
- Low race churn is great for existing races, but leaves few gaps in the market for new events. Prioritize growth for current events over introducing new races.

1.1 Participation Rates

The first goal of this report is to determine if races across the US are growing. To establish per-race growth, we compare *only* races that were on our platform in both 2023 and 2024. Across all distances, participation grew 8.2% from 2023 to 2024.

While all events grew, marathons and triathlons, events that require a significant amount of training and preparation, did see slower growth comparatively.

In 2023, we found that races lagged just 1% behind their 2019 participation levels. The continued growth in 2024 suggests that races have not only recovered, they have thrived.



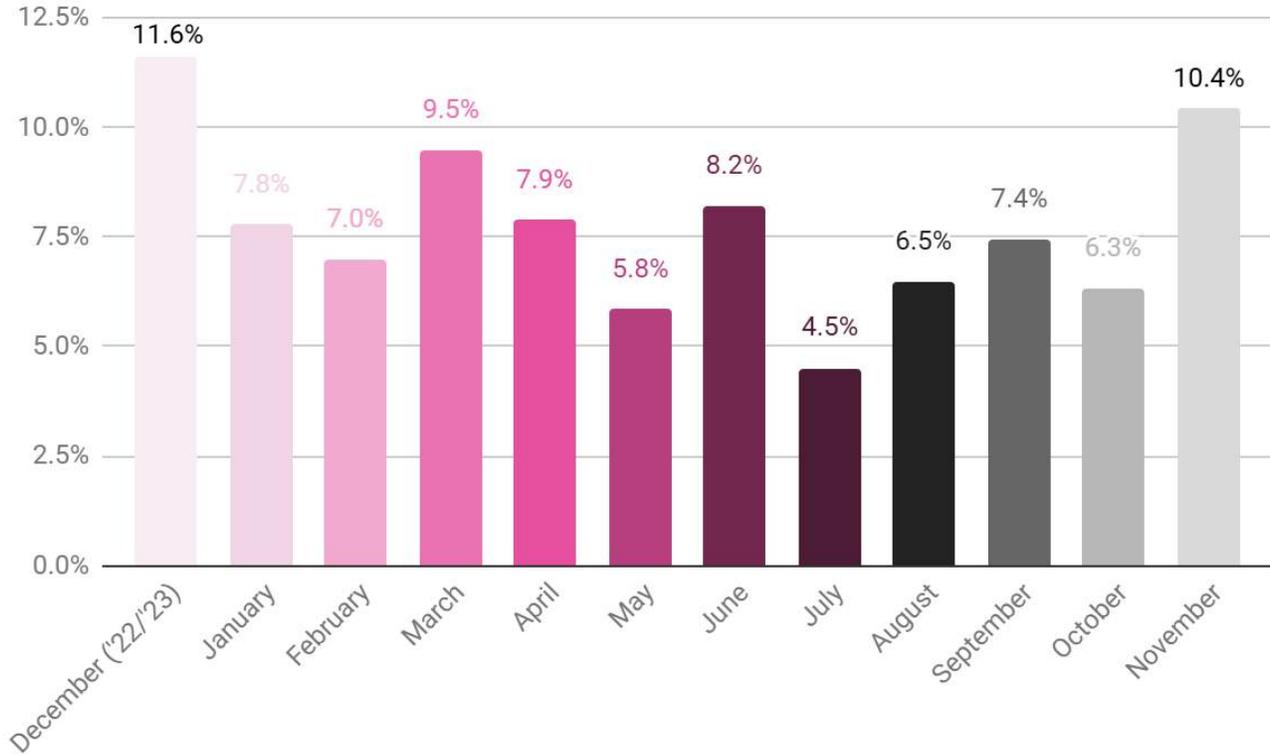
Change in Event Participation 2023 to 2024

Event Type	# Events 2023	# Events 2024	# Participants 2023	# Participants 2024	Growth
Overall	56,468	58,636	7,764,367	8,403,284	8.2%
5K and less	30,532	31,034	4,931,999	5,397,200	9.4%
10K and less	5,677	5,745	923,713	1,005,491	8.9%
Half Marathon and less	3,944	3,952	813,702	863,193	6.1%
Marathon and less	1,855	1,894	233,053	237,297	1.8%
Ultra	2,021	2,022	164,546	187,907	14.2%
Triathlon	1,700	1,756	141,642	146,832	3.7%
Unknown	10,739	12,233	555,712	565,364	1.7%



Changes 2023 to 2024 By Month

Growth was steady throughout the year, with the strongest growth in December – a month that still showed signs of COVID lagging last year. November’s strong growth aligns with the record-breaking participation we saw on Thanksgiving Day 2024.



Change 2023 to 2024 By Race Size

Over the last few years we have consistently seen the largest races struggle the most to recover from the impact of COVID. This has likely been due to increasing travel costs, interrupted participant traditions, and challenges for large race teams that could not fully re-staff after pandemic layoffs.

2024 showed signs that large races are, indeed, rebounding. Unlike the previous report that views growth within a single distance, this looks at growth across a full race weekend (I.E., a marathon, half marathon & 10K together). While races over 5,000 participants still saw less growth than smaller races, races of all sizes grew in 2024.

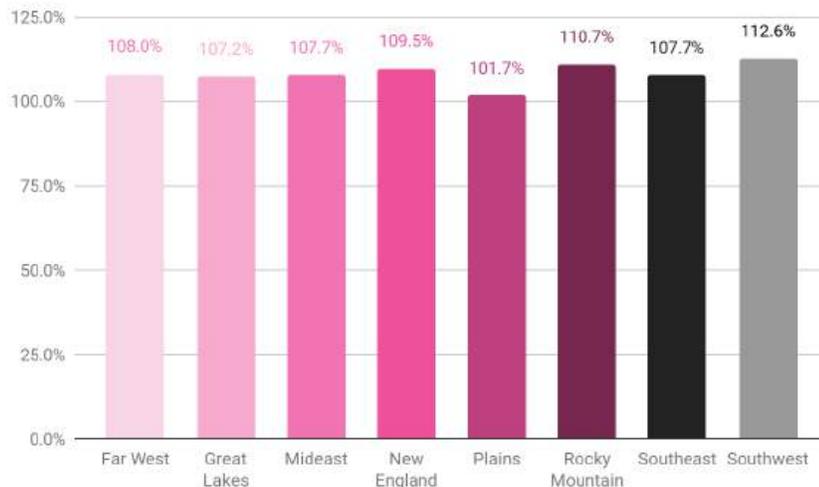
Size	2023 Participants	2024 Participants	Percent Change
Less than 500	2,620,632	2,882,647	10.0%
501-1,000	1,351,852	1,443,498	6.8%
1,001-5,000	2,339,916	2,519,134	7.7%
5,000+	876,828	921,599	5.1%

5% Per-Race Increase for Races With 5,000+ 2023 Participants

Note that this report differs from the overall 2023-2024 report in a few ways: First, it's looking at the numbers from an overall event weekend, regardless of the number of distances or options within the event (I.E., the Richmond Marathon with an 8K, half marathon, and full marathon and virtual event is a single event weekend). Second, the matching process on this report is less refined and it may not include events that did not use the renewal function. Lastly, the report by month only includes events in which two events were held in the same month, omitting some events that may have changed to a different date within the calendar year.

Regional Changes to Per Race Participation

While there is certainly hyper-local variation, the uptick in participation was seen across the country. All but one region saw 7-12% growth; the one outlier was the Plains, with just 1.7% growth since 2023.



Regions as defined by the Bureau of Economic Analysis

Far West: AK, CA, HI, NV, OR, WA

Great Lakes: IL, IN, MI, OH, WI

Mideast: DE, DC, MD, NJ, NY, PA

New England: CT, ME, MA, NH, RI, VT

Plains: IA, KS, MN, MO, NE, ND, SD

Rocky Mountains: CO, ID, MT, UT, WY

Southeast: AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV

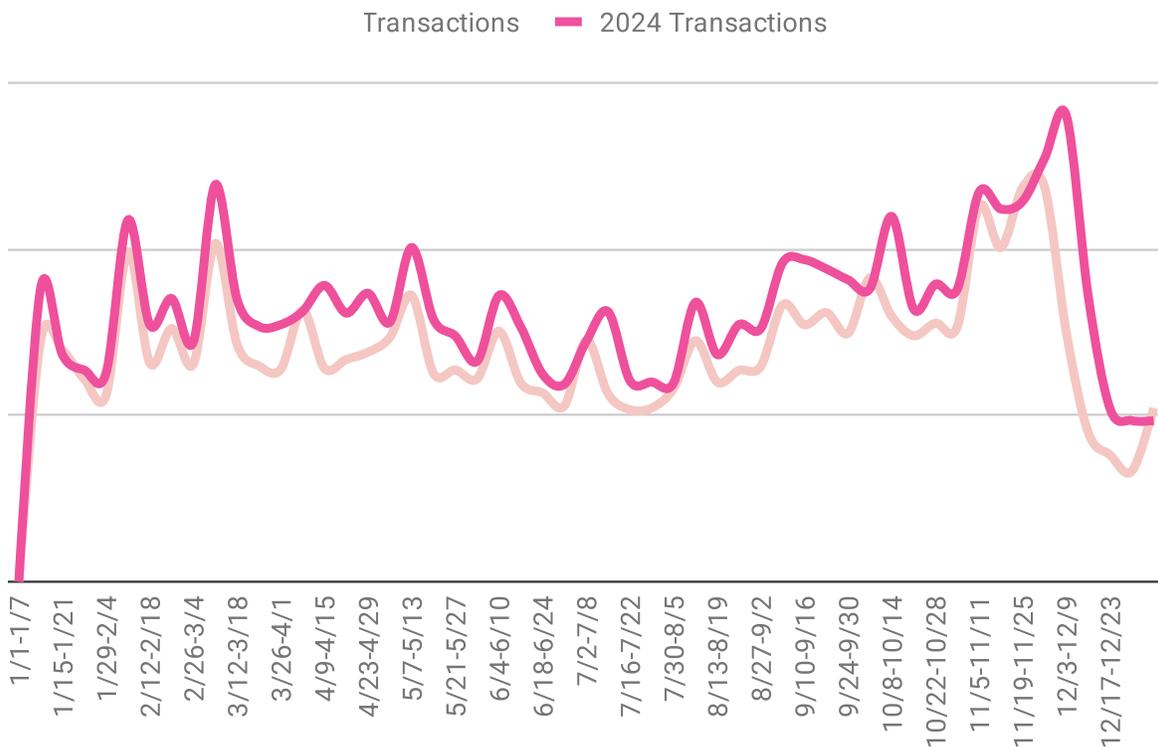
Southwest: AZ, NM, OK, TX

Transactions on the Platform

The final data that we reviewed for this section is our internal weekly transaction report. This report is impacted by new events and increased market share of the RunSignup platform and does not reflect the experience of an individual race director.

However, it provides a clear visual of the *patterns* of registration. From this, it's easy to see that the industry spikes and valleys remained consistent from 2023 to 2024.

Weekly Transactions



Takeaways

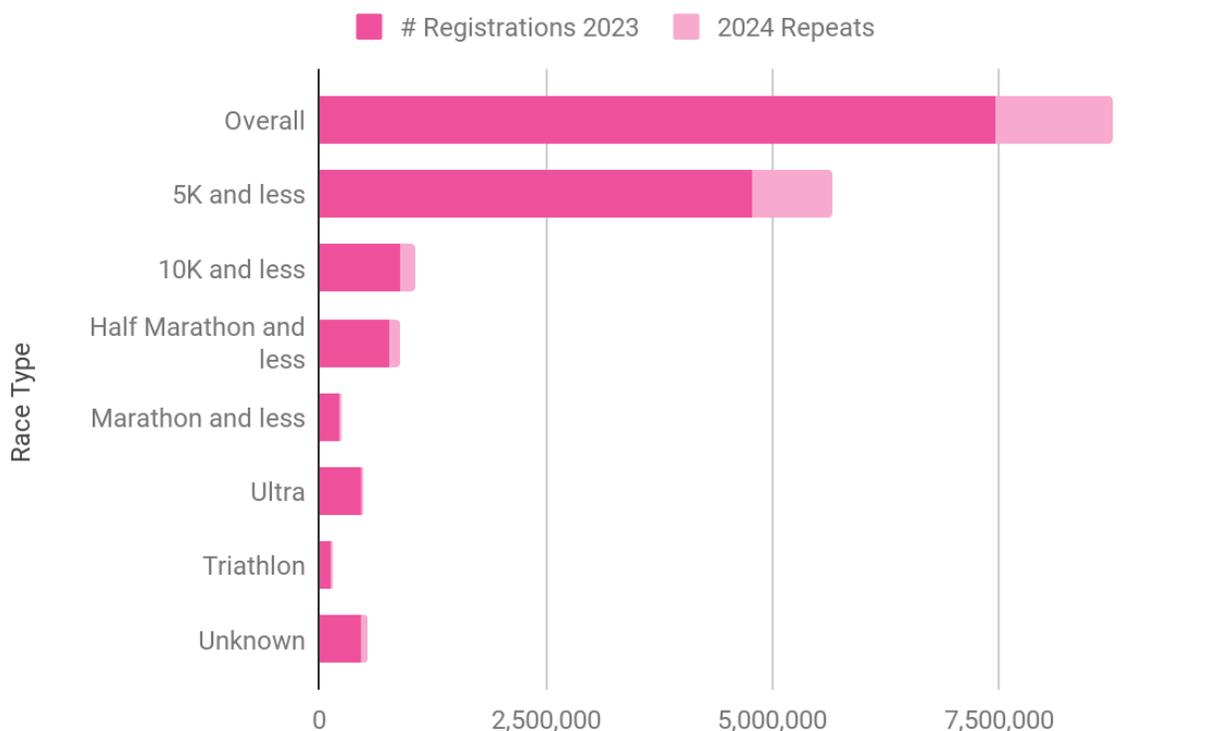
- It appears that the endurance industry has fully recovered from the pandemic and continues to grow. Capitalize on the boom with a great race day experience that will bring people back again next year – preferably, with a new friend or family member!
- Large events saw growth in 2024, but have struggled to expand as quickly as smaller races. Focus on your local community to bypass concerns about travel and cost and re-engage your core runners with loyalty programs, referral rewards, and community outreach.

1.2 Repeat Participation

This looks at how many of your participants from 2023 returned to your event this year. Over the last year, repeat participation has improved, with 17.4% of 2023 participants returning to the same event in 2024.

17%
of 2023 Participants
Returned to the
Event in 2024

Repeats as a Percentage of Registrations in 2023



Repeat participation fell throughout the pandemic and subsequent years, but continues to increase as the industry stabilizes. However, we still see that longer distances see fewer repeats than shorter distances. Half marathons, in particular, appear to be struggling to re-attract participants – in 2019, 19.7% of half marathon participants were repeats; in 2024, just 13.7% of participants were returners.

14% of Half Marathon Participants were Repeats

Repeat Participation by Year

Event Type	Repeat % 2020	Repeat % 2021	Repeat % 2022	Repeat % 2023	Repeat % 2024
Overall	10.1%	12.0%	14.1%	16.1%	17.4%
5K and less	9.9%	12.7%	15.7%	17.3%	18.5%
10K and less	11.9%	13.1%	15.2%	18.2%	19.7%
Half Marathon and less	11.5%	11.0%	10.0%	12.6%	13.7%
Marathon and less	7.2%	9.5%	10.2%	11.3%	12.0%
Ultra	8.1%	6.6%	9.5%	10.1%	11.5%
Triathlon	4.4%	7.9%	6.3%	8.5%	7.9%
Unknown	7.8%	11.5%	12.2%	13.7%	14.9%

Takeaways

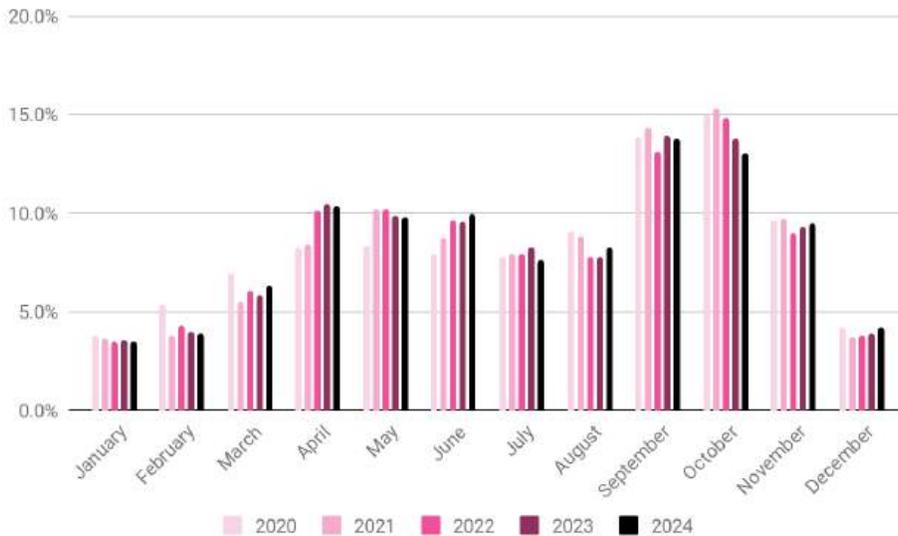
- Repeat participation isn't guaranteed. Shorter distances are ideal for creating traditions and building years of repeat participation, but for all distances make sure you have multiple touch points with previous participants, including email and social media.
- For longer distances in particular, consider loyalty programs and repeat-runner perks to keep participants motivated to take up your challenge again.
- Retention will never be enough. Ensure your race is welcoming to *new* runners with beginner-friendly distances, training programs for new runners, and social teams that ensure a positive experience that brings runners back year after year.

1.3 Distribution of Events

After a few years of frequent race postponements and seasonal cancellations, the distribution of events appeared fairly stable in 2024. Races trend heavily towards shoulder seasons, with 47% of races taking place in the spring and fall months of April, May, September, and October. November also sees significant participation, but it's worth noting that 11% of all November events were on a single day: Thanksgiving Day.

Events by Month

Month	2020 % of Total	2021 % of Total	2022 % of Total	2023 % of Total	2024 % of Total
January	3.8%	3.6%	3.5%	3.5%	3.5%
February	5.3%	3.8%	4.3%	4.0%	3.9%
March	6.9%	5.5%	6.1%	5.8%	6.3%
April	8.3%	8.4%	10.1%	10.4%	10.3%
May	8.4%	10.2%	10.2%	9.9%	9.8%
June	7.9%	8.7%	9.6%	9.6%	10.0%
July	7.7%	7.9%	7.9%	8.2%	7.6%
August	9.0%	8.8%	7.7%	7.8%	8.3%
September	13.8%	14.3%	13.1%	13.9%	13.8%
October	15.0%	15.3%	14.8%	13.7%	13.0%
November	9.6%	9.7%	9.0%	9.3%	9.4%
December	4.2%	3.7%	3.8%	3.9%	4.2%



27%
of 2024 Races Took Place in September or October

Events vs. Participation by Month

One important question: does monthly participation match the number of available events? By and large, the answer appears to be yes, with one exception. November, the month of Turkey Trots, sees outsized participation compared to the number of available events. In contrast, participation in June, August, and September is a bit low compared to the percentage of events offered.



9% of Races Are in November

29% of Yearly Race Participation is in November

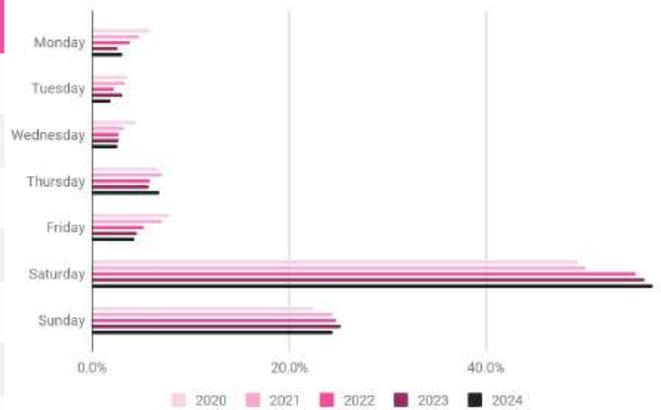
Unsurprisingly, weekends are the most popular racing days. While the preponderance of virtual races led to a slight uptick of weekday races in 2020 and 2021, those have fallen out of popularity in recent years. Saturdays are the first choice, with 57% of races while Sundays offer 24% of all races.



Note that this stat looks at the *first* day of a race, so Sundays are likely a bit of an undercount due to race weekends that offer one (or more) distances on Saturday and an additional distance on Sunday.

Events by Day of the Week

Day	2020	2021	2022	2023	2024
Monday	5.8%	4.8%	3.8%	2.6%	3.1%
Tuesday	3.5%	3.3%	2.3%	3.1%	1.8%
Wednesday	4.4%	3.2%	2.8%	2.7%	2.6%
Thursday	6.6%	7.0%	5.9%	5.7%	6.8%
Friday	8.0%	7.1%	5.2%	4.5%	4.3%
Saturday	49.3%	50.1%	55.2%	56.1%	56.9%
Sunday	22.3%	24.4%	24.8%	25.3%	24.4%



Takeaways

- The schedule is crowded on weekends in peak season. Consider events that embrace the challenges of the offseason, with winter and summer events themed for the season. Shorter distances may be more viable for adverse weather conditions.
- Look at where there are more runners than races. While Thanksgiving may seem saturated, there's still a high demand for even more events. On the flip side, some summer months may be offering more events than participants are willing to join.

1.4 Churn

RunSignup internally tracks *churn* – including both events that do not recur and those that recur but change registration platforms. This allows us to evaluate the health of the industry and determine if there are emerging competitors with strengths we need to match.

Tabulating this report is a highly manual process. As such, this data represents only events over 500 participants that use our platform from year to year. Smaller events are excluded.

Note: This report is based on a calendar year (January -> December) instead of the offset year (December -> November) represented in most of our reports.

Competitor and No Race Churn 2023-2024 Compared to Race Renewals and New Races



	Total Events Over 500 In 2023	Total Events Over 500 In 2024	Net New 2024 Races Over 500	Renewed Same Month	Renewed New Month	Competitor Churn	No Race Churn	Competitor Churn %	No Race Churn %
January	121	131	24	106	18	2	7	1.7%	5.8%
February	143	169	40	121	14	1	7	0.7%	4.9%
March	260	319	97	224	18	2	16	0.8%	6.2%
April	333	362	89	257	48	6	22	1.8%	6.6%
May	353	394	87	308	27	5	13	1.4%	3.7%
June	253	307	77	223	15	7	8	2.8%	3.2%
July	265	317	50	236	20	4	5	1.5%	1.9%
August	192	222	47	163	18	1	10	0.5%	5.2%
September	382	447	130	309	48	7	18	1.8%	4.7%
October	421	459	132	343	41	5	22	1.2%	5.2%
November	812	699	109	668	14	4	13	0.5%	1.6%
December	218	246	38	205	6	2	5	0.9%	2.3%
Total	3,753	4,072	430	3,163	287	46	146	1.2%	3.9%

The overall churn rate for 2023 events that did not recur in 2024 was just 3.9%. That represents the lowest no-race churn we've seen since we started reporting on it in 2018. In recent, non-pandemic, years we have seen churn hover around 5-6%. This suggests a relatively stable market, with few new gaps opening up in the schedule.

4% of 2023 Races Were Not Held in 2024

Competitor churn has remained low over the last four years. The biggest drivers of competitor churn have come from acquisitions that include registration platforms and races, changes in partnerships and strategy for timing companies, and potentially unsustainable sales strategies with aggressive financial incentives. Regardless, new races on the platform continue to out-pace both competitors and no race churn.

Competitor Churn 2020-2024

Competitor Losses	2020	2020%	2021	2021 %	2022	2022 %	2023	2023 %	2024	2024 %
New Events	1,027		1,320		1,652		889		921	
EnMotive	38	2.6%	27	4.5%	0	0.0%	5	0.2%	2	0.1%
RaceRoster	8	0.6%	9	1.5%	8	0.4%	29	1.0%	13	0.4%
ItsYourRace	1	0.1%	2	0.3%	0	0.0%	1	0.0%	0	0.0%
Active	6	0.4%	2	0.3%	2	0.1%	5	0.2%	2	0.1%
CT/Athlinks	1	0.1%	2	0.3%	1	0.1%	26	0.9%	2	0.1%
Events.com	2	0.1%	3	0.5%	0	0.0%	0	0.0%	0	0.0%
Showlix	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
RaceWire	0	0.0%	1	0.2%	0	0.0%	1	0.0%	0	0.0%
onecause	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.1%
Custom	5	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
EventBrite	3	0.2%	1	0.2%	0	0.0%	0	0.0%	2	0.1%
RedPodium	2	0.1%	1	0.2%	0	0.0%	1	0.0%	0	0.0%
BlackBaud	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
elitefeats	2	0.1%	0	0.0%	0	0.0%	1	0.0%	3	0.1%
RaceEntry	1	0.1%	1	0.2%	0	0.0%	1	0.0%	2	0.1%
Vertical Runner	0	0.0%	1	0.2%	0	0.0%	0	0.0%	0	0.0%
Classy	1	0.1%	0	0.0%	0	0.0%	1	0.0%	1	0.0%
GetMeRegistered	2	0.1%	0	0.0%	1	0.1%	0	0.0%	1	0.0%
Haku	0	0.0%	1	0.2%	0	0.0%	1	0.0%	2	0.1%
Lightbox Registrations	0	0.0%	1	0.2%	0	0.0%	0	0.0%	0	0.0%
Qgiv.com	1	0.1%	2	0.3%	0	0.0%	0	0.0%	0	0.0%
RacesOnline	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	8	0.6%	19	3.1%	8	0.4%	3	0.1%	10	0.0%

Takeaways

- Race churn is low, meaning there may be limited opportunities for new races in the schedule. Evaluate local demand and focus on unique concepts when introducing new events.
- Races are doing well! Take time to thank your participants. Then, create referral programs that ask your fans to help you grow your race and implement loyalty programs that incentivize repeat participation.





“We are a small race to raise funds for horse rescue. Until this year, we used [another registration site] as our registration website. I was just commenting to my colleague about how happy I am now that we have switched to RunSignup! It is a world of difference!

So, we’re not a big race and we’re not super-experienced, but I wanted to thank you for making this so much easier, and so much more fun! I love how easy the site is, and how responsive you are when I have a question. The features are smart, and really helpful. Just discovered I can let my timer access our registration – what a breeze! So thank you!”



- Ellen B, Little Moe 5K Walk/Run

02 Event Trends



Event Trends

Key Findings and Trends

- Virtual participation continued to decline, with just **2.4% of 2024 participants opting for virtual**. Keep your virtual option to fill out participation on the margins, but focus on your in-person experience.
- Women continue to make up the majority of participants, **with 53% of 2024 participants identifying as women**.
- While concern about reaching young adults persists, the **16.2% of participants between 18-29** is the highest rate of participation by that age group since before the pandemic.
- Most races are small. In 2024, **87% of race weekends had fewer than 500 participants**. Meanwhile, large races get outsized media attention, but events over 5,000 make up **just 0.4% of races**. That means participants are more likely to experience the industry via small events: **38.4% of participants registered for a race with 500 or fewer participants**, while just **12.9% registered for a race with more than 5,000 participants**.

Conclusions and Recommendations

- It's great to offer a virtual option for inclusivity and tradition, but keep most of your resources focused where most of your participants are: in-person on race day.
- The gender gap in participation has shrunk a bit, but female participants still lead the way. Make sure all marketing and merch options are inclusive of women.
- It's encouraging that young adult participation is rising, but don't get complacent. Continue to experiment with new marketing platforms and focus on event elements that are proven to draw young Millennials and Gen Z: charity support and social experiences.
- Large, premier, events are only a fraction of the endurance industry and most runners experience small to mid-sized races, not mega-events. Implement technology like runner tracking and notifications to give your smaller race a big-race impression while maintaining a community feel.

2.1 Participation by Event Type

The popularity of virtual events continues to decline following the COVID boom in virtual events. While virtual events are still more common than pre-pandemic, there are fewer virtual events and fewer people opting for virtual options. The two main, remaining buckets for virtual events include:

- Niche virtual-only events with popular themes, premium swag, and significant digital marketing.
- Low key virtual options connected to in-person events to encourage maximum participation (from anywhere).

Percent of Events by Type

Event Type	2020 % of Events	2021% of Events	2022 % of Events	2023 % of Events	2024 % of Events
In-Person	59.8%	74.8%	87.6%	90.9%	92.1%
Virtual Race	33.9%	20.3%	10.5%	7.9%	6.9%
Virtual Challenge	6.3%	4.9%	1.9%	1.3%	1.0%

8% of 2024 Events Were Virtual (Or Challenges)

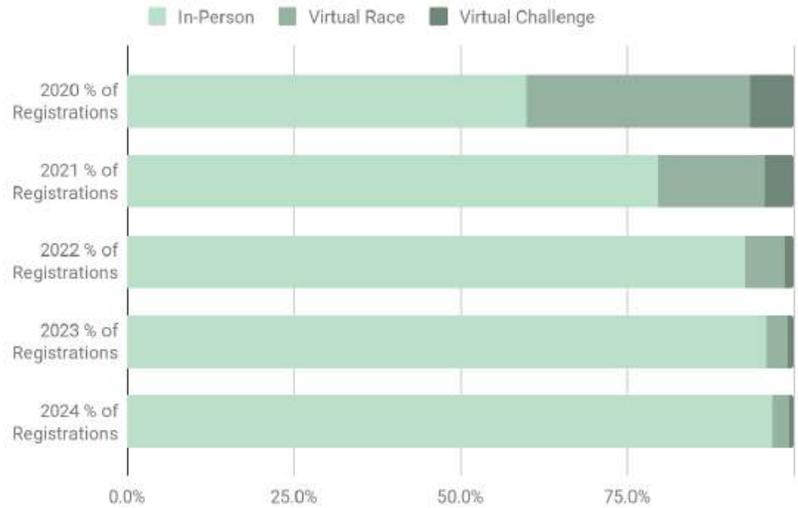
3% of 2024 Participants Opted for Virtual

Registrations by Event Type

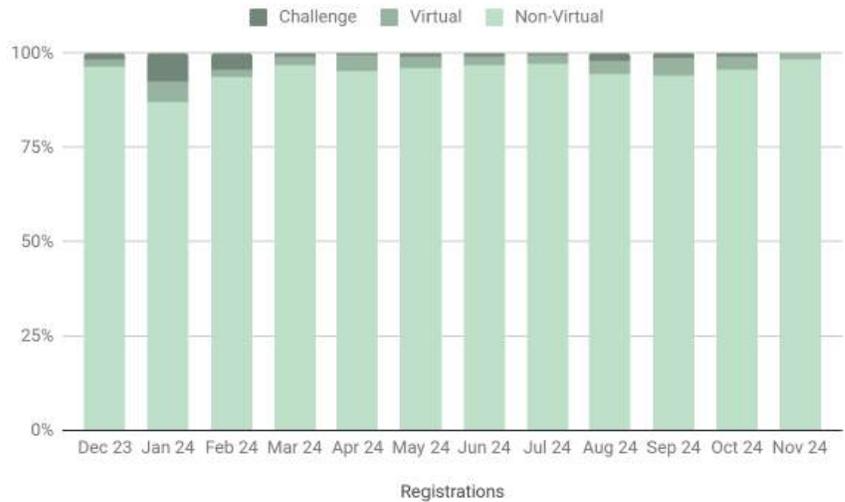
Event Type	2020 % of Registrations	2021 % of Registrations	2022 % of Registrations	2023 % of Registrations	2024 % of Registrations
In-Person	59.8%	79.6%	92.8%	95.7%	96.8%
Virtual Event	33.4%	15.9%	5.7%	3.2%	2.4%
Virtual Challenge	6.7%	4.5%	1.5%	1.0%	0.8%

Percent of Registrations by Event Type

Interestingly, for the second year in a row, virtual participation was noticeably highest in January. This suggests some demand for virtual options - both traditional virtual races and virtual challenges - at the beginning of the new year. This is likely related to both inclement weather and New Year's resolutions.



Registration Distribution by Month



Takeaways

- Demand for virtual events continues to decline. While they can be a nice way to add 1-2% to your participation numbers, keep the overhead low and your virtual offerings simple.
- Consider a virtual New Year's event to boost your slow winter season. Make sure you include a hook, like a fun theme or premium swag to make the virtual event worthwhile.

2.2 Participant Demographics

The gender distribution of races remained relatively unchanged in 2024. While we've seen a slight narrowing of the gap, the majority of participants (53.2%) still identify as female.

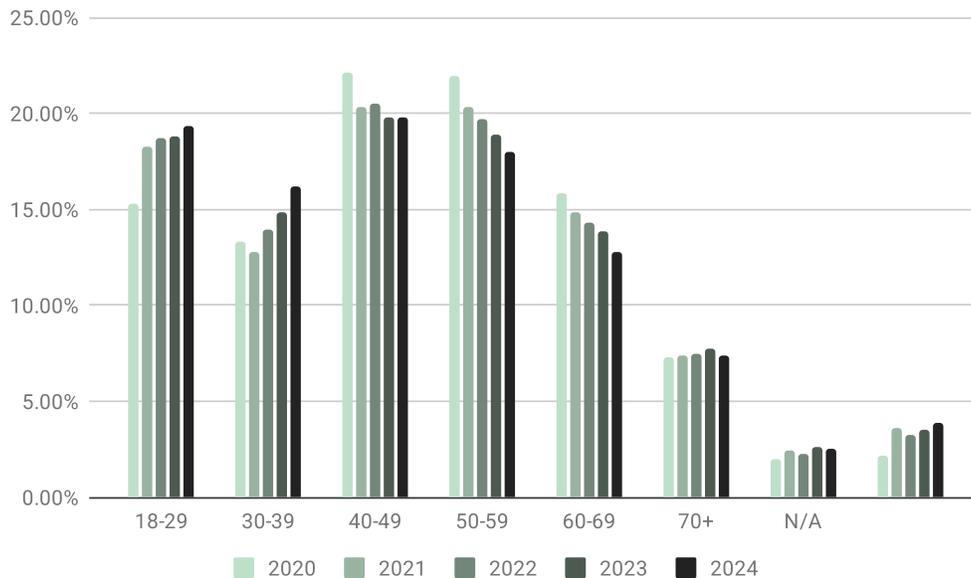
53%
of 2024 Participants Identified As Female

Overall Participation by Gender

Gender	2020	2021	2022	2023	2024	% Change 2023-2024
Male	39.8%	42.2%	43.9%	44.7%	44.6%	-0.1%
Female	58.3%	55.4%	54.1%	53.4%	53.2%	-0.4%
Non-Binary	-	-	0.2%	0.2%	0.2%	-12.1%
N/A	1.9	2.4	1.9%	1.7%	2.0%	13.0%

Some fun runs and virtual events don't require a gender field. In 2024 2% of registrants did not identify a gender in registration. Non-binary

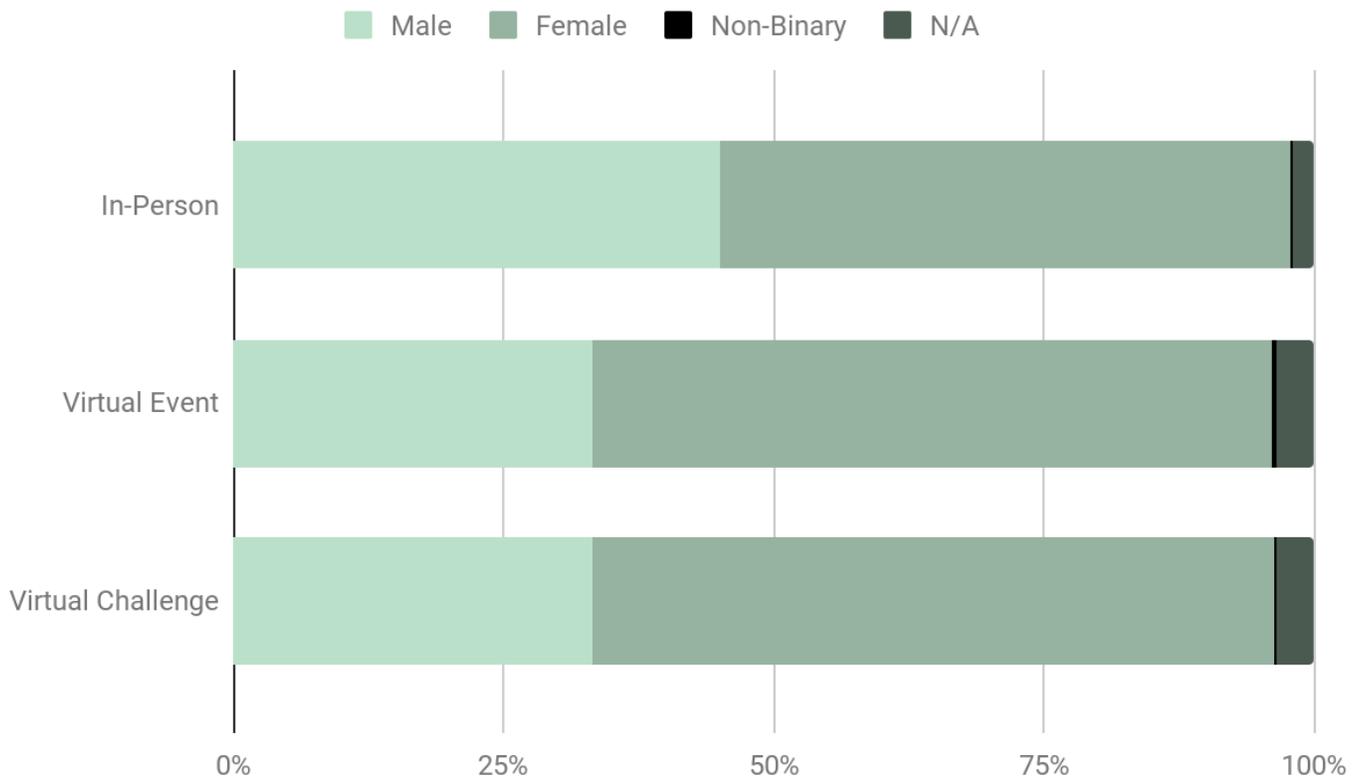
participation remained relatively steady, although that may be more likely to shift if a greater percentage of races enable the option.



While virtual participation makes up a relatively small percentage of all racers, it does provide insight into what characteristics may appeal to different groups. While female runners still dominate virtual events, we did see an uptick in participation by male runners in 2024.

Gender by Event Type

Gender	2022 Virtual Challenge	2023 Virtual Challenge	2024 Virtual Challenge	2022 Virtual Race	2023 Virtual Race	2024 Virtual Race	2022 In-Person Race	2023 In-Person Race	2024 In-Person Race
Male	30.0%	29.9%	33.2%	27.9%	30.7%	33.3%	45.1%	45.3%	45.0%
Female	64.7%	61.0%	63.1%	66.9%	65.2%	62.8%	53.1%	52.9%	52.9%
Non-Binary	0.1%	0.2%	0.2%	0.1%	0.3%	0.3%	0.2%	0.2%	0.2%
N/A	5.2%	8.9%	3.5%	5.0%	3.8%	3.6%	1.7%	1.6%	1.9%



63% of 2024 Virtual Race Participants Identified As Female

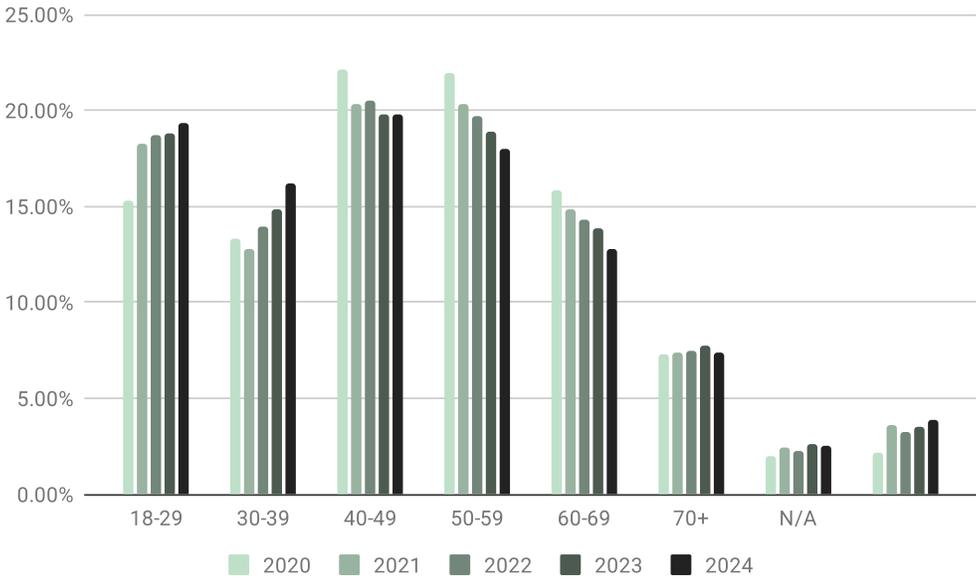
The COVID years brought a significant decline in participation by young adults (18-29), prompting concern for the future of the sport. 2024 continued the trend of improving participation by 18-29 year olds, with 16.2% of participants in that range. While young runners still lag a bit behind rates in the late-2010's, when 18-29 year olds made up 17-22% of all participants, the trend is cause for optimism. Of particular note: participation also increased for runners under 18.

Overall Participation by Age

Age	2020	2021	2022	2023	2024	% Change 2023-2024
Under 18	15.3%	18.3%	18.7%	18.8%	19.4%	2.8%
18-29	13.3%	12.8%	13.9%	14.8%	16.2%	8.6%
30-39	22.2%	20.3%	20.5%	19.8%	19.8%	-0.1%
40-49	22.0%	20.3%	19.7%	18.9%	18.0%	-4.8%
50-59	15.8%	14.8%	14.3%	13.8%	12.8%	-8.2%
60-69	7.3%	7.4%	7.4%	7.8%	7.4%	-5.3%
70+	2.0%	2.4%	2.3%	2.6%	2.5%	-1.9%
N/A	2.1%	3.6%	3.2%	3.5%	3.9%	11.0%

Age also impacts the type of event participants choose. Runners over 50 make up a much larger share of participants at virtual races and challenges than in-person events, while participants under 30 tend to opt-for in-person participation.

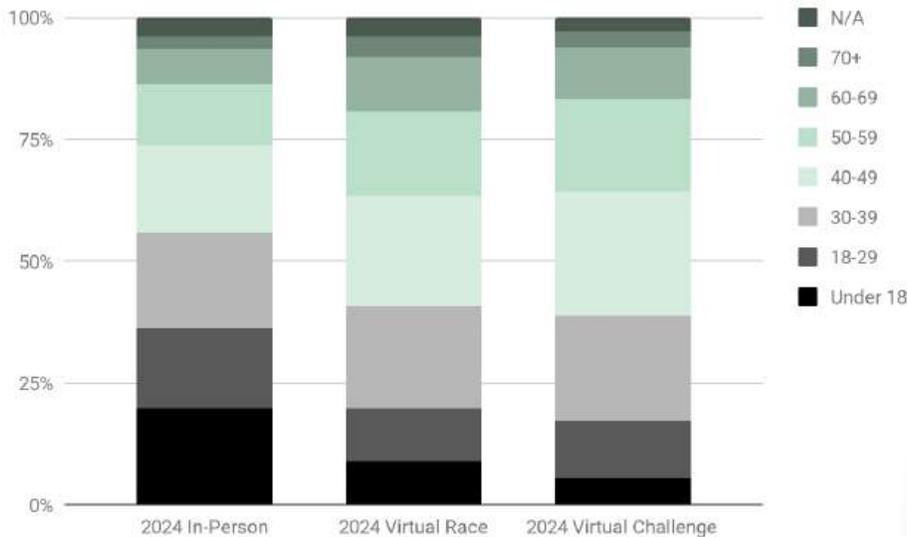
Multiple factors likely play a role in this trend, including confidence participating in competitive events, the desire to participate in social activities with family and friends, and scheduling challenges. Regardless, it does highlight the importance of maintaining some virtual presence to ensure truly inclusive events.



16% of 2024 Participants Were 18-29

Age by Event Type

Age	2022 Virtual Challenge	2023 Virtual Challenge	2024 Virtual Challenge	2022 Virtual Race	2023 Virtual Race	2024 Virtual Race	2022 In-Person Race	2023 In-Person Race	2024 In-Person Race
Under 18	4.9%	4.5%	5.5%	8.4%	9.0%	8.9%	19.5%	19.3%	19.8%
18-29	9.4%	10.6%	11.6%	10.6%	10.7%	11.0%	14.2%	15.0%	16.4%
30-39	21.2%	20.7%	21.7%	21.5%	20.7%	20.7%	20.4%	19.8%	19.8%
40-49	26.0%	25.0%	25.4%	23.9%	23.2%	22.8%	19.3%	18.7%	17.8%
50-59	20.6%	19.5%	19.0%	18.0%	18.1%	17.4%	14.0%	13.6%	12.6%
60-69	10.5%	10.4%	10.5%	9.1%	10.5%	10.9%	7.3%	7.6%	7.2%
70+	2.9%	3.1%	3.2%	2.9%	3.8%	4.3%	2.3%	2.6%	2.5%
N/A	4.5%	6.2%	3.0%	5.6%	4.0%	3.9%	3.0%	3.4%	3.9%



33%
of Virtual Challenge Participants Were Over 50

While **22%**
of In-Person Participants Were Over 50

Takeaways

- Young adults are (slowly) returning to racing. Keep them engaged and coming back with interactive race days that include opportunities to socialize while raising money for charity.
- Offer (and promote) kids events to start hooking the next generation now. You may not make money on a kids race today, but ingraining a culture of running events can pay dividends in a few years.
- The majority of race participants are still female. Offer merch tailored to women and integrate female athletes in your marketing images and messaging.
- Consider ways to make your events inclusive to everyone, even older runners. Virtual options or flexible distances can help make your event into a multi-generational celebration.

2.3 Race Sizes

Despite outsized media attention for large events, the majority of endurance events in the US are small community affairs. For this report, we looked at the size of full race weekends, meaning that a race that includes both a 5K and a 10K would have both events represented in their total.

While nearly half of all events (46%) had fewer than 100 participants, a relatively small percentage (6.5%) of all participants were competing at races of that size. On the flip side, 5.8% of participants compete in races with more than 10,000 participants, despite them making up just 0.1% of all races. Still, small to midsized events dominated, with races of 2,500 or fewer making up 98.7% of all races for 76.3% of all participants.

Percent of Races by Race Size

	2022	2023	2024
100 or less	48.0%	48.4%	46.0%
101-500	40.2%	39.5%	40.9%
501-1,000	7.1%	7.2%	7.8%
1,001-2,500	3.5%	3.6%	3.9%
2,501-5,000	0.8%	0.9%	0.9%
5,001-10,000	0.3%	0.3%	0.3%
10,001+	0.1%	0.1%	0.1%

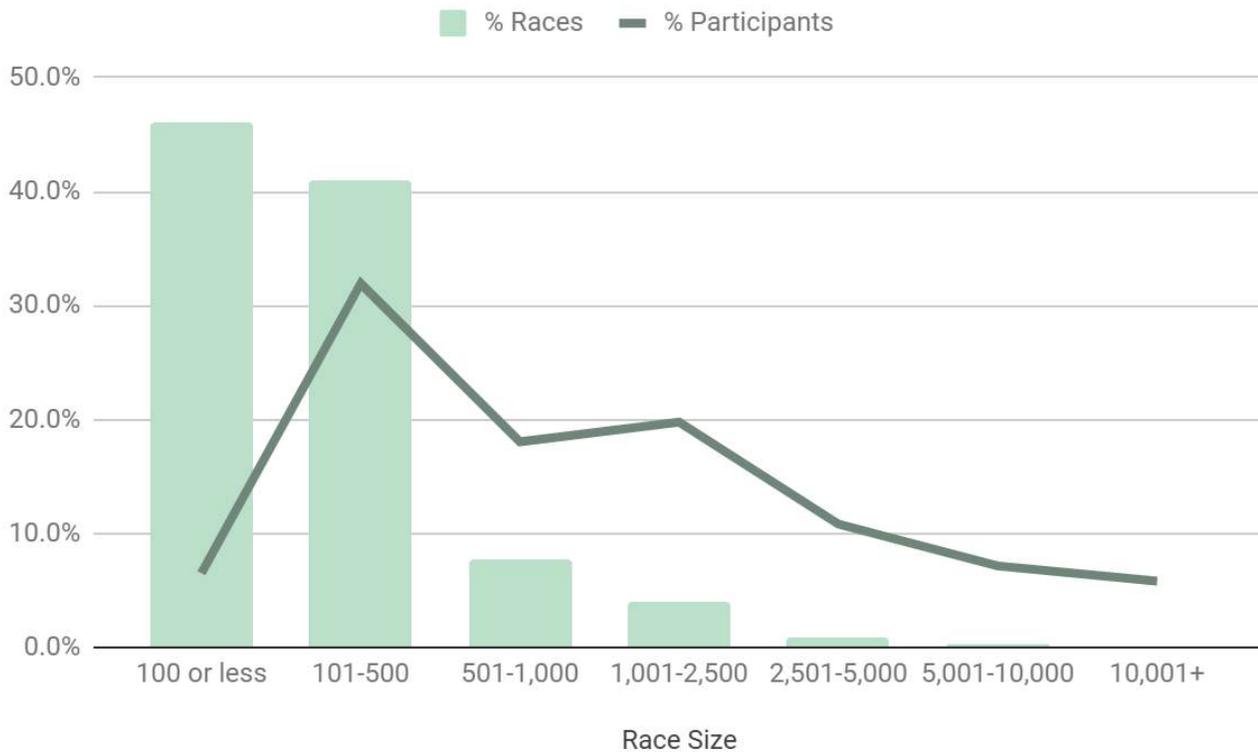
Percent of Participants in Races of Various Sizes

	2022	2023	2024
100 or less	7.2%	6.8%	6.5%
101-500	32.8%	32.8%	31.9%
501-1,000	17.3%	17.7%	18.0%
1,001-2,500	18.8%	19.2%	19.8%
2,501-5,000	9.8%	11.5%	10.8%
5,001-10,000	7.7%	6.2%	7.1%
10,001+	6.3%	5.6%	5.8%

87% of 2024 Race Weekends Had 500 or Fewer Participants

38% of 2024 Participants Registered for a Race with 500 or Fewer Participants

Percent of Races by Size Compared to Percent of Participants



0.4% of 2024 Race Weekends Had More Than 5,000 Participants

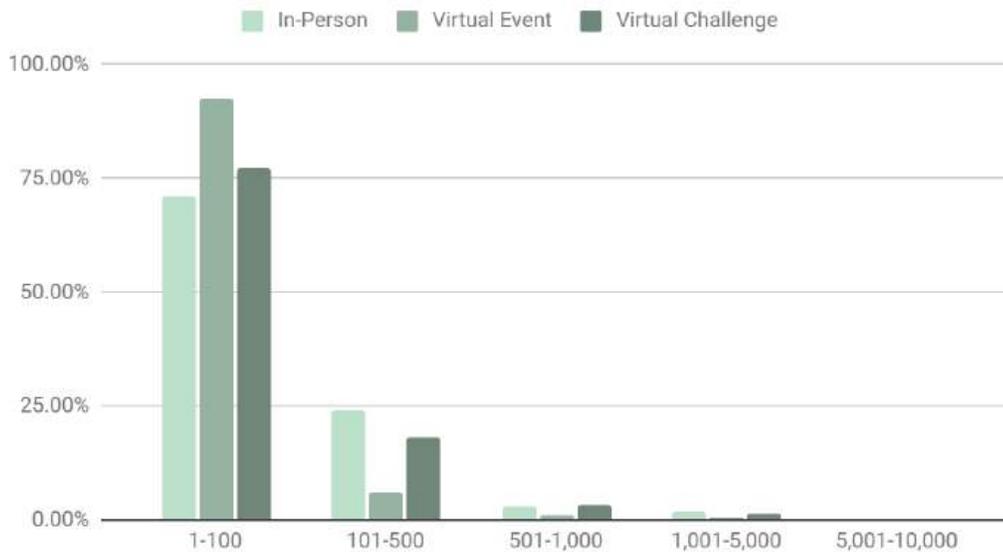
13% of 2024 Participants Registered for a Race with More Than 5,000 Participants

Race Events By Size and Type

Finally, we looked at individual race events (I.E., an in-person 5K or a virtual 10K) to see how big individual events are, and how that differs for in-person and virtual events.

Small events are more common across the board, but virtual races and challenges are even more likely to be small than in-person events. In 2024, 71% of in-person events had 100 or fewer participants, compared to 77% for virtual challenges and 92% for virtual events. This supports the theory that virtual races today are more often supplemental options for in-person events instead of standalone events.

2024 Size of Event by Type



92% of Virtual Events Have 100 or Fewer Participants

Takeaways

- The majority of the running community exists around small community events and local mid-sized races. To grow your events, tap into local runners by working with grassroots running clubs, running stores, and coaches.
- The challenges and resources of a major marathon are very different from a nonprofit 5K. Seek out mentorship from races like your own through online forums like the Race Director's Hub and local experts like timers and race management companies.
- Virtual races can be a good way to build your overall participation without increasing overhead, but most virtual races are small – don't over-invest in virtual.

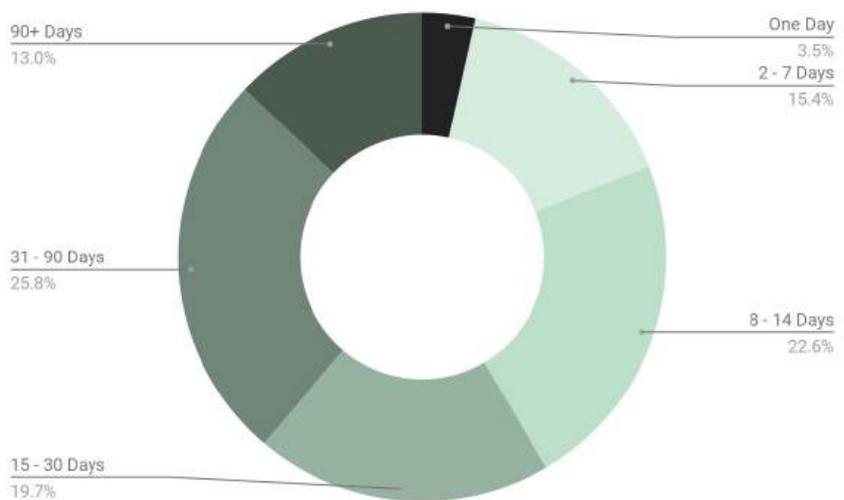


2.4 Length of Virtual Events

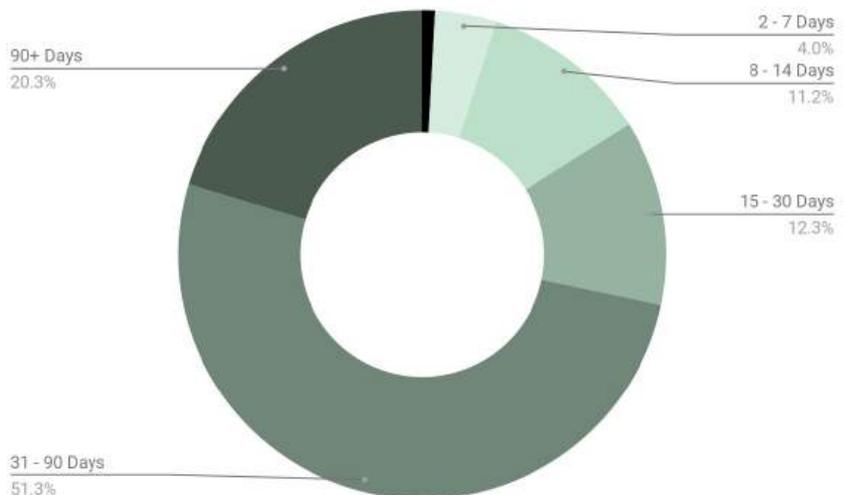
While most in-person events take place over the course of a single day, just 4% of virtual events and 1% of virtual challenges take only a day. There are still differences between virtual events and challenges, however. Virtual challenges tend to be protracted, with 71.7% lasting more than 30 days, while the length of virtual events is more variable, ranging from a single day to 90+ days.



Length of a Virtual Race



Length of a Virtual Challenge



72% of Virtual Challenges Run for More Than 30 Days



Takeaways

- Flexibility is key for virtual participants. If you're hosting a virtual event (or attaching one to your in-person option), provide a long enough timeline for everyone to complete their run.
- A virtual challenge should be true to the name: a challenge. Keeping participants engaged for a month or more requires a commitment, but it's also what makes them worthwhile for participants. Set up as many automated rewards as possible to keep people excited to continue.



“We are still somewhat new to RunSignup and its endless possibilities, and it has been fun exploring them and making them work for us. IMHO, it is a fantastic platform, and your support makes it even better.

RunSignup has streamlined our registration/club membership/grand prix process so much that I have freed up a lot of the time I devoted to these programs in the past. Thank you!”

-Peg G, Gulf Winds Track Club



03 Registration Trends





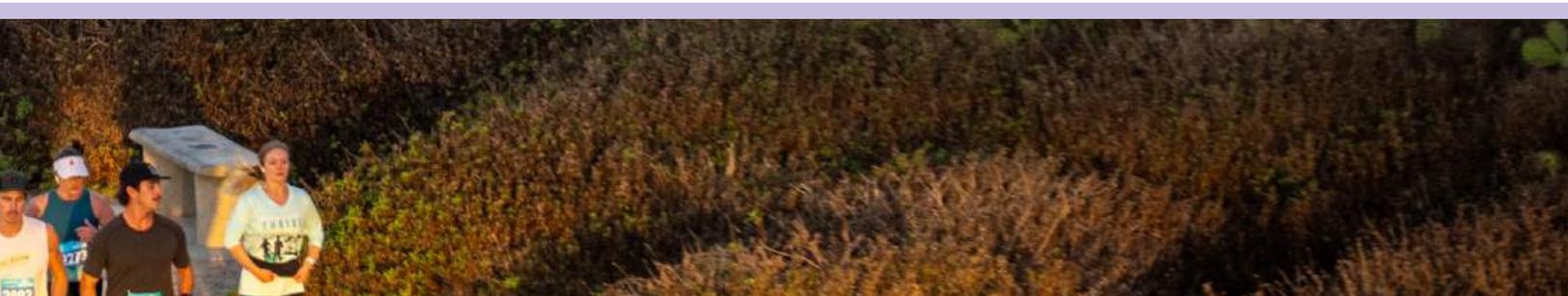
Registration Trends

Key Findings and Trends

- While it was a slight shift, 2024 saw registration timelines move to the middle with fewer early registrations and fewer last minute sign ups. **23.9% of registrations came on race week** while **9.9% of registrations happened more than 3 months in advance**. All race distances aren't equal though – marathons saw just 6.5% of registrations on race week and 53.1% occurring more than 3 months prior to race day.
- Prices continued rising in 2024, with **10K prices increasing 5.3%**, adding to the 4.4% increase they saw from 2022 to 2023.
- Mobile dominates. In 2024 **74.1% of race website views were on a mobile phone or tablet**. Even more significant, a majority of 2024 transactions (**60.6%**) also took place on a mobile device or tablet.
- Making payment easy leads to lower dropout rates and a better registration experience. In 2024, **34.9% of registrants opted to pay with Apple Pay or a Saved Credit Card**.

Conclusions and Recommendations

- Race week registrations hover a little under one quarter of all registrations. Use the more precise number for your event distance to estimate merch and supplies, and let procrastination boost your revenue with a late price increase.
- Raising prices can be scary, but this year's increase prices coincide with increased participation. As long as price increases stay in line with increases elsewhere in the economy, they aren't deterring participation.
- Make mobile your priority. If you aren't using a mobile-optimized RunSignup race website and email, test every step of your website and registration process on mobile and simplify your registration path with fewer custom questions.
- Make payments as easy as possible on a phone to reduce your drop-off rate. This includes limiting questions, allowing for saved credit cards, and offering payment options like Apple Pay.



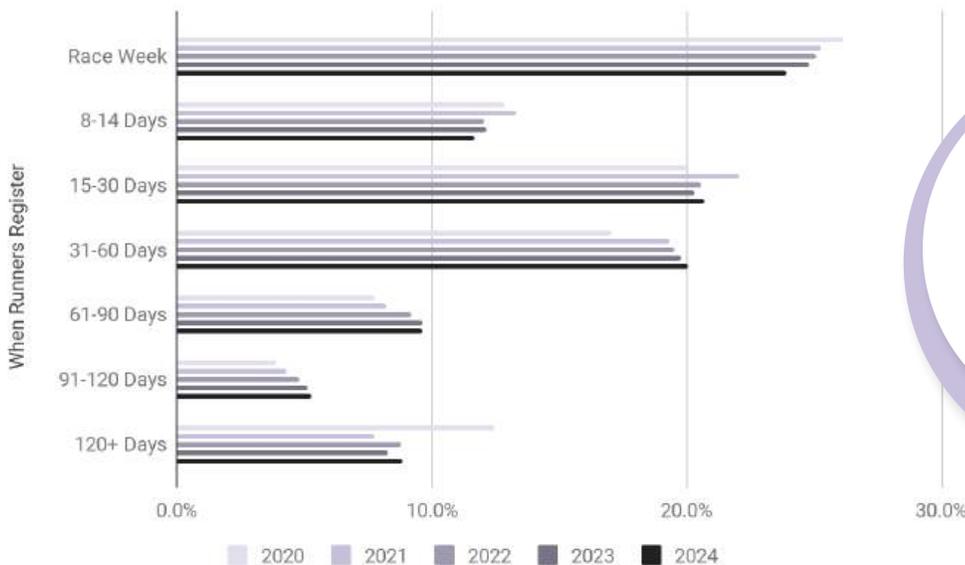
3.1 When Runners Register

Race registration patterns have been remarkably consistent throughout the life of this report. 2024 remained similar, with 23.9% of participants registering on race week. On average, registrations start slow, pick up considerably two months to two weeks out from race day, slow for a week, and then

accelerate in the final days. Perhaps surprisingly, there was a slight shift away from procrastination in 2024, with registrations less than two weeks out declining a bit.

When Runners Register

When Runners Register	2020	2021	2022	2023	2024	Change 2023-2024
Event Week	26.1%	25.2%	25.1%	24.8%	23.9%	-3.8%
8-14 Days	12.9%	13.3%	12.1%	12.1%	11.7%	-3.5%
15-30 Days	20.0%	22.0%	20.6%	20.3%	20.7%	1.9%
31-60 Days	17.0%	19.3%	19.5%	19.8%	20.0%	1.3%
61-90 Days	7.7%	8.2%	9.2%	9.7%	9.7%	0.1%
91-120 Days	3.9%	4.2%	4.8%	5.1%	5.3%	3.1%
120+ Days	12.4%	7.7%	8.8%	8.8%	8.8%	6.8%



24%
of 2024 Registrations
Were on Event Week

When Runners Register by Distance

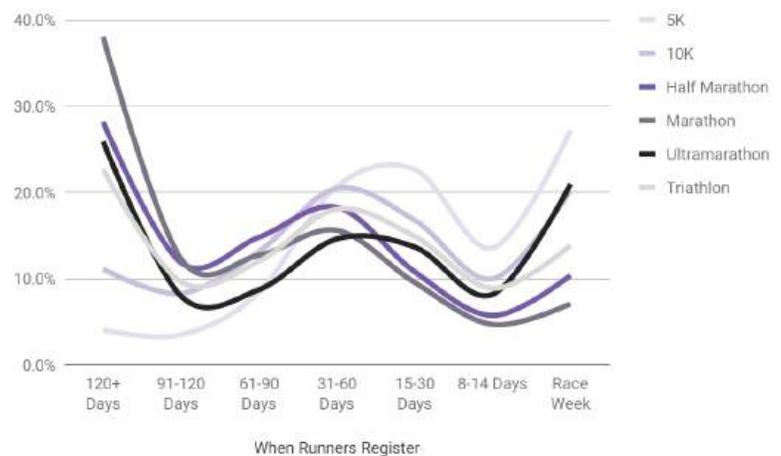
Registration patterns by distance all follow a similar pattern of early interest, a mid-cycle boost, and then a drop until the race week scramble to register. However, there are significant differences in the timing and extent of those spikes.

Shorter events like 5K's have more last minute registrations, while longer events like marathons and ultramarathons pull in a significant portion of their registrations more than 90 days before the race. Longer training cycles and larger financial commitments for long distance events (and triathlons) likely explain those differences.

	5K	10K	Half Marathon	Marathon	Ultra-marathon	Triathlon
Race Week	26.3%	22.9%	9.9%	6.5%	17.3%	13.3%
8-14 Days	13.0%	12.7%	5.7%	4.0%	7.3%	8.6%
15-30 Days	22.8%	21.0%	11.0%	8.4%	11.8%	14.4%
31-60 Days	20.7%	19.1%	18.4%	14.7%	17.1%	18.2%
61-90 Days	8.8%	9.4%	15.6%	13.4%	10.8%	12.8%
91-120 Days	3.9%	5.6%	12.4%	11.5%	8.8%	9.1%
120+ Days	4.4%	9.4%	27.1%	41.6%	26.9%	23.6%



53% of Marathoners Register More than 3 Months Before Race Day



Takeaways

- Late registrations may have declined slightly, but they're still nearly a quarter of all registrations. Plan for a late rush and implement cost-saving strategies to manage uncertainty. Dynamic bib assignment can reduce wasted chips, and inventory management can prevent over-promising merch. Additionally, significant price hikes for the last week can help you increase revenue to offset the inconvenience and cost of uncertainty.
- Design a pricing strategy for your entire registration period. Price increases and time-limited coupons can drive earlier registrations.
- Consider flexible participant management options that allow participants the freedom to sign up *now*. Easy distance changes, bib transfers, and deferral options give participants the confidence to take the leap early in the training process.

57%

of Registrations
Take Place Between
9:00am-6:00pm

3.2 Registration Times

Online registration means your race is *always* open. The timing of registrations is remarkably consistent and spread throughout the day, with the only truly slow time between midnight and 6:00am. The workday provides plenty of opportunity to register, with more than half of all registrations coming between 9:00am and 6:00pm.

What Time do Participants Register?

Sign Up Hours	2020	2021	2022	2023	2024
Midnight - 6 AM	2.8%	2.4%	2.2%	2.2%	2.2%
6 AM - 9 AM	10.0%	10.3%	10.4%	10.6%	10.4%
9AM - Noon	21.1%	21.4%	21.4%	21.3%	21.2%
Noon - 3 PM	19.4%	19.1%	19.0%	18.8%	18.8%
3 PM - 6 PM	17.3%	17.0%	17.1%	17.0%	17.0%
6 PM - 9 PM	17.9%	18.0%	18.0%	18.2%	18.4%
9 PM - Midnight	11.6%	11.8%	12.0%	12.0%	12.0%

Takeaway

- Test multiple times for digital promotions. Peak interest happens between 9am and noon, but potential participants are online consistently throughout the workday and evening.



3.3 Pricing Trends

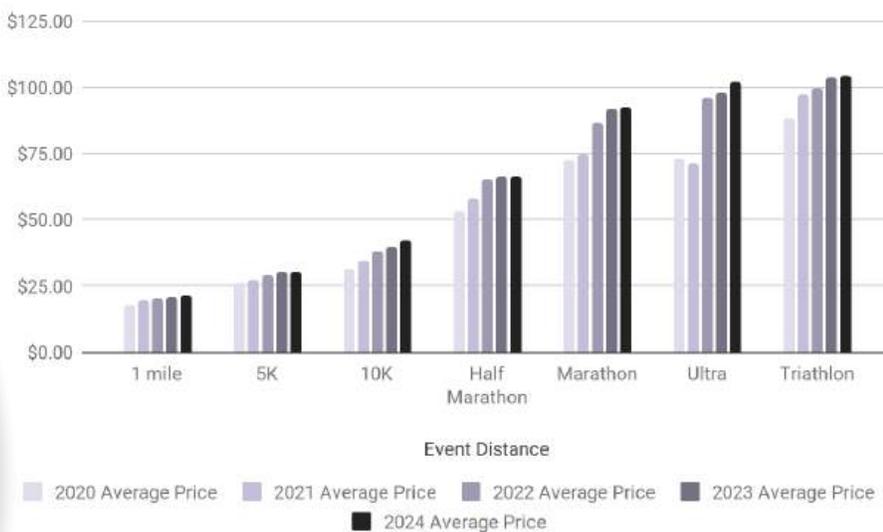
Average Price

Average event prices rose in 2024 across all distances. Pricing was the most stable for half marathons, increasing just 0.2%. On the flip side, 10Ks saw the largest jump, increasing 5.3% in the last year.

While prices were artificially low in 2020 and 2021 due to the influx of virtual events, the industry has faced significant cost increases since, including inflation, rising municipal and permitting costs, and scarcity issues. As inflation cools a bit and participation numbers increase, we may see the rate of increase slow a bit in the coming years.

Average Price by Event Distance

Race Distance	2020 Average Price	2021 Average Price	2022 Average Price	2023 Average Price	2024 Average Price	Change 2022-2023	Change 2023-2024
1 mile	\$17.73	\$19.60	\$20.05	\$20.71	\$21.41	3.3%	3.4%
5K	\$26.39	\$27.40	\$28.94	\$29.97	\$30.48	3.6%	1.7%
10K	\$31.27	\$34.55	\$38.09	\$39.75	\$41.85	4.4%	5.3%
Half Marathon	\$53.13	\$58.38	\$65.29	\$66.44	\$66.56	1.8%	0.2%
Marathon	\$72.25	\$74.47	\$86.62	\$91.62	\$92.66	5.8%	1.1%
Ultra	\$72.64	\$70.98	\$95.73	\$97.65	\$101.79	2.0%	4.2%
Triathlon	\$88.41	\$97.15	\$99.64	\$103.46	\$104.23	3.8%	0.7%



10K Prices Increased 5%
Half Marathon Prices Increased 0.2%

The Role of Price Increases

The number of price increases per cycle increased a bit in 2024. Despite their power to motivate action, races average just .7 to 2.1 price increases throughout the registration process. Unsurprisingly, longer distances with higher average price points typically have longer buying cycles and more price increases.

Number of Price Increases

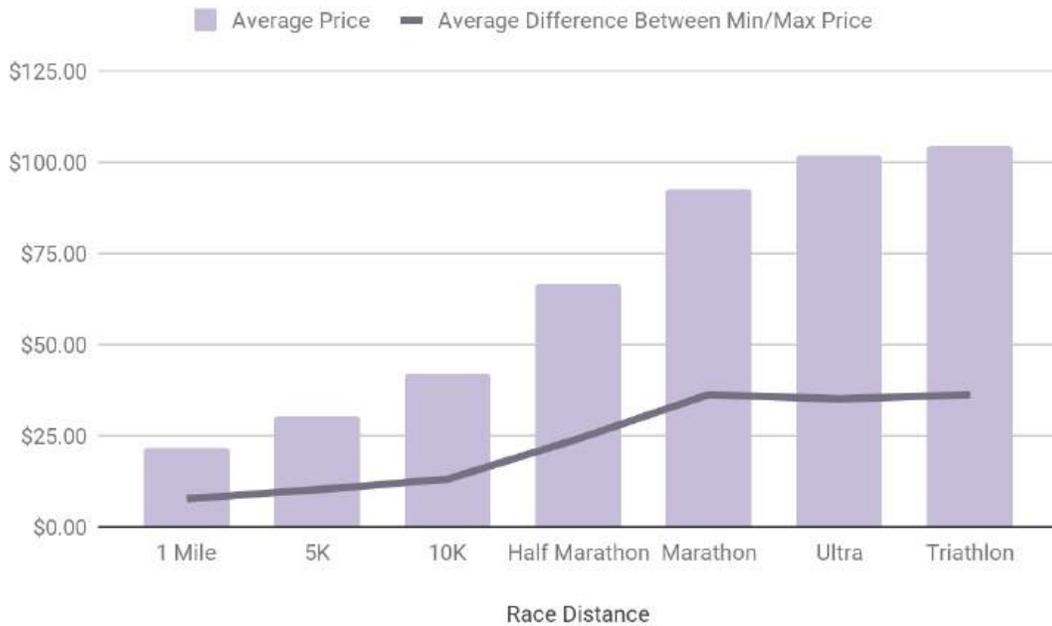
Race Distance	2020 # of Price Increases	2021 # of Price Increases	2022 # of Price Increases	2023 # of Price Increases	2024 # of Price Increases	Change 2023-2024
1 mile	0.4	0.5	0.6	0.6	0.7	16.7%
5K	0.7	0.7	0.9	0.9	1.0	11.1%
10K	0.9	1.0	1.3	1.3	1.3	0.0%
Half Marathon	1.2	1.4	1.7	1.7	1.7	0.0%
Marathon	1.2	1.3	1.8	2	2.1	5.0%
Ultra	0.7	0.8	1.1	1.3	1.3	0.0%
Triathlon	1.5	2.0	2.4	2.5	2.5	0.0%

As you would expect, the longer the distance (and higher overall price), the greater the difference between a race's minimum and maximum prices.

Difference Between Minimum and Maximum Prices

Race Distance	2020 Difference	2021 Difference	2022 Difference	2023 Difference	2024 Difference	Change 2023-2024
1 mile	\$7.17	\$7.27	\$7.60	\$7.67	\$7.67	1.6%
5K	\$10.85	\$8.94	\$9.61	\$10.13	\$10.13	3.1%
10K	\$10.90	\$10.73	\$12.33	\$13.02	\$13.02	6.7%
Half Marathon	\$20.90	\$20.29	\$23.07	\$24.09	\$24.09	4.6%
Marathon	\$28.30	\$28.77	\$32.68	\$36.23	\$36.23	0.6%
Ultra	\$27.48	\$28.63	\$33.79	\$35.02	\$35.02	3.9%
Triathlon	\$27.90	\$29.90	\$32.23	\$36.23	\$36.23	-0.6%

Average 2024 Price Compared to Difference Between Minimum and Maximum Prices



\$36.43 Separated the Low and High Price for a Marathon in 2024

Minimum and Maximum Prices

Finally, we take a look at the average minimum price and average maximum price across distances. We can verify that prices are increasing both at the open of registration and at the highest price point.

Note: this data includes both races that have price increases, and those with a single fixed price.

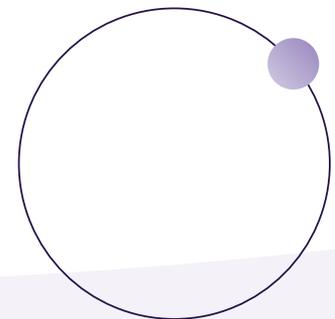
Average Minimum Prices

Race Distance	2020 Avg Minimum Price	2021 Avg Minimum Price	2022 Avg Minimum Price	2023 Avg Minimum Price	2024 Avg Minimum Price	Change 2023-2024
1 mile	\$16.74	\$18.31	\$18.52	\$19.21	\$19.86	3.4%
5K	\$24.44	\$25.59	\$26.67	\$27.51	\$27.86	1.3%
10K	\$29.05	\$31.97	\$34.45	\$36.06	\$38.09	5.6%
Half Marathon	\$48.20	\$52.74	\$57.95	\$59.17	\$59.86	1.2%
Marathon	\$65.77	\$67.08	\$76.64	\$80.24	\$80.57	0.4%
Ultra	\$67.74	\$65.52	\$87.87	\$88.85	\$92.31	3.9%
Triathlon	\$79.50	\$86.13	\$86.74	\$88.78	\$90.25	1.7%



Average Maximum Prices

Race Distance	2020 Avg Maximum Price	2021 Avg Maximum Price	2022 Avg Maximum Price	2023 Avg Maximum Price	2024 Avg Maximum Price	Change 2023-2024
1 mile	\$18.74	\$20.91	\$21.59	\$22.23	\$22.99	3.4%
5K	\$28.34	\$29.21	\$31.22	\$32.43	\$33.10	2.1%
10K	\$33.61	\$37.14	\$41.77	\$43.45	\$45.66	5.1%
Half Marathon	\$58.12	\$64.00	\$72.64	\$73.68	\$73.30	-0.5%
Marathon	\$78.76	\$81.75	\$96.67	\$103.00	\$104.65	1.6%
Ultra	\$77.55	\$76.47	\$103.56	\$106.18	\$111.68	5.2%
Triathlon	\$97.18	\$108.30	\$112.45	\$117.68	\$118.28	0.5%



Takeaways

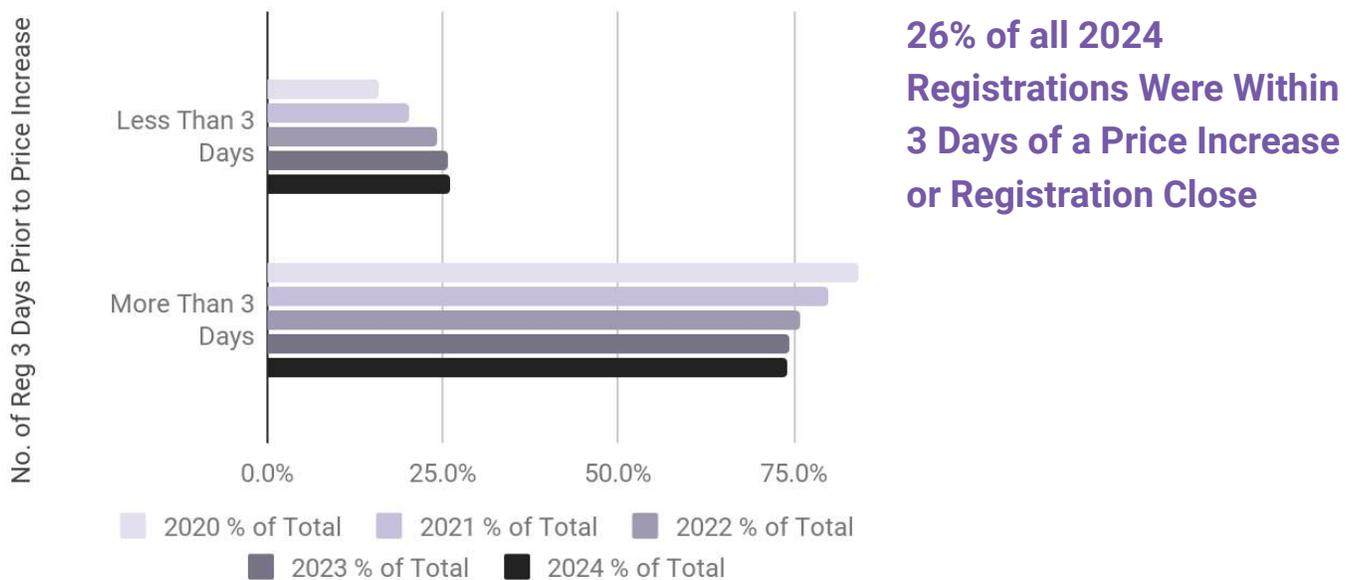
- Take advantage of the motivating power of pricing. Create a pricing plan that incorporates price increases and utilizes email marketing, social media, and your website to motivate registrants to act while the price is low.
- Pricing isn't only about driving earlier registrations. You know that some percentage of participants will always procrastinate – setting a high final price point can also help you boost last minute revenue.
- Worried prices are driving away registrants? Consider alternatives to raising prices, such as offering add-ons instead of giveaways or making your fun run untimed.

3.4 Pricing Strategies

Deadlines prompt action. More than a quarter of all registrations in 2024 were driven by pending deadlines, including price increases and the close of registration. While fewer price increases in 2020 and 2021 led to fewer opportunities for time-sensitive calls to action, it's clear price-motivated registration has fully returned.

No. of Registration 3 Days Prior to Price Increase or Registration Close	2020 % of Total	2021 % of Total	2022 % of Total	2023 % of Total	2024 % of Total
Less Than 3 Days	15.8%	20.2%	24.1%	25.6%	25.9%
More Than 3 Days	84.2%	79.8%	75.9%	74.4%	74.1%

Percent of Registrations Within 3 Days Prior to a Price Increase or Registration Close



Takeaway

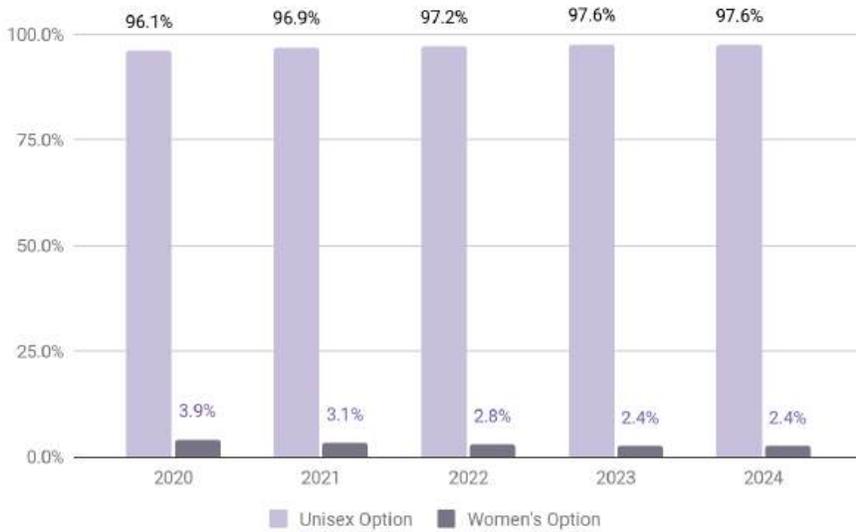
- Pricing drives registrations. While price increases are valuable, look for additional pricing strategies like age-based pricing, discounts for group size, membership discounts, and loyalty programs to capitalize on the motivating power of price. Be conscientious, though: pick one or two pricing strategies and make sure potential participants know about them!

3.5 Giveaways

While women are overrepresented in endurance events, shirt giveaways are often available in unisex sizes. In 2024, only 2.8% of shirts selected were specified as a women’s cut.

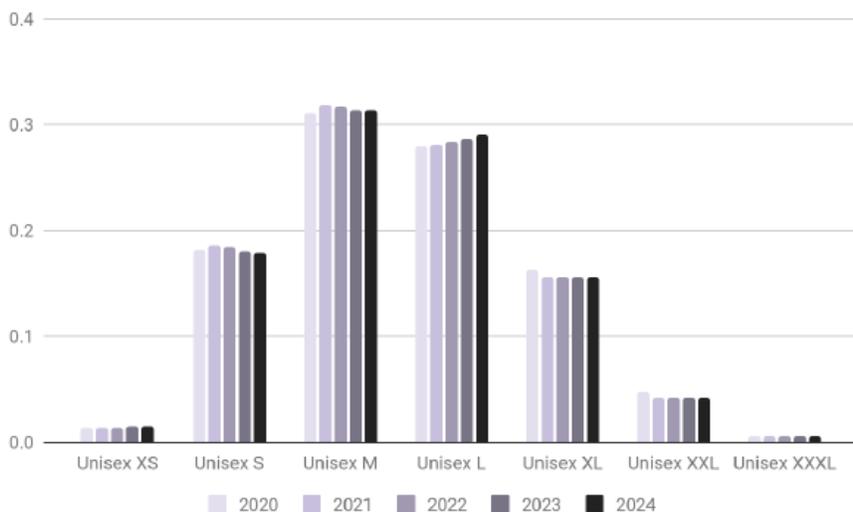
However, the RunSignup system can only track races that use the automated options for female shirts. It’s likely that this leads to an undercount of women’s cut shirts, especially as some races may opt for non-gendered wording like “relaxed cut” and “fitted shirt”.

Unisex Shirts vs. Women’s Cut



Among the races offering unisex race shirts, medium and large are the clear leaders, with 60% of registrants opting for one of those sizes. We have seen a *slight* increase in the popularity of large shirts with a matching decline in small and mediums.

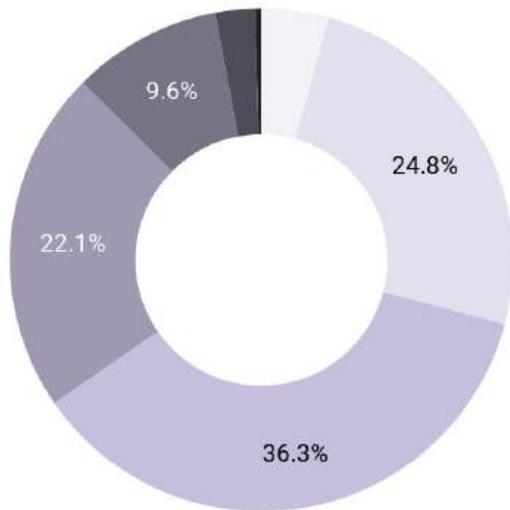
Unisex Shirt Size Breakdown



Medium is also the most common selection when female shirt sizes are offered. However, it’s worth noting that nearly 1/3 of female shirts (29%) were small or x-small, sizes that often don’t have comparable options in unisex sizes.



Female Shirt Size Breakdown



● Women's XS
 ● Women's S
 ● Women's M
 ● Women's L
 ● Women's XL
 ● Women's XXL
 ● Women's XXXL

29% of Female Shirts Were Small or X-Small

Takeaways

- Women make up the majority of endurance participants. You can focus on style (fitted versus relaxed) rather than gender, but make sure you have a size option for the 29% of women who would order a size below unisex small.
- Shirts are not the only giveaway option! Looking to cut costs? Seek out giveaway ideas that *don't* have sizes for less waste.
- Worried that your participants have too many shirts and yours will go to waste? Offer a discount for participants who opt out of getting the shirt.

3.6 Merchandise

Merch can boost revenue for races with recognizable brands, fun themes, or creative artwork. There are two ways to add paid merchandise on RunSignup, either as an add-on (offered only during registration) or a store item (offered during and/or outside of registration). In 2024, 13.3% of registrants purchased an add-on item when it was available, while 1.3% purchased a store item.

\$1,043 Average Event Revenue from Add-Ons

\$1,739 Average Event Revenue from Store Items

Purchases with Add-Ons

Purchases with Add-Ons	2020	2021	2022	2023	2024
Percent of Registrations with Add-Ons	22.3%	16.8%	15.3%	14.3%	13.3%
Percent of Revenue with Add-Ons	5.0%	4.0%	4.0%	3.4%	3.4%
Average Amount Paid for Add-Ons	\$7.91	\$10.31	\$12.40	\$11.54	\$12.85
Average Event Revenue from Add-Ons	\$837.38	\$936.99	\$1,122.73	\$1,045.73	\$1,043.29

While store items may be less likely to be purchased, they typically have a higher price point than add-ons. This is because add-ons are often (but not always) used for upgrades for participants (such as \$5 for a tech shirt instead of cotton), whereas store items are likely to be luxury items that appeal to participants *and* spectators alike (such as a jacket or light-up hat). The average amount spent on store items has steadily increased each year.

\$12.85 Average Cost of Add-Ons

\$38.66 Average Cost of Store Items

Purchases with Store Items:

Purchases with Store Items	2020	2021	2022	2023	2024
Percent of Registrations with Store Items	2.2%	2.0%	1.4%	1.3%	1.3%
Percent of Revenue with Store Items	1.8%	1.5%	1.0%	1.0%	1.0%
Average Amount Paid for Store Items	\$27.72	\$32.76	\$36.24	\$37.37	\$38.66
Average Event Revenue from Store Items	\$1,222.28	\$2,098.37	\$1,748.50	\$1,899.68	\$1,739.04

Takeaways

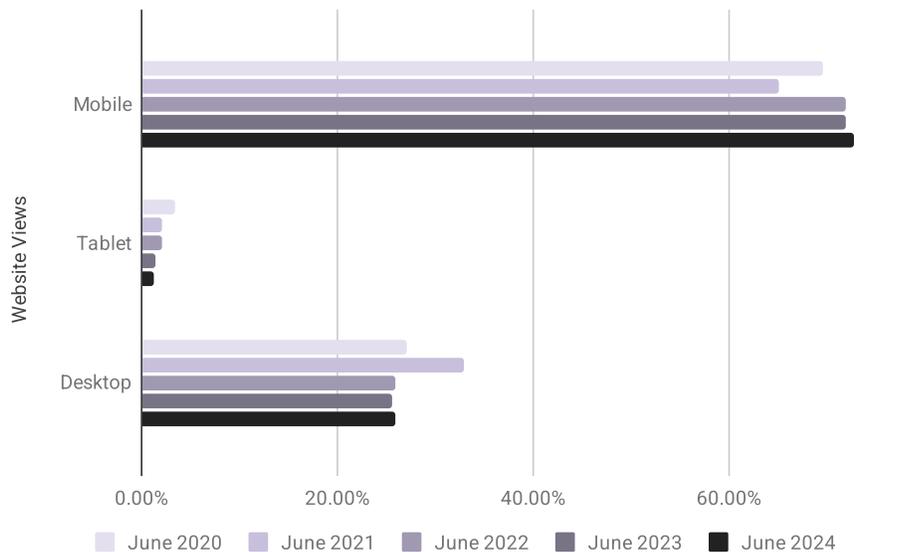
- Looking for a way to raise revenue without increasing prices? High quality merchandise can provide a nice boost with low overhead. If you're investing in swag to drive revenue make sure you're also investing time to promote the items through your website, email, and social media campaigns.
- Add-ons don't have to be physical items. Experiential upgrades like VIP parking passes, race-day tents, and skip-the-line check-in can help you increase your per-participant revenue.

3.7 Mobile Adoption

Most participants interact with your race on a mobile device, not a desktop. We use our Google Analytics data from race websites in June of each year for this section. In 2024 72.8% of website views were on mobile devices (and another 1.3% were on tablets).

Website Views by Device Type

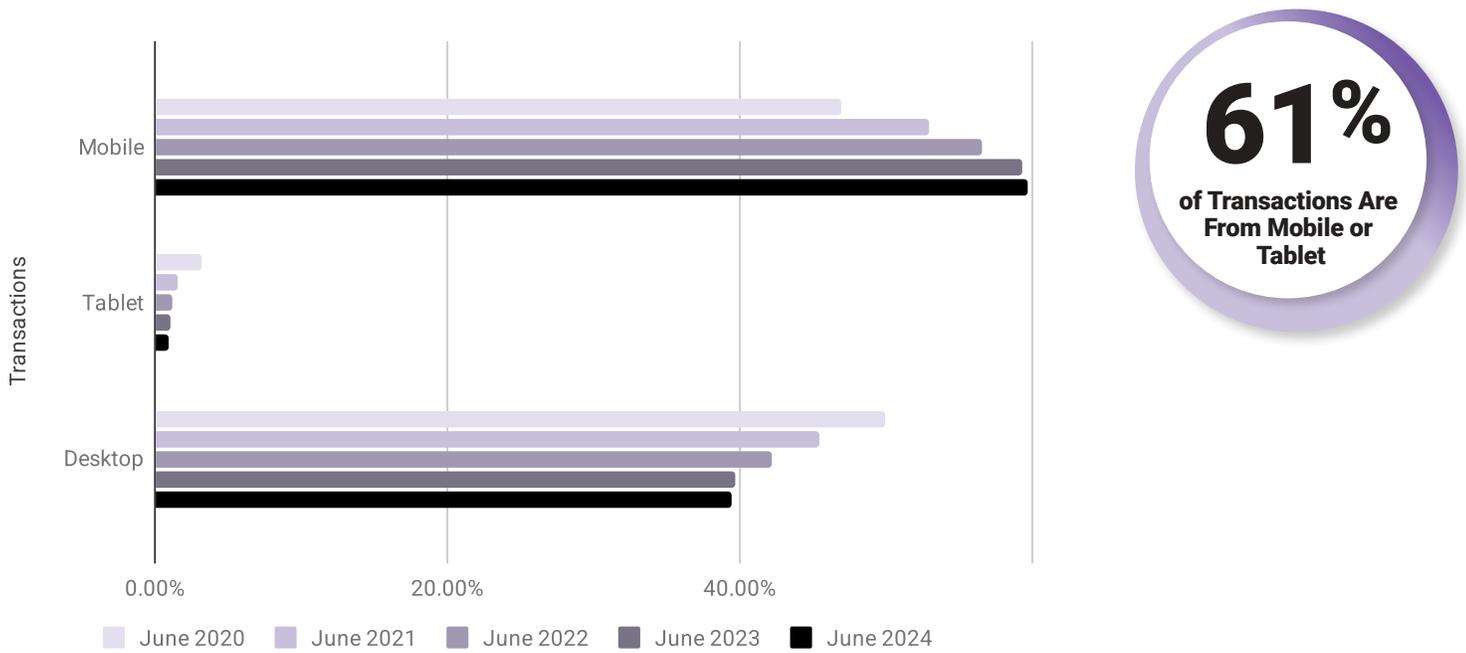
Website Views	June 2020	June 2021	June 2022	June 2023	June 2024
Mobile	69.6%	65.0%	71.9%	72.0%	72.80%
Tablet	3.3%	2.1%	2.1%	1.5%	1.30%
Desktop	27.1%	32.8%	26.0%	25.6%	25.90%



Transactions by Device Type

When we first started reporting on this data, phones were the primary source for viewing race websites, but most transactions were still on a PC. In 2024, that’s no longer true. 60.6% of all transactions took place on a mobile device or tablet. Participants are increasingly comfortable making purchases on their phones, particularly with the implementation of saved credit cards and Apple Pay.

Website Views	June 2020	June 2021	June 2022	June 2023	June 2024
Mobile	46.9%	53.0%	56.5%	59.3%	59.70%
Tablet	3.2%	1.6%	1.2%	1.1%	0.90%
Desktop	50.0%	45.4%	42.2%	39.6%	39.40%



Device Type

Apple continues to lead the mobile market. In 2024 the share of mobile views coming from Apple devices rose slightly to 81.4%.

Device Type	June 2020	June 2021	June 2022	June 2023	June 2024
Apple	71.5%	74.8%	77.6%	79.6%	81.40%
Android	28.5%	25.2%	22.4%	20.4%	18.60%



81% of Mobile Traffic is on Apple Devices

Takeaways

- Most participants interact with your event on a mobile device, but most race directors are setting up on a PC. RunSignup optimizes our websites, email, and registration pathways for a mobile experience, but it's crucial that you take the time to view and test every bit of the event information on a mobile device.
- People are no longer uncomfortable completing transactions on their phones. Make race day registration easy for you and your participants by leaving online registration open and offering QR codes on-site that allow people to sign up on their own phones up to the very last minute.
- You can now send RunSignup Registrants an Apple Wallet link for your event to help them check-in efficiently. But it's better than that: the links will also work for digital wallets for the 19% users on Android devices.

3.8 Payments

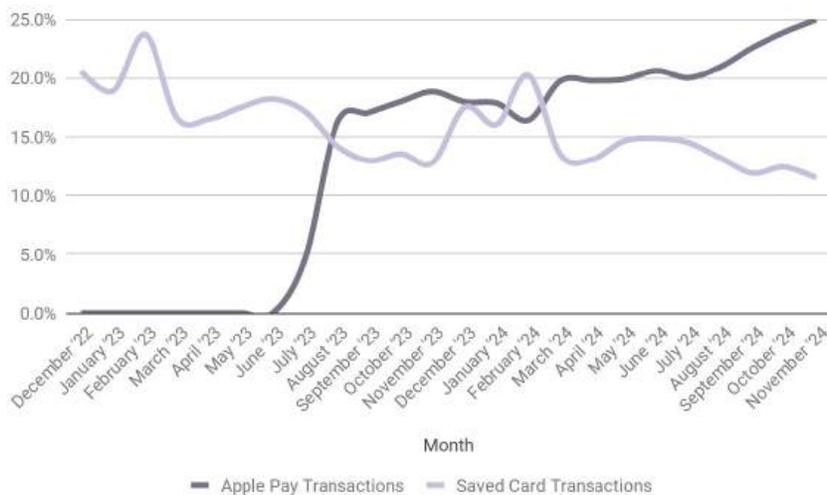
At its core, online registration is about signing up quickly and conveniently. RunSignup has had the option to securely save credit card data since 2015 and in July of 2023 we introduced the ability to pay via Apple Pay. Both payment options increased the speed of completing a registration and reduced the dropout rate, particularly for the 72% of transactions that took place on a mobile device.

While the percentage of transactions made via saved credit card has fallen some since the introduction of Apple Pay, the overall percentage of participants using one of the saved methods has increased. All told, in 2024 Apple Pay was fully enabled, 34.9% of registrants have sped up their registration process via either a saved credit card or Apple Pay.

Payments Made Via Apple Pay or Saved Credit Card



Device Type	Apple Pay Transactions	Saved Card Transactions	% Transactions with Apple Pay or Saved Card
December '23	18.0%	17.5%	35.5%
January '24	17.8%	16.1%	33.9%
February '24	16.4%	20.2%	36.6%
March '24	19.7%	13.5%	33.2%
April '24	19.8%	13.1%	32.8%
May '24	19.9%	14.6%	34.5%
June '24	20.6%	14.9%	35.5%
July '24	20.0%	14.5%	34.5%
August '24	20.9%	13.2%	34.1%
September '24	22.6%	11.9%	34.5%
October '24	23.9%	12.4%	36.3%
November '24	25.0%	11.5%	36.4%



Takeaway

- Registration should be easy. Saved credit cards and mobile payment options reduce cart abandonment, but review your entire registration process. Make sure unnecessary data collection is eliminated and your registration platform has mobile-friendly inputs.

3.9 Processing Fees

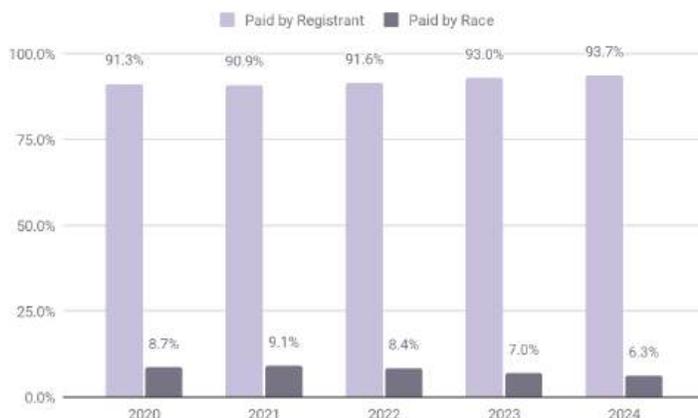
Processing fees are how registration companies pay for the infrastructure and development required and, in many cases, cover credit card processing fees.

However, unlike major concert tickets, processing fees for races tend to be relatively low (at RunSignup, they are 6% + \$1/per transaction). Additionally, races can opt to pass the processing fee onto registrants, absorb the fee themselves, or split it. Fees are overwhelmingly covered by the end user (registrant or donor), with just 6.3% of 2024 fees paid by the race.

In the coming years, we'll watch to see if this trend changes at all with the increasing implementation of fee transparency laws. While RunSignup has released a number of code changes to automatically display pricing in a compliant way, we may see more races in the future opt to absorb the processing fee and raise prices to keep things simple.



Year	Paid by Registrant	Paid by Race
2020	91.3%	8.7%
2021	90.9%	9.1%
2022	91.6%	8.4%
2023	93.0%	7.0%
2024	91.6%	8.4%



Takeaways

- Processing fees are expected as a part of the online purchasing experience – don't be shy about passing them onto your participants.
- Think about how you want to handle pricing transparency laws that are likely going to be in effect soon. You can keep your pricing as-is with automated displays of all-in pricing or opt to absorb the fees for a simplified look.
- Fees can also be an additional source of revenue. RunSignup partners can add an additional fee to the checkout process to boost their income with a minimal impact to each participant.



“We really wanted to get all the races on one custom domain this year. And Websites V2 is just great for what we want to do. We’re excited to see the website options grow!”

- Vaughn Lawrence, Greater Philadelphia YMCA



04 Marketing Trends



Marketing Trends

Key Findings and Trends

- Referral rewards are a cost-effective way to expand your reach, with a **2024 cost per acquisition of just \$1.24**. On average, **7% of a race's transactions are attributed to referrals when they are enabled**.
- Across each of the last five years approximately 30% of participants have joined teams when they are available, with **31% of participants opting to join a team in 2024**.
- More events are using RunSignup's free email marketing to send more emails than ever, with **669 million emails sent in 2024**. And email works: those RunSignup emails led to **11.7% of all registration dollars in 2024**.
- Google's **organic search resulted in 21.5%** of all race website views in 2024, while paid search contributed just 0.3% of race website views.

Conclusions and Recommendations

- Referral rewards programs work, but only if you do the work. Promote your rewards on your website, social media, and emails and stack your incentives to provide motivation for super-supporters to keep sharing.
- Team options do more than just boost registrations: they make the event experience even more fun. Lean into the social aspect with fun contests, photo competitions, and team spirit awards to keep energy high throughout the event.
- Email marketing is crucial for any race marketing campaign, but costs can add up quickly, especially as you grow your contact lists. Cut your costs with free email and track the success of your emails through Racelnsights Analytics.
- Your website is most people's first interaction with your event. Make sure that your site is SEO-optimized so potential participants can easily find it and include branded, dynamic content that's always up-to-date.

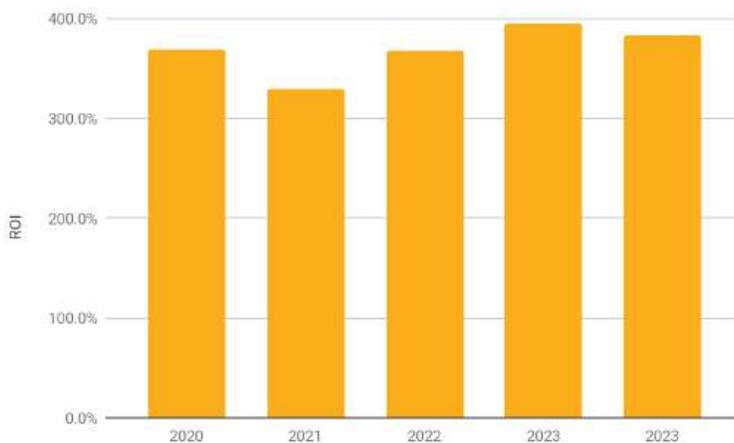
4.1 Coupons

Coupons are a common, easy way to motivate potential participants to register. In 2024 6.3% of registrations used a coupon to discount their registration. Even small price breaks can motivate action – the average discount for a coupon has remained under \$15.

Coupon Usage and ROI

Coupons	% of Registrations Using Coupons	ROI	Average Discount	Total Discounts	Net Revenue From Coupons
2020	5.5%	368.3%	\$10.71	\$2,117,844	\$7,800,917
2021	5.8%	328.7%	\$12.75	\$3,156,602	\$10,376,051
2022	6.1%	367.3%	\$12.14	\$4,126,419	\$15,156,513
2023	6.4%	394.6%	\$12.65	\$5,065,230	\$19,988,624.88
2024	6.3%	383.3%	\$12.74	\$5,454,683.20	\$20,910,165.78

Coupon ROI



\$12.74 Average Discount
for a Coupon

The ROI on coupons has remained high over the last five years, with average races having an ROI of 383.3% on coupons.

Takeaways

- The goal of offering coupons is usually to drive action and it doesn't take a huge price break to do that. Coupons of \$10-15 appear to be the sweet spot for many events.
- Be judicious with your coupon strategy. Avoid over-discounting your race and pick just a few key promotions or partnerships to discount via coupons. Every coupon should be time limited and promoted across your channels.

4.2 Referral Rewards

Referral rewards programs are consistently successful promotional tools available on RunSignup. In 2024, 7% of transactions were attributed to referrals when enabled. While this is significant for any race, it's worth noting that referral rates can be as high as 15-20% when a race truly invests in the program.

Enabling a referral rewards program is now one of the “suggested settings” for race directors as they complete their race setup. While we do this *because* we know referral programs work, it also leads to some percentage of races who enable the referral setup but do not follow through to promote the option to their participants.

Regardless, referrals continue to be an effective way to engage existing supporters as ambassadors. With a low cost per acquisition of just \$1.24, referrals are significantly less expensive than traditional advertising.

Percent of Registrations and Transactions from Referral Rewards

	2020	2021	2022	2023	2024
# Total Registrations	13%	7%	5%	5%	6%
# Total Transactions	17%	8%	6%	5%	7%



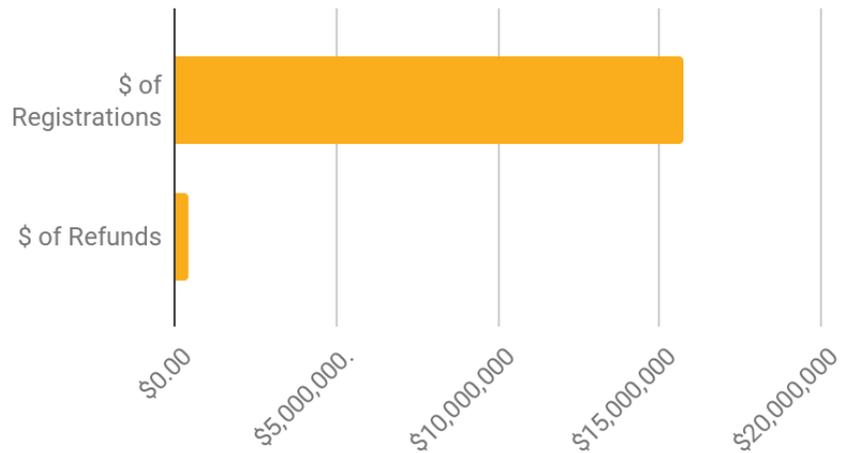
\$1.24 Cost Per Acquisition for Each New Registration via Referral Reward Refunds

Referral Rewards Results

	2020	2021	2022	2023	2024
# Referral Codes	436,761	482,857	314,446	491,218	706,275
# Event Page Views	12,853,014	6,283,731	1,979,469	12,468,330	8,212,701
# Sign Up Page Views	646,415	335,613	240,335	367,436	497,429
# Completed Registration Transactions	232,034	141,411	115,943	160,483	254,749
# Completed Registrations	269,548	165,991	141,830	201,870	317,141
Completed Registration Amounts	\$12,123,526.60	\$8,322,654.42	\$7,481,605.57	\$9,863,442.23	\$15,710,307.99
# Referral Refunds	21,937	20,601	13,210	22,534	32,343
Estimated Referral Refund Amounts	\$233,854.27	\$231,603.46	\$139,539.18	\$261,581.30	\$391,738.27
Estimated ROI	5,084%	3,493%	5,262%	3,671%	3,910%
Estimated CPA	\$0.87	\$1.40	\$0.98	\$1.30	\$1.24

Why are referrals so cost-effective? When you set your thresholds high (but attainable), many participants will refer a friend or two, while falling short of the number required to receive a refund.

Value of Registrations vs. Cost of Refund Rewards



The Sweet Spot: Reward Thresholds

While referrals work, all referral programs are not created equal. The sweet spot for referrals is typically 3-5 referrals for a reward – high enough to be challenging, but low enough to be perceived as attainable. Also, to motivate participants the refund has to be high enough to be meaningful. And on average, events with a referral threshold of 3-5 referrals offer a refund of \$20.00.

# Referrals Required for Refund	Average Refund
1-2	\$6.59
3-5	\$20.00
6-10	\$25.16
11-19	\$16.30
20+	\$18.56

Takeaways

- Personal recommendations from participants in your event are the best advertisement you could ever have. Create a referral program to incentivize participants to share the event with friends and family.
- The refunds in a RunSignup referral program are automated, but you'll still want to invest some time into the program to ensure participants know about your referral rewards. Make sure your program is highlighted on your website, included in registration follow-up emails, and shared on your social media.
- Cultivate super supporters with stacked rewards programs that incorporate refunds, merch, and on-site perks like VIP parking. Most participants won't achieve the high threshold of 15-20 referrals, but a few motivated people will – and rewarding them well will ensure they continue to be ambassadors for your event for years to come.

4.3 Groups/Teams

Group/team participation can be social or competitive, but it's always popular. Group/team joining has remained remarkably steady over the last 5 years, with 31% of participants opting to join a group this year (when offered).

31%

**of Participants
Joined a Team** When
They Were Offered

Group Participation and Size

Year	% Participants in Groups	Average Group Size
2020	31.4%	6.6
2021	29.8%	6.8
2022	30.4%	6.8
2023	30.5%	6.9
2024	31%	7.1

While the average size of each team has risen gradually, with an average of 7 participants per team in 2024.

Takeaways

- Allow (and encourage) participants in different events/distances to join the same social team. An inclusive team option drives multi-generational participation and inspires beginners.
- Offer incentives based on team size to spur existing participants to invite their friends and family. These can be tangible items or race day perks like a private tent or porta-potty.
- The promotional power of teams doesn't end when a participant registers. Team participation engenders a more social and interactive race day, ensuring a positive experience for your participants and leading to better word of mouth marketing.

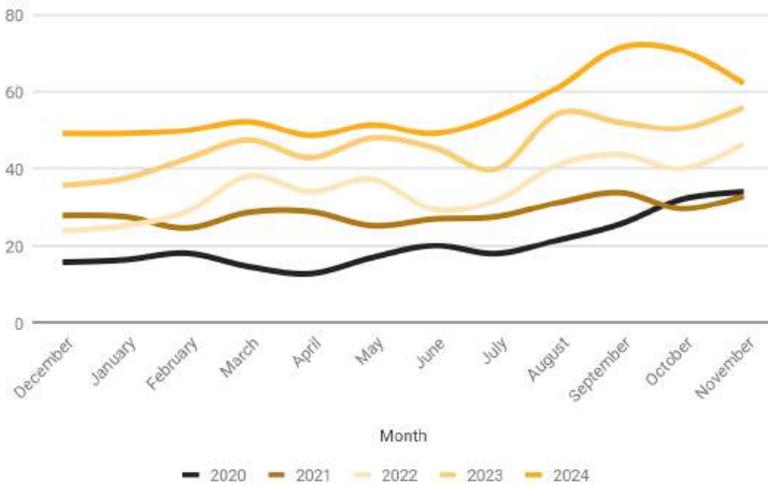


4.4 Email Marketing

RunSignup’s integrated, free email marketing platform gives races a free and easy way to reach current and former participants, volunteers, fundraisers, donors, and custom lists of contacts. While some of the increase in emails sent can be attributed to growth in the number of events on RunSignup, some can also be linked to the need for events to save money and cut the cost of an external email platform. We expect to see this trend continue.

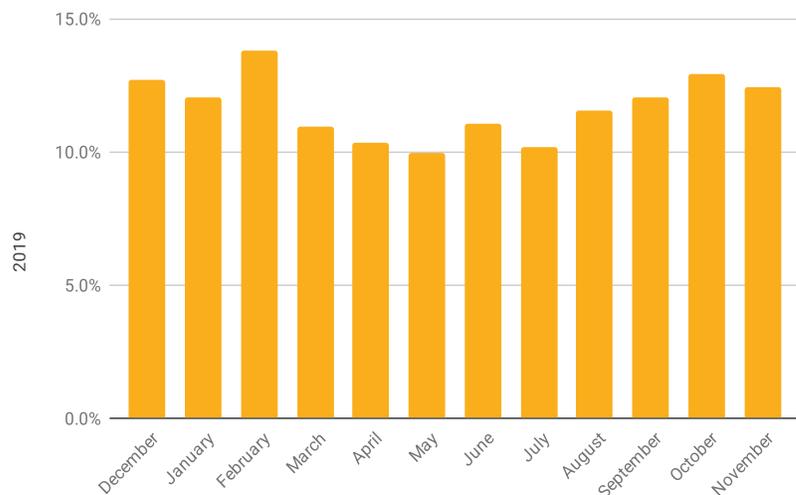
669 Million Free Emails Were Sent by Race Directors in 2024

Total Emails Sent via Email Marketing (in Millions)



Percent of Registration Dollars from Email Marketing

Each month, between 10-14% of all registration dollars were attributed directly to email marketing. An important note: this *only* looks at emails sent from the RunSignup platform, meaning the total impact of *all* emails is actually even greater.



Takeaways

- Email marketing may not be new, but it’s still powerful. Opt for free email tools that give you flexibility instead of sacrificing your ideal email strategy to stay in budget or under an arbitrary limit for lists or sends.
- Save time with pre-built email templates that include common replacement tags to make your emails more personal and informative. Pre-built emails can help you with everything from your registration launch to your pre-event debrief.

4.5 Google Analytics

The data in this section is from our Google Analytics data for June of each year, looking at how participants find and interact with event websites. This is the same data used to evaluate mobile adoption in Section 3.7. In some cases, Google Data uses samples rather than tracking every interaction.

Referral Sources for events are usually race calendars like RunningintheUSA.com, websites for timers or race series', or non RunSignup race websites (like scottcoffeerun.com).

Organic Search is a link from Google search that is not a paid ad. The high ranking of RunSignup event websites, and the increasing number of events using those websites as their main website, means organic search is key to driving traffic to event websites. Paid Search, on the other hand, is a minor-driver of website traffic and usually utilized only by larger, high-budget events.

Direct Traffic, or typing the exact URL, has been the largest driver of traffic over the last two years. Some of this is likely incorrect attribution of traffic driven by emails.

Social Sources are links from social media, including Facebook, Instagram, and more.

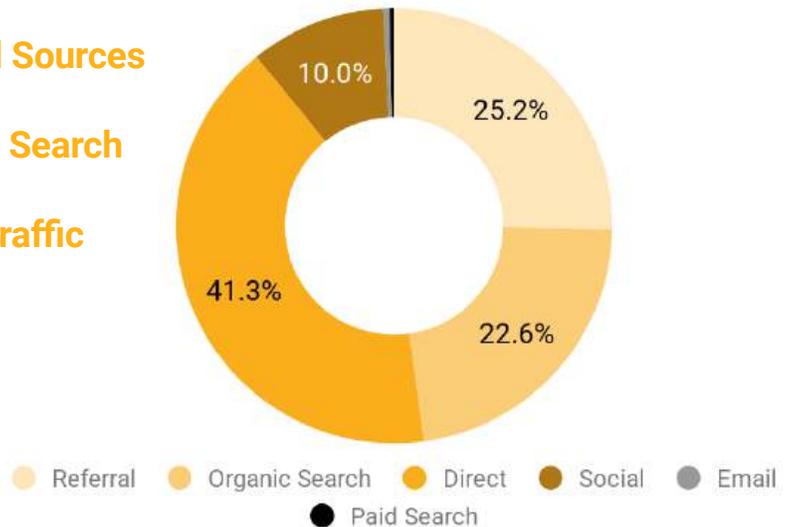
In 2024, Direct Traffic was the most frequent source of race website traffic, at 39.4%. Referral Sources Organic Search followed, with 24.1% and 21.5% respectively. Meanwhile, traffic from social sources has continued to fall post-pandemic.

Sources of Website Views

21.5% Website Traffic from Referral Sources

24.1% Website Traffic from Organic Search

39.4% Website Traffic from Direct Traffic



Note: the low attribution to email as a source of traffic is likely due to incorrect source tracking between Google Analytics and different email clients. For example, a link in an email on a mobile phone opens the browser with a direct link and is counted as such.



Traffic Sources

Source	June 2020	June 2021	June 2022	June 2023	June 2024
Referral	18.5%	22.0%	24.8%	24.3%	24.1%
Organic Search	17.2%	24.1%	26.5%	26.6%	21.5%
Direct	33.7%	35.1%	31.5%	32.6%	39.4%
Social	27.9%	17.1%	15.3%	14.7%	9.6%
Email	1.5%	0.5%	0.7%	0.6%	0.5%
Paid Search	0.5%	0.6%	0.5%	0.3%	0.3%

Takeaways

- Organic Search drives more than 20% of all traffic, and an SEO-optimized website is key. If you aren't already using a renewable, SEO-optimized race RunSignup website, spend time on an SEO review to ensure you're showing up in local searches.
- Referral sources expand your reach and contribute 24% of all website views. RunSignup events are automatically added to many national and local calendars, but you should also seek out additional local calendars via running clubs, running stores, timers, and local media.
- Social media has become a second-tier source of traffic for event websites. Focus on securing more personal recommendations through text-sharing of events, referral programs, and social teams.

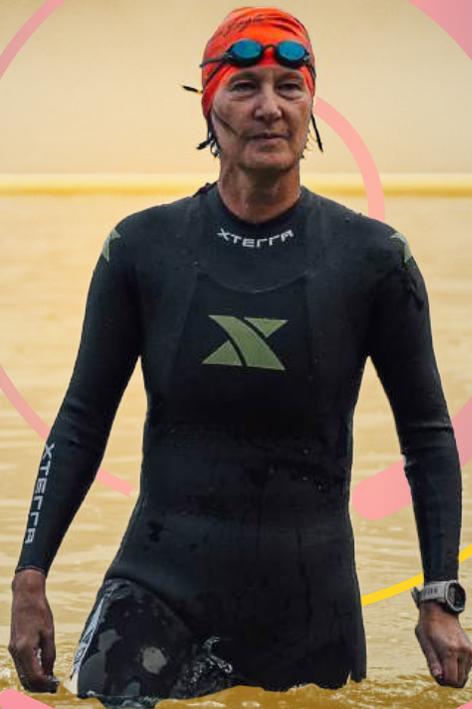


“

“When we found GiveSignup we knew we could make the jump [from our national product]. We were blown away by how excellent the product was, especially because it was free for nonprofits to use. It was easy to create our website to match our organizational and event branding, even with very limited website management experience. It had all the tools and capabilities we needed to run a successful event. Customer service was excellent and very timely. We raised \$150,000 -- \$50,000 more than we ever have before, and this Walk was the highest attended event in our organization’s history. Thank you, GiveSignup, for supporting the Mental Health Revolution!”

- Krista, NAMI Rochester

05 Give Trends



Give Trends

Key Findings and Trends

- High dollar donations add up quickly. In 2024 **29.3% of donation dollars came from donations of more than \$250** despite making up just 2% of total donations made. On the flip side, people are most likely to donate small amounts with **37.9% of donations coming in for less than \$10**.
- To maximize fundraising dollars, implement peer-to-peer fundraising. On average, **events with peer-to-peer fundraising raised 784% more than those with simple donations only**.
- The simplest way to increase donation dollars is to enable a checkbox donation at checkout. This feature boosted **the amount raised to \$3,195 compared to just \$982 raised when there is not a donation prompt in checkout**.
- Peer-to-peer fundraising events vary widely, and there are multiple approaches that garner success. Peer-to-peer fundraising events with **a few super-engaged fundraisers can see them raise an average of \$9,840.65**, while events that require everyone to be a fundraiser regardless of their engagement level may see per-fundraiser totals of just \$13.58 per fundraiser.

Conclusions and Recommendations

- Don't be shy about asking for large donations, but ensure that all donors feel valued.
- Add a range of donor levels to appeal to every donor, from less than \$10 to more than \$1,000. Then, personalize your levels with descriptive names highlighting the impact of every dollar.
- There is significant value in peer-to-peer fundraising. Cultivate your supporters and incentivize them to raise more through financial and digital rewards in the fundraising process. For your most ambitious fundraisers, personal reach-outs are recommended.
- Provide multiple opportunities for participants to donate, including as standalone donations outside of registration, during the registration process and at checkout via checkbox. Even if participants skip through the registration path quickly, they may still be willing to add a small donation in the final step if given a final, simple prompt.
- Evaluate the goals of your fundraising event to determine the best setup of your peer-to-peer fundraising. Regardless of what you choose, give fundraisers support in the form of tutorials, suggested language, and multiple options to share their fundraising pages on social media.

5.1 Donations

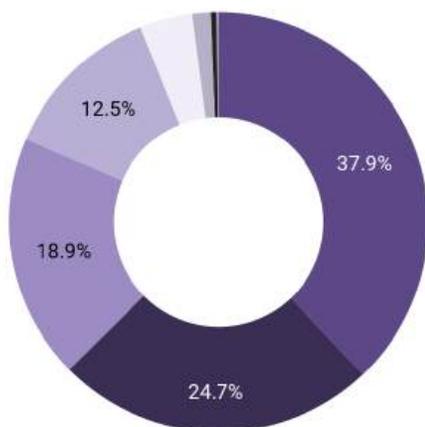
This section looks at donations made on RunSignup, both by how many donations fall within a specific dollar range and by the total of the donations in each range. The percentage of donations under \$10 have fallen over the last 5 years, from 47.8% of all donations to 37.9%. In contrast, donations over \$26 have increased during the same time period.

There are two reasons we could see this shifting. One is simply that inflation has also adjusted the amount people feel is meaningful for a donation. Second, we have onboarded a number of large, peer-to-peer fundraising events in recent years, which may lead to more dedicated donors.

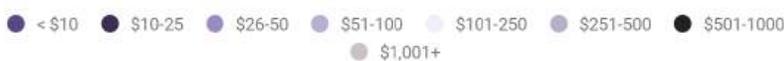
Number of Donations by Dollar Amount

Amount of Donation	2020	2021	2022	2023	2024
<10	47.8%	45.3%	41.6%	40.2%	37.9%
\$10-25	24.2%	23.6%	24.5%	24.8%	24.7%
\$26-50	15.8%	16.5%	17.5%	18.0%	18.9%
\$51-100	8.8%	10.2%	11.3%	11.7%	12.5%
\$101-250	2.4%	2.9%	3.4%	3.6%	4.0%
\$250-500	0.8%	1.0%	1.2%	1.3%	1.4%
\$500-1,000	0.2%	0.3%	0.3%	0.4%	0.4%
\$1,000+	0.1%	0.1%	0.1%	0.2%	0.2%

Number of Donations by Dollar Amount in 2024



63% of Donations Were for \$25 or Less Making Up 16% of Total Donation Dollars in 2024

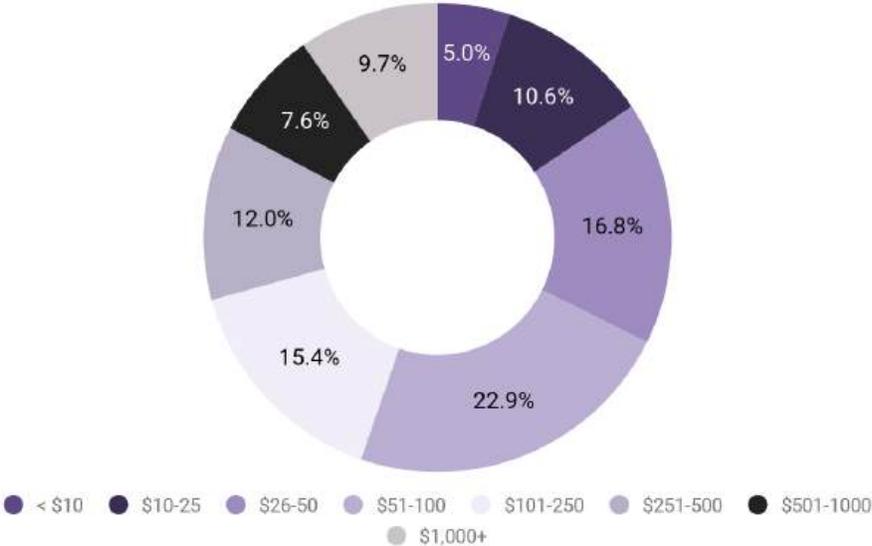


Despite the slight shift to larger donations, the majority of people still give less than \$25 dollars. That said, small donations do add up: in 2024 62.6% of donations were under \$25, but they made up 15.6% of total donation dollars. On the flip side, just 2% of all donations were for more than \$250, but that small group made up an impressive 29.3% of all donation dollars.

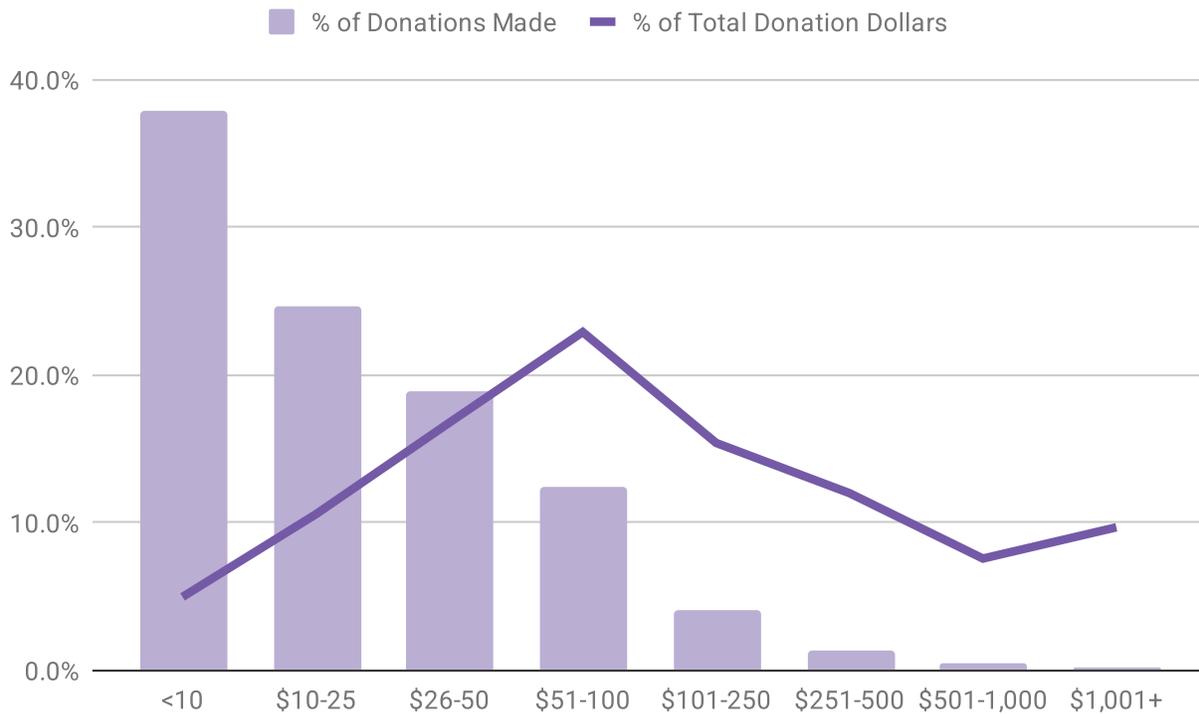
Total Value of Donations by Dollar Amount

	2020	2021	2022	2023	2024
<\$10	7.6%	6.4%	5.7%	5.4%	5.0%
\$10-\$25	15.3%	12.9%	11.9%	11.4%	10.6%
\$26-\$50	20.4%	18.7%	17.7%	17.3%	16.8%
\$51-\$100	23.7%	24.0%	23.7%	23.2%	22.9%
\$101-\$250	13.1%	14.2%	14.8%	14.8%	15.4%
\$251-\$500	9.6%	10.8%	11.5%	11.6%	12.0%
\$501-\$1,000	5.5%	6.6%	7.1%	7.3%	7.6%
\$1,001+	4.9%	6.3%	7.6%	8.9%	9.7%

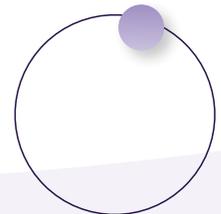
Total Value of Donations by Dollar Amount in 2024



% of Donations Made vs. % of Total Donation Dollars



29% of Donation Dollars Came from Donations of \$250+
Even Though Just 2% of Donations Were for \$250+



Takeaways

- Meet donors where they are. A single \$10 donation may not go very far, but the cumulative impact of thousands of \$10 donations is significant. Make sure your low-dollar donors still feel like they're making a difference by including a low-dollar donation option and an automatic thank-you email.
- Ask for more. While the majority of your donors give small amounts, high dollar donations do go far. In 2024, less than 2% of donors contributed more than a quarter of all donation dollars through donations of \$250 or more.
- Make donations tangible by setting donation levels based on real-world examples of the impact to your organization. A donor may give an extra \$20 when they can visualize the actual difference a little more money can make.

5.2 Fundraising & Donation Options

There are three basic ways a race can raise more on RunSignup:

- Simple Donation option during and outside of registration
- Easy checkbox on the checkout page (with a pre-set donation amount)
- Peer-to-Peer Fundraising (where participants raise money from their own community)

Among the 23,000+ races that enabled some type of donation collection, those who engaged participants as fundraisers raised significantly more for their cause. On average, races with peer-to-peer fundraising collected 2.7 times as many donations and raised more than nine times as much as races that only enabled donations. The personal connection of fundraisers, along with motivating gamification features, makes fundraising a clear winner for nonprofits with engaged supporters.

While peer-to-peer fundraising provides an opportunity to maximize donations, races that lack the bandwidth to provide guidance to fundraisers have another option to boost revenue. Adding a checkbox option on the checkout page is even easier after a software update in 2024, and races that enable it raise markedly more on average than those who only prompt donations via the donate step in registration.

\$8,681 Average Amount Raised by Races with Peer-to-Peer Fundraising

\$3,195 Average Amount Raised by Races with Simple Donations and a Checkbox Option

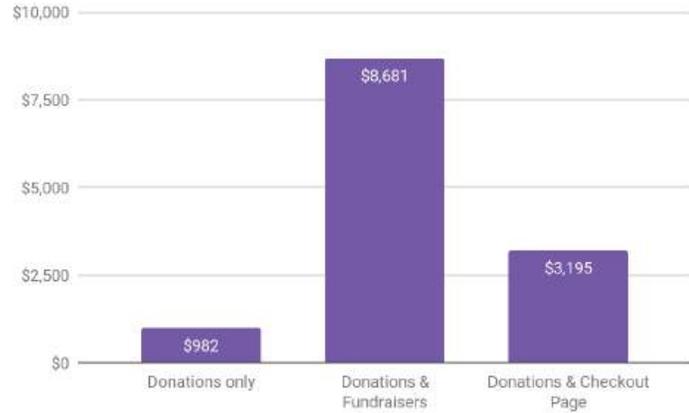
\$982 Average Amount Raised by Races with Simple Donations Only

Money Raised by Fundraising Type

Type of Donations	Average Total Raised by Each Event					% of All Transactions (including registrations)				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Donations Only	\$969	\$1,011	\$1,020	\$986	\$982	6.4%	5.5%	4.6%	4.3%	4.0%
Donations & Fundraisers	\$5,733	\$7,382	\$8,254	\$8,366	\$8,681	11.4%	11.6%	10.7%	10.1%	10.6%
Donations & Checkbox	\$3,037	\$4,178	\$4,735	\$3,735	\$3,195	2.4%	2.5%	2.2%	1.9%	1.7%



Average Per-Race Donations by Donation Type



Number of Donations by Fundraising Type

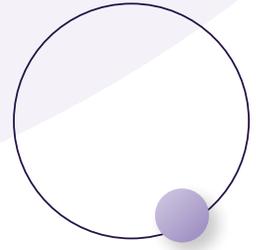
Type of Donations	Number of Events					Number of Donations per Event				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Donations Only	10,404	11,849	13,459	15,072	16,510	43	41	37	33	32
Donations & Fundraisers	3,116	3,460	3,893	4,191	4,955	107	121	126	125	122
Donations & Checkbox	1,260	1,291	1,423	1,761	2,120	172	190	152	108	86

Fundraising plays a central role in the endurance industry, with the majority of races supporting at least one charity, and we expect to see it remain center stage for years to come.

Takeaways

- If *maximizing* fundraising dollars is your primary goal, peer-to-peer fundraising is your best option. However, peer-to-peer fundraising is only successful if you invest time in it. If you're interested in engaging fundraisers, make sure you have the resources to cultivate fundraisers, supply resources to help them meet their goals, and reward them for their effort.
- Fundraising should be fun! Activate gamification features like milestones and badges and customize the fundraising experience. To keep the competitive fires lit, add leaderboards to your race website.
- If you want to boost donations but don't have the ability to truly support fundraisers, enabling the checkbox donation option is simple for you and your donors. The action is easy, but the results are big – races with the checkbox switched on collect from more donors and raise more than more than times as much.

5.3 Peer-to-Peer Fundraising Results



What every fundraiser wants to know is how many people will fundraise for them and how much each of them will raise. Unfortunately, that's not really a question our data can answer – there is just too much variability in fundraising events.

Incentives like fundraising minimums and fundraising rewards, settings like requiring all participants to be fundraisers, and the enthusiasm of a nonprofit's built-in base all impact fundraising results considerably.

However, to give events some idea what the possibilities of peer-to-peer fundraising are, we reviewed a sample of 50 of the top fundraising events in 2024.

Individual Fundraisers

Individual fundraisers raised an average of \$188.58, collecting an average of 1.6 donations. But if you isolate specific events you see how much variation exists. For example, an event with less productive fundraisers had more than 9,600 fundraisers, but many did not get any donations and collectively they raised an average of just \$33.62 per fundraiser. On the flip side, an event with highly productive fundraisers had only 30 fundraisers – but each raised an average of \$9,332.94 through 458 donations.

- The event with low productivity fundraisers and the one with high productivity fundraisers both raised more than \$300,000. They demonstrate two very different approaches to peer-to-peer fundraising, both of which can be successful when implemented well.
- The event with low productivity fundraisers requires all participants to become fundraisers. This means they will get a large number of inactive fundraisers and fundraisers who get only a few donations. However, the volume of fundraisers is so large that they can raise a large amount even with some less engaged fundraisers.



Performance of Fundraisers Across a Range of Events

	# Fundraisers	Donations per Fundraiser	\$ Raised per Fundraiser
Average	1,907	1.6	\$188.58
Low Productivity Fundraisers	6,409	0.2	\$13.58
High Productivity Fundraisers	30	45.8	\$9,332.94

\$188.58
Raised by the
Average Individual
Fundraiser

Takeaways

- There's no "right" approach to peer-to-peer fundraising. Evaluate the commitment level of your supporters and time you can dedicate to promoting success when determining how to best engage fundraisers.



5.4 Fundraising Teams

Fundraising teams make fundraising more fun by allowing fundraisers to join forces to meet their goal. As with individual fundraisers, there's high variability in the productivity of fundraising teams. The average race had 160 teams with 18 team members on each team and each team raising a total of \$5,278.95 with 62.8% of them reaching their goal. Highly productive teams raised as much as \$14,814.62, while low productivity teams raised just \$1,370.55.

Like with individual fundraisers, requiring participants to join fundraising teams reduces the per-team revenue. It's up to the individual race to weigh the benefits of a small number of passionate fundraisers versus a large number of fundraisers of capricious levels of commitment.

Performance of Fundraising Teams Across a Range of Events

	Number of Teams	Fundraisers per Team	% Teams Met Their Fundraising Goal	\$ Raised per Team	Total Raised by Event
Average	160.4	17.7	62.8%	\$5,278.95	\$773,685.06
High Productivity Team	11	5.5	100.0%	\$14,814.64	\$162,961.00
Low Productivity Team	150	9.1	10.9%	\$1,370.55	\$205,582.64

It's worth noting that this data includes top fundraising events only, including some very large peer-to-peer fundraising events. The average small nonprofit will likely see lower numbers, but the same patterns of productivity should translate.



Takeaways

- Regardless of the setup you choose, fundraisers need guidance and motivation. Include fundraising how-to's and tips for success and offer multiple rewards to encourage continued engagement. No matter how many (or how few) fundraisers you have, they require help to succeed.



“We are made up of a core group of triathletes, producing triathlons for our community. We love what we do and we want participants to love the experience we provide. RunSignup helps us ease day-to-day stresses with emails, the RaceDay CheckIn App, live results, and more. We hope to grow each event with participants and sponsorships, and are proud of the relationships we have built throughout the years.”

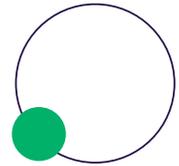
- Vicki Ventura, EventPower



06 RaceDay Trends



RaceDay Trends



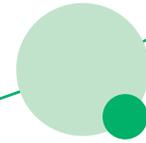
Key Findings and Trends

- **Race day registrations made up 2.6%** of all race registrations in 2024, a total of 10.7% of race week registrations.
- The RaceDay CheckIn App had record use in 2024, with **42.5% of events using the RaceDay CheckIn App to check-in a record 50.2% of participants.**
- Usage of RaceJoy, the GPS-based runner-tracking app, increased in 2024. **Races offering tracking increased 12%, leading to a 12.9% increase in spectators.**
- Despite operating with small teams, timers offer a wide breadth of services to the large numbers of races. While **67.2% of timing businesses have just no full time employees aside from owners, 48% of them provide services to more than 50 events each year.** And they do more than time – **80.7% of them help races with services beyond timing.**

Conclusions and Recommendations

- While race week registrations declined slightly in 2024, we saw the opposite for race day. Embrace the super-procrastinators with a race day price increase and leave online registration open until the gun goes off. On-site signage with QR codes and quick text links allow participants to skip the line and register on their own mobile devices.
- Check-in is often the first impression runners have of your race. Create a line-less, efficient experience and keep participants and volunteers happier. Configurations and presets for your volunteers enable them to see all the information they need, while limiting the opportunity for human error.
- Tracking is popular with both participants and spectators. RaceJoy uses both chip timed and GPS data to engage participants and spectators, regardless of whether a phone is carried on-course.
- Timers are savvy and trusted as industry experts. To solidify your customer base and build your book of business, diversify your services and make yourself irreplaceable.

6.1 RaceDay Registration



Anecdotally, race directors feel like registration procrastination has worsened. In 2024, that appears to be *slightly* true, with an increase in the percentage of registrations coming on race day rising to 2.6%. This represents 10.7% of all race week registrations.

Percent of Registrations on Race Week and Race Day

Year	% of Race Week Registrations on RaceDay	% Total Registrations on RaceDay
2020	11.8%	3.1%
2021	8.9%	2.2%
2022	9.5%	2.4%
2023	9.8%	2.4%
2024	10.7%	2.6%

2.6% of Registrations Were on **Race Day**

Takeaways

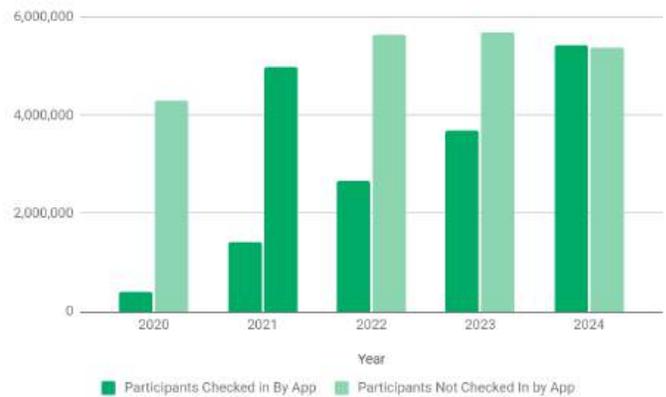
- Maximize participation (and revenue) by never closing registration. As QR codes and mobile purchases have become the norm, it's easy to allow race day registrations with no paper and few (or no) kiosks.
- Get people out on course quickly by limiting the questions required during race day registration to the absolute essentials.
- Turn procrastination into a revenue booster. Increasing the cost for late registrations encourages earlier commitment while compensating you for the late deciders.

6.2 CheckIn App Usage

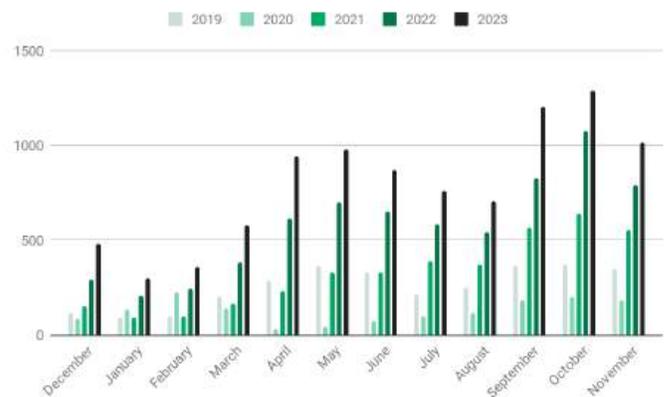
The RaceDay CheckIn App has exploded in usage since the introduction of the new version in 2021. In 2024, 42.5% of all races used the app to check in 50.2% of registered participants. This means that, for the first time ever, more participants were checked in with the app than participants who did not show up or were checked in via another system.

50% of All 2023 Participants Were Checked In with the RaceDay CheckIn App

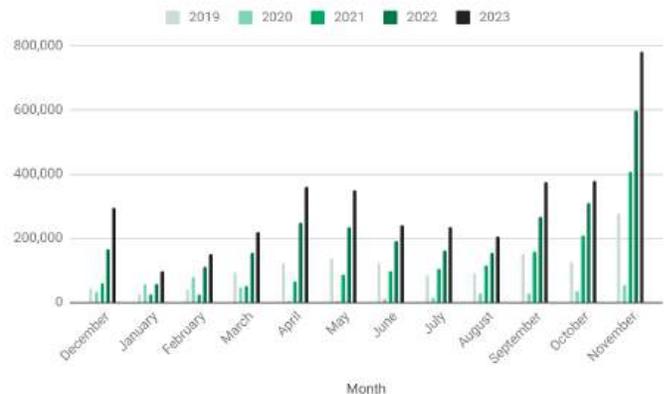
Participants Checked in with the RaceDay CheckIn App vs. Those Who Were Not



Races Using the RaceDay CheckIn App



Participants Checked In By the RaceDay CheckIn App



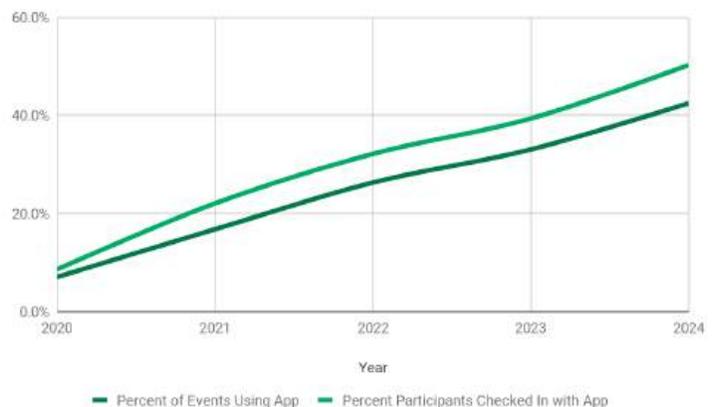
The RaceDay CheckIn App is often associated with large races, and it is true that the RaceDay CheckIn App is often used to check-in many people efficiently – the largest race using the RaceDay CheckIn App in 2024 checked in more than 28,000 participants. However, small races also appreciate technology: the average race using the CheckIn App had just 381 participants.

CheckIn App Usage

Year	Participants Checked in by App	Participants Not Checked In by App	Races Using CheckIn App	Races Not Using the CheckIn App	% Runners Checked In with App	% Races Using the CheckIn App
2020	403,174	4,310,206	1,513	20,089	8.6%	7.0%
2021	1,405,871	4,979,795	3,922	19,508	22.0%	16.7%
2022	2,662,177	5,626,935	6,918	19,419	32.1%	26.3%
2023	3,687,449	5,686,569	9,486	19,241	39.3%	33.0%
2024	5,429,969	5,378,898	14,122	19,135	50.2%	42.5%

Percent of Runners and Events Using App

For the fourth year in a row, in the 2024 Timer Survey (see sections 6.6-6.8), responding timers voted the RaceDay CheckIn App as the RaceDay product they were *most* happy with.



28,356 Participants Checked In By Largest Event Using the RaceDay CheckIn App
But
7,000+ Races Also Used the App to Check In Fewer Than 200 Participants

Takeaways

- Race day should be easy for events large and small. Participants are increasingly familiar with the process of checking into events via a QR code, making the process even simpler. Use replacement tags in your confirmation email and pre-race emails to make sure it's easy for everyone to access their QR code for check-in.
- Make check-in easier on your volunteers by allowing them to use their own devices. Bringing extra backup devices and a power supply ensures limited technical support is needed!
- Save money in 2025 with dynamic bib assignment through the RaceDay CheckIn App. Dynamic bib assignment reduces pre-race overhead and saves chip costs, and the app's label printing capabilities mean you can still add personalized labels to your bibs.

6.3 Scored Results Notifications

More races sent results notifications in 2024 than in any year prior, with more than 5,200 races providing notifications. Over the last five years, the number of large events offering notifications has increased (26 races in 2023 sent more than 10,000 notifications), while the number of very small races sending

notifications has remained relatively steady (772 races sent fewer than 99 notifications). It's clear that notifications are one of the core race day technologies that are accessible to races of all sizes.

Number of Races vs. Number of Notifications Sent

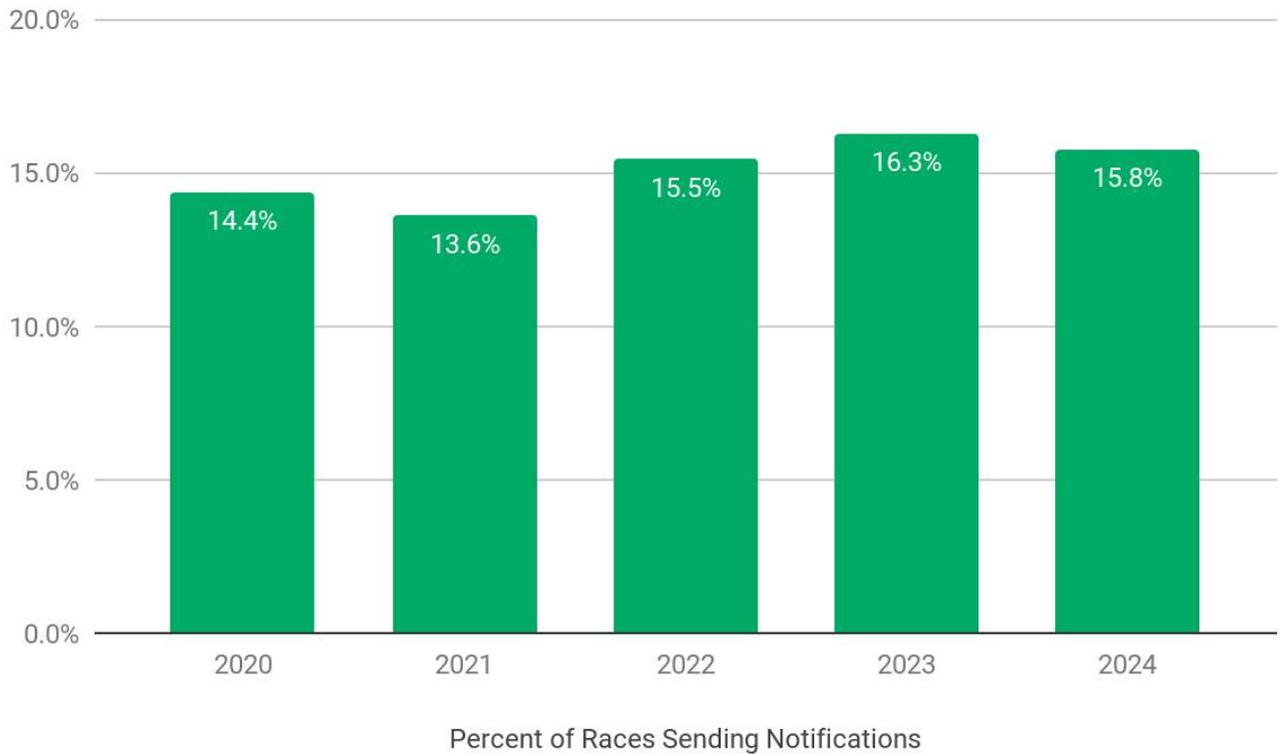


Number of Notifications	2020 # of Events	2021 # of Events	2022# of Events	2023 # of Races	2024 # of Races
10,000+	3	3	12	18	26
5,000-9,999	20	33	43	60	69
1,000-4,999	244	392	606	773	976
500-999	330	563	773	974	1,080
100-499	1,097	1,394	1,798	2,075	2,323
1-99	1,408	800	766	778	772

16% of Races Sent Notifications in 2024

The percentage of total races utilizing notifications declined slightly in 2024, with just under 16% of all races taking advantage of the technology. While the virtual race explosion of 2020-2021 meant fewer races sending notifications, at this point 15-16% looks like the sweet spot.

Percent of Races Sending Notifications



Takeaway

- Races are all about the *experience* – don't forget to include your participants and spectators when designing your experience. are an easy way to engage spectators with the race course.
- With the release of chip timing alerts in RaceJoy it's easier than ever to offer real-time updates through combination of results notifications and live GPS tracking.

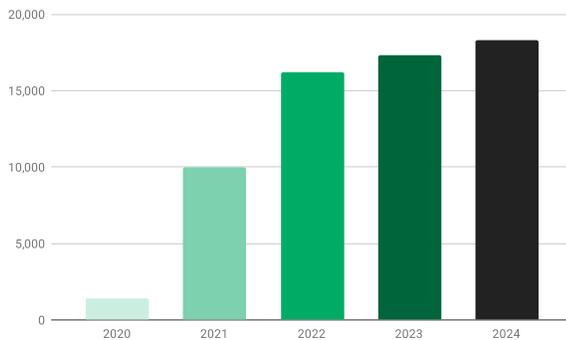
6.4 The Race Director And RaceDay Scoring

For this section, we look at the two RunSignup-owned scoring systems, The Race Director and RaceDay Scoring. The Race Director is a legacy platform and (with RunScore) one of the two major scoring platforms in the US until recent years. RaceDay Scoring is the next-generation scoring platform.

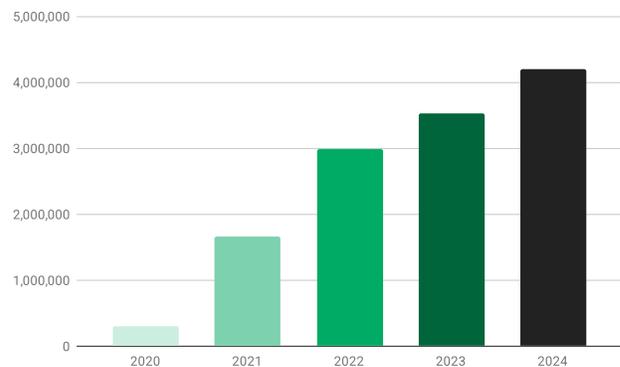
Timed Events & Finishers in 2024

Aggregating the data from both platforms we can see that both the number of races scored and the number of finishers has increased steadily from the lows of 2020. Clearly, recovery from the pandemic explains some of this growth and some can likely be attributed to more timers adopting RunSignup scoring systems. However, participation data across the industry suggests it's also indicative of an increase in races and finishers in recent years.

RaceDay Scoring and Race Director Timed Races



Finishers Scored By RaceDay Scoring or The Race Director



Moving to Next Generation Software

Timers can be slow to make major changes in their processes – the reliability of their scoring is crucial to their business, and time is very limited (see Section 6.6). However, we are seeing an increased enthusiasm for timers to take the next step and implement a modern scoring system that's flexible and easier to teach to new timers. New timers are increasingly comfortable timing large races with next-generation scoring software.

Takeaway

- Scoring software continues to evolve, with legacy scoring options being replaced by newer technologies. For timers who need to train staff on a rolling basis, look for newer options with an easy learning curve.

6.5 RaceJoy GPS Tracking

RaceJoy usage increased from 2023 to 2024 by all metrics. While 2020 and 2021 had more races using the app to enhance virtual experiences, engagement through the app has grown with more spectators, progress alerts, and cheers sent post-pandemic.

The RaceJoy App is currently available through any Certified Timer, making it an accessible option for events seeking a low-cost solution to runner tracking. With the real-time ability to provide chip-timed alerts through RaceJoy, look for usage to further increase in the coming years.

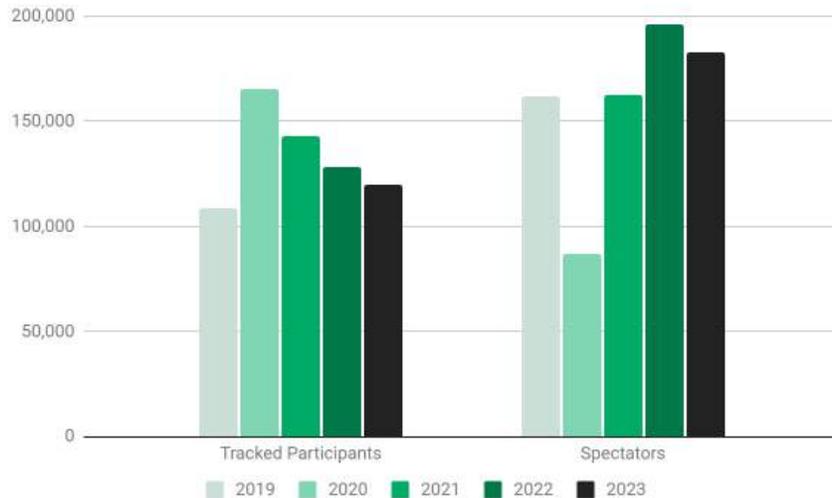


RaceJoy Usage

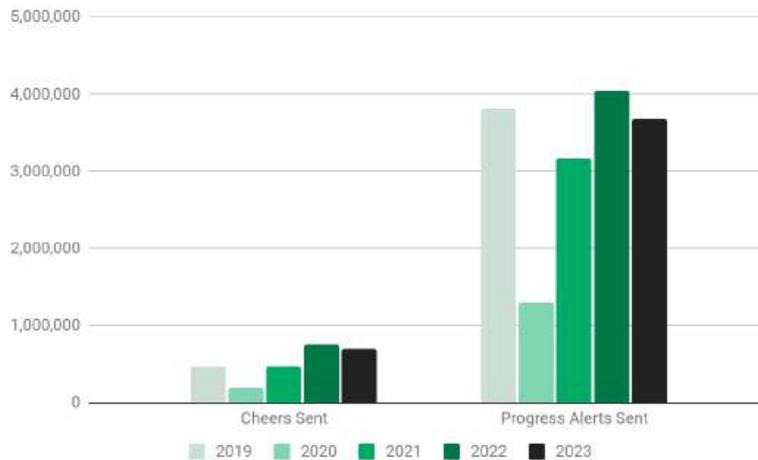
RaceJoy Usage	2020	2021	2022	2023	2024	Change 2023-2024
Races	1,097	1,215	829	781	875	12.0%
Tracked Participants	165,373	142,650	128,194	119,823	121,240	1.2%
Spectators	87,038	162,735	196,150	182,943	206,455	12.9%
Progress Alerts	1,303,158	3,168,372	4,052,806	3,675,122	3,759,351	2.3%
Cheers Sent	198,375	479,363	755,052	703,749	722,173	2.6%



RaceJoy Usage: Tracked Participants and Spectators



RaceJoy Usage: Cheers and Progress Alerts Sent



3,759,351 Progress Alerts Sent in 2024

Takeaways

- Participants who have a fun, supportive race are more likely to return. Encourage participant and spectator engagement with live tracking.
- Link to RaceJoy how-to's on your website and schedule RaceJoy reminder emails to ensure that your participants and their spectators can get more out of the app on race day.
- Provide multiple tracking options, including GPS and chip-timed alerts, to improve the experience for all runners and spectators, regardless of whether they carry their phones.



2024 Timer Survey Purpose & Methodology

Purpose:

RunSignup issues an annual timer-specific market survey to help us understand the unique needs of timers. This information is used to provide industry insights to timers and helps guide our technology road map. In 2024 we looked at:

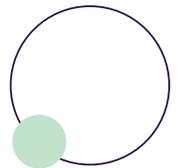
- **The profile of a timing company**
- **The types of services offered by timing companies**
- **Trends in technology usage**

Survey Collection

This survey was issued in November of 2024. Timers were reached for response through multiple channels, including email (to RunSignup's email list), partner organizations, RunSignup's social media and Facebook groups targeting timers.

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

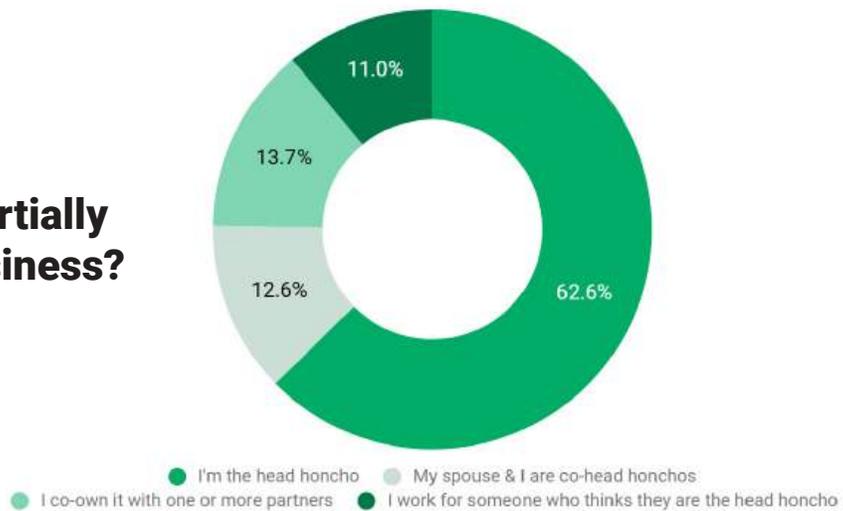
182 Survey Responses



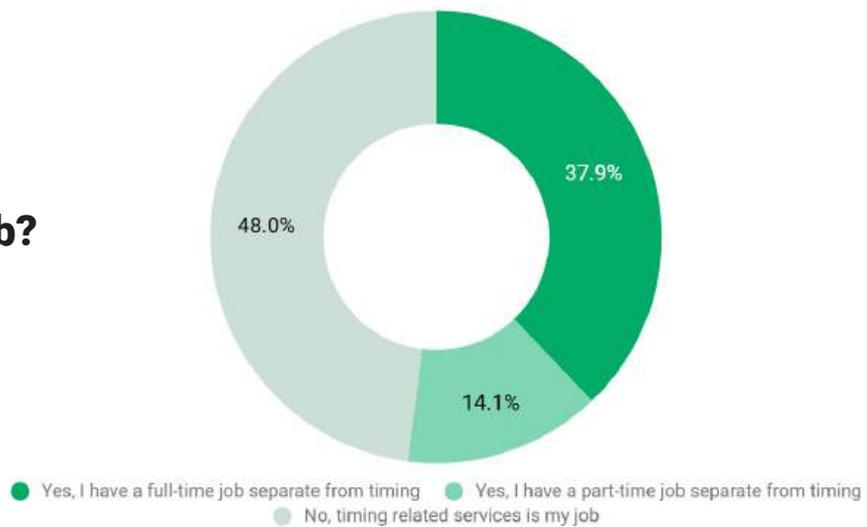
6.6 The Timing Business

This set of questions establishes the ownership, staffing patterns, and scope of US timing businesses. It's clear that timing businesses require personal motivation: while 89% of respondents indicated that they own part or all of the timing business, more than half (52%) of them also work at least a part-time job outside of timing.

Do You Own or Partially Own a Timing Business?



Do You Have Another "Real" Job?



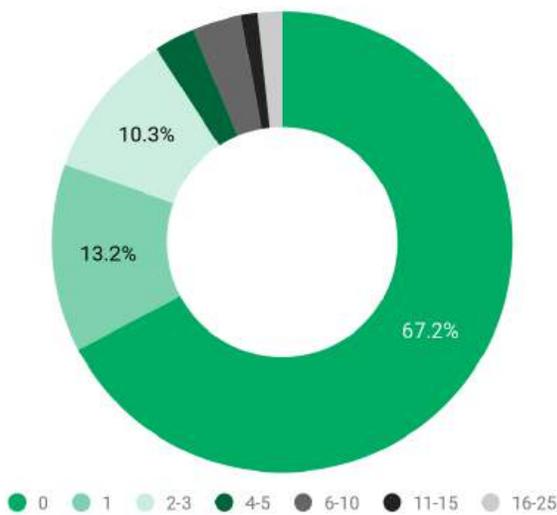
48% of Timers Also Work a Part or Full-Time Job

2024 respondents included a higher percentage of full-time timers than any previous year. While it's possible that this variation is due to differences in the pool of respondents, it also appears that some timers who picked up outside jobs due to COVID-19 have returned to full-time timing.

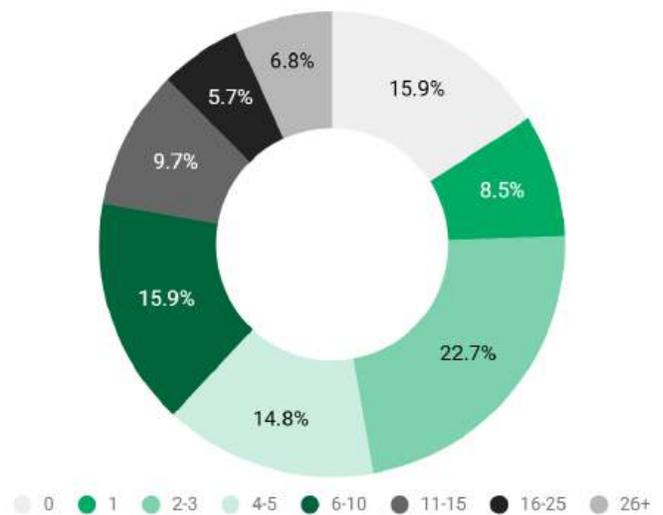
	2020	2021	2022	2023	2024
Yes, I have a full-time job separate from timing	43.8%	42.5%	50.9%	41.5%	37.90%
Yes, I have a part-time job separate from timing	8.1%	10.7%	11.8%	10.7%	14.10%
Because of COVID-19, I had to get another job	5.0%	1.7%	0.9%		
No, timing related services is my job	43.1%	45.2%	36.3%	47.8%	48%

Timing companies employ few full-time employees – in fact, 67% of them have no full-time employees, excluding the owner(s). Due to the challenging schedules of a timing business, part-time employees and contractors make up a large percentage of on-site timing teams. More than a fifth (22%) of all timing companies employ more than 10 part-time employees or contractors.

How Many Full-Time Employees Work at Your Timing Business



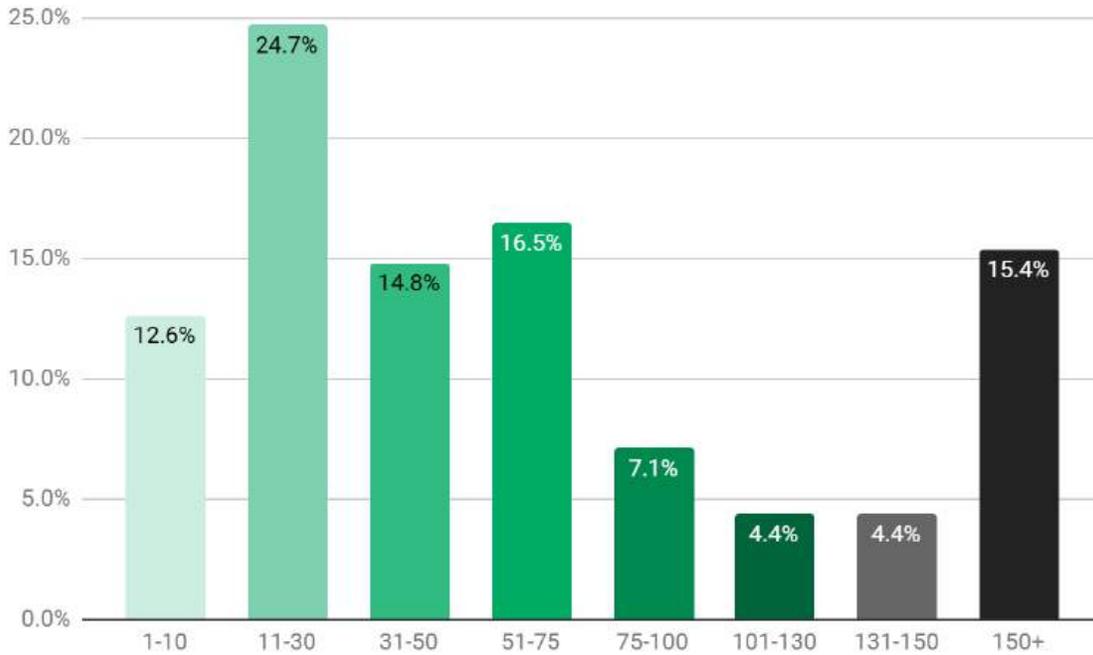
How Many Part-Time Employees Work at Your Timing Business



67% of Timing Businesses Have No Full-Time Employees

Despite small teams and second jobs, timing companies are incredibly productive. Most timing companies provide services to dozens (or even hundreds) of events each year. While businesses range widely in scope, an impressive 47.8% of them support more than 50 events each year.

How Many Races Do You Time or Provide Other Race Day Services To?



Takeaways

- Timers are *absolutely crucial* to the endurance industry, but race timing companies are often small teams with hands-on owners. Easy training of new timers is crucial to keep up with a rotating staff of part-time employees and contractors.

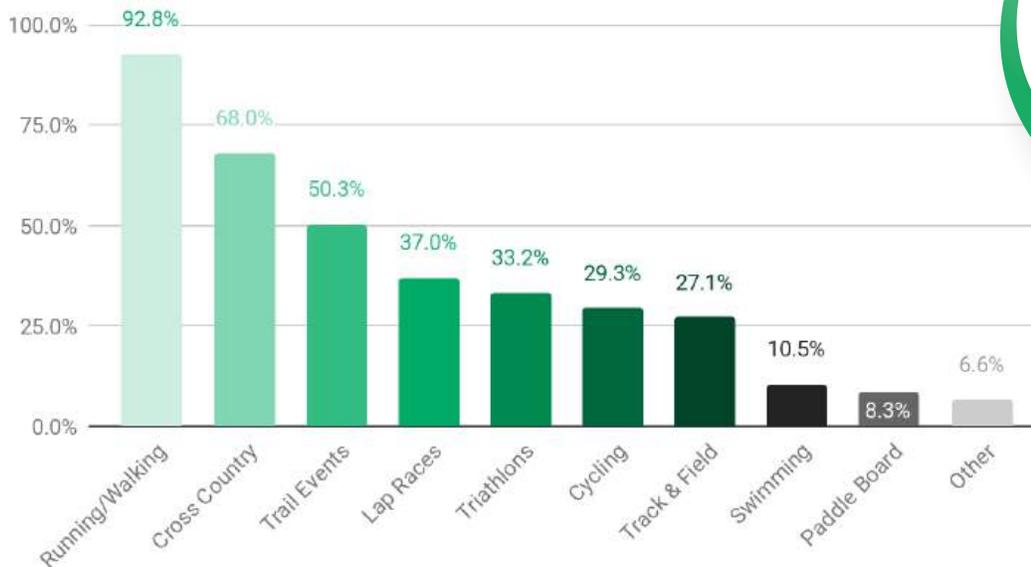
48%

**of Timing Businesses
Provide Services to
More than 50 Events
Each Year**

6.7 Event Services

While most timers (92.8%) provide services for traditional run/walk events (like 5Ks and marathons), timing doesn't stop with road races. Cross country, trail events, and lap races are the next most common, but timers also time non-running events like cycling, swimming, paddle boarding, kayaking, and stair climbs.

What Types of Events Do You Currently Provide Services For?

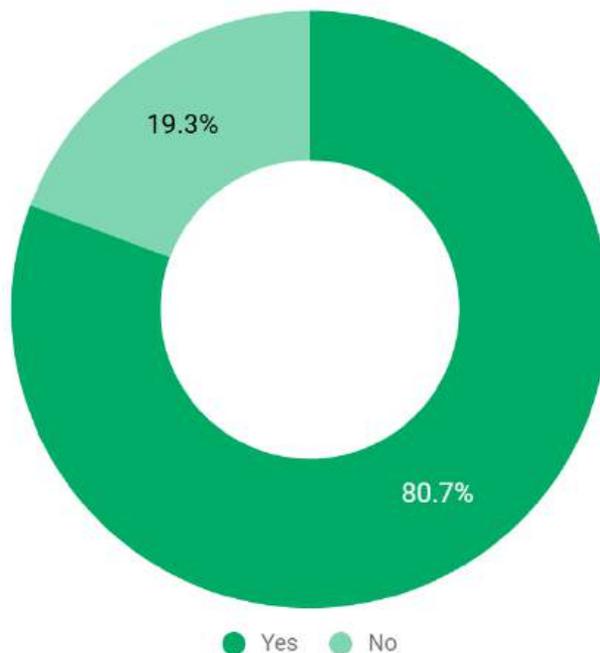


11%
of Timers Provide Services to Swimming Events

What Types of Events Do You Currently Provide Services For?

As we've seen each year surveyed, the majority of timers (80.7%) offer services beyond "just" timing. Providing a range of services helps timing companies increase profit margins and provides a competitive advantage.

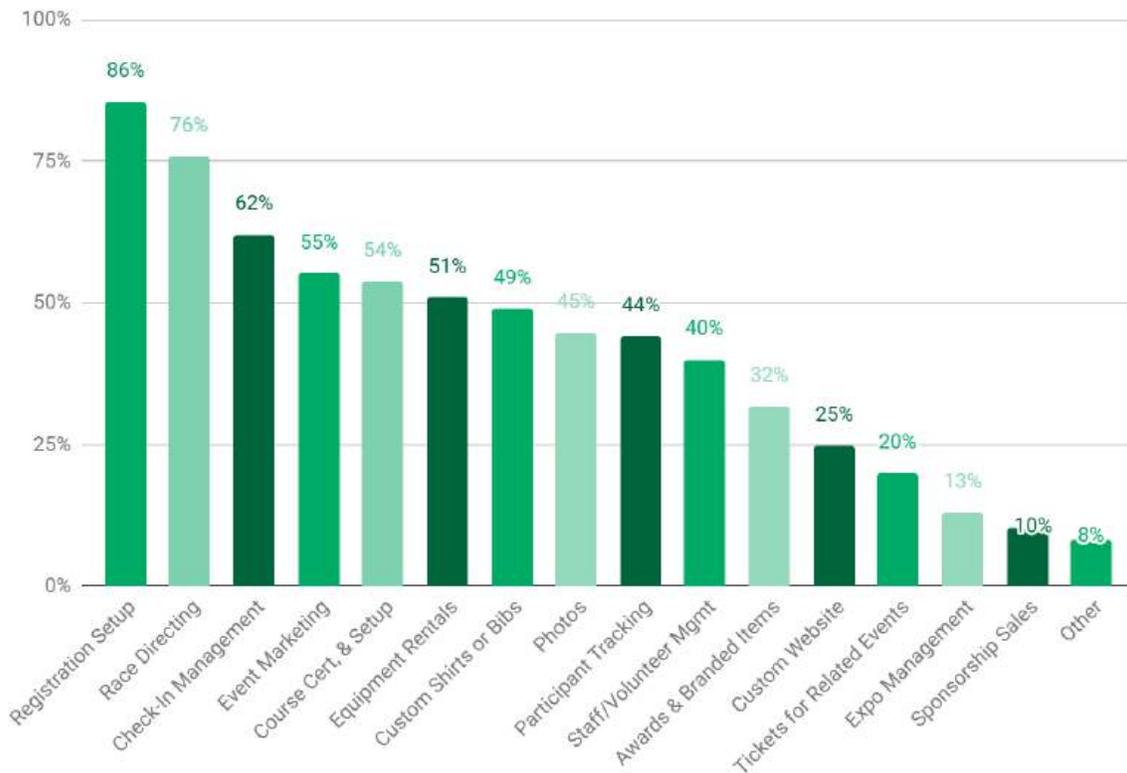
Do You Provide Services Outside of Timing?



82% of Timers Provide Services Beyond Timing

The most common additional services provided by timers include registration setup, race directing, check-in management, event marketing, and course certification and setup.

What Other Services Do You Provide?



What Services Do You Offer (Beyond Timing)

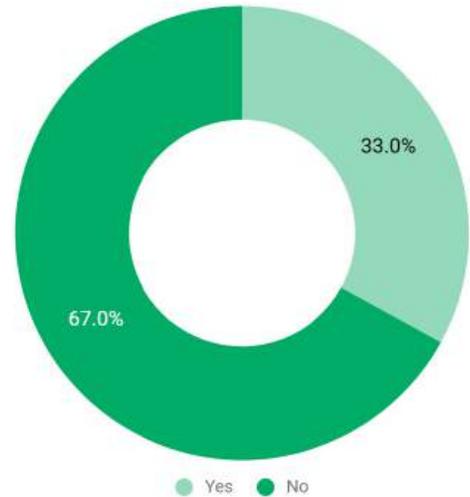


One third of timers continued to innovate in 2024, with 33% of timers adding additional services or technologies to their 2023 offerings. New service options included video display results, label printing, and Starlink Mini Room.

Did You Start Offering New Services or Technologies in 2024?

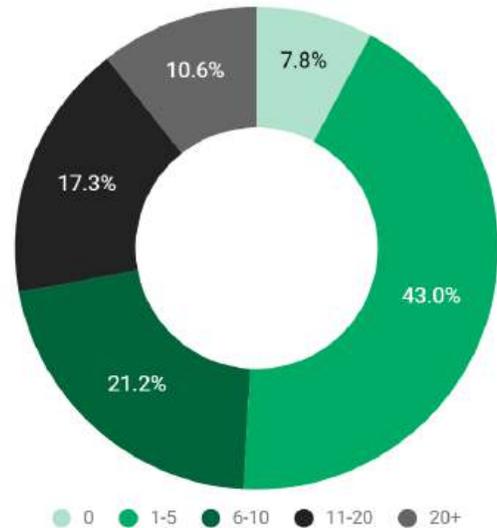
33% of Timers Added New Services or Technologies in 2024

Responding race timers largely report expanding businesses, with just 7.8% reporting that they added no new events in 2024. Nearly half (49.1%) added more than 5 new events within the year.



How Many Events Has Your Timing Business Added This Year?

49% of Timers Added More than 5 New Events in 2024



Takeaways

- Despite the challenges of the industry, timing companies are growing along with races. Keep up by diversifying the events you time and adding new services to your roster.
- For race directors evaluating timing companies, look for a timer that's experienced in a range of race operations and able to provide direction and advice in your process. Have a question? Your timer likely knows the answer.

6.8 Timing Technology

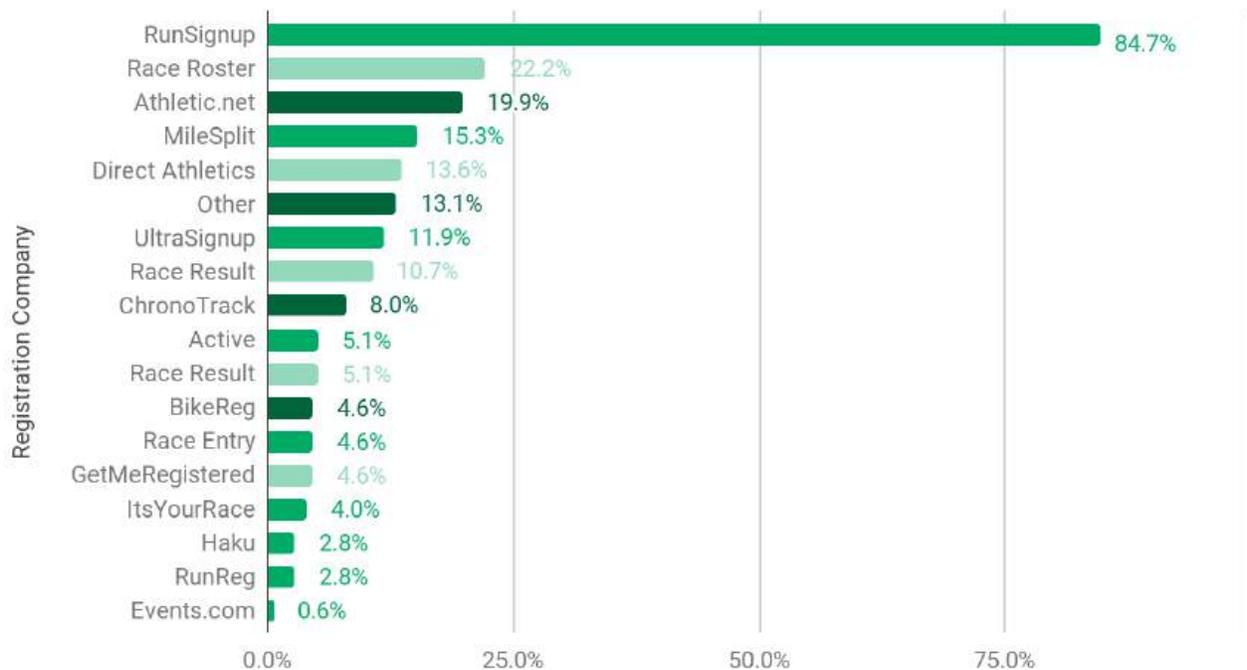
As Section 6.7 suggests, timers are often experts in a range of technologies. Understanding their preferences for registration, timing hardware and software, and runner tracking can provide insight into their priorities.

Responses in this section are likely impacted by the disproportionate number of RunSignup users in the sample, with an over representation of technology that more tightly integrates with RunSignup. Where possible we included both responses from our survey and data from The Race Director software (shown in section 6.4) to provide additional context.

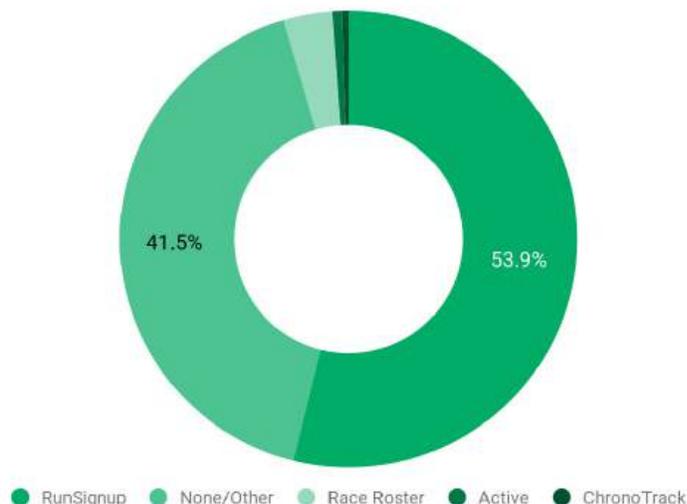
Registration Company

As expected, RunSignup was the most used registration platform by both the timer survey and Race Director users. Milesplit, Athletic.net, and Direct Athletics are software specifically used by schools for cross country and track. When those are taken out of the equation, Race Roster is the only other registration platform used by more than 12% of timers surveyed.

Registration Platforms Used



% Races by Registration Company Integration (from Race Director data)

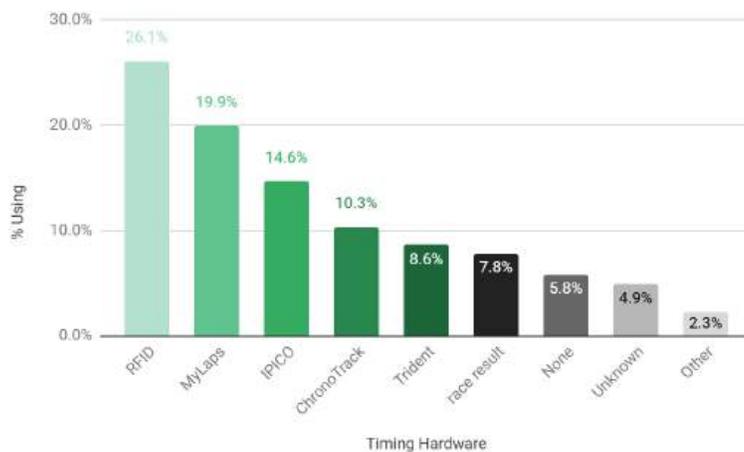


Timing Hardware

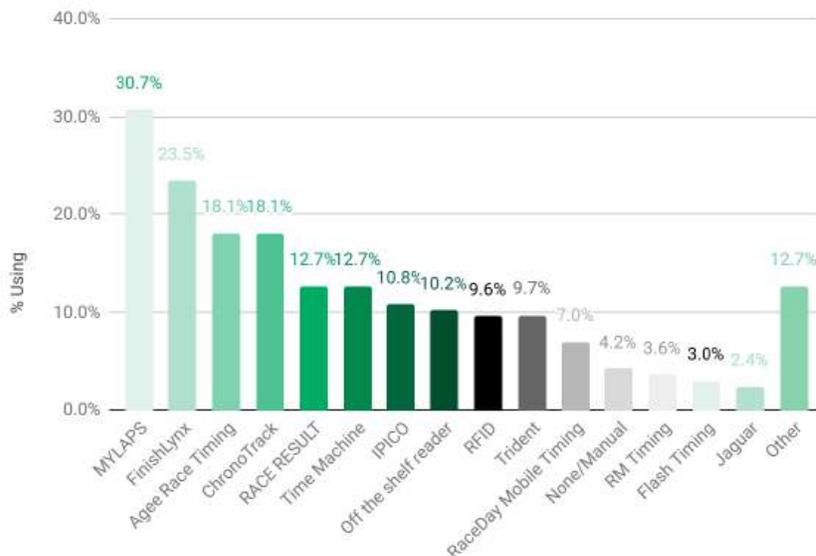
Next, we look at timer preferences for timing hardware. The set of data from The Race Director has some bias – RFID, MYLAPS, and IPICO timers are more likely to use The Race Director, whereas ChronoTrack timers often use RunScore or CTLive. However, looking at both Race Director data and survey data provide a larger sample of the market.

Race Director Data

MYLAPS Hardware Was Used By 31% of Survey Respondents and 20% of Races Scored By The Race Director



Timer Survey Responses

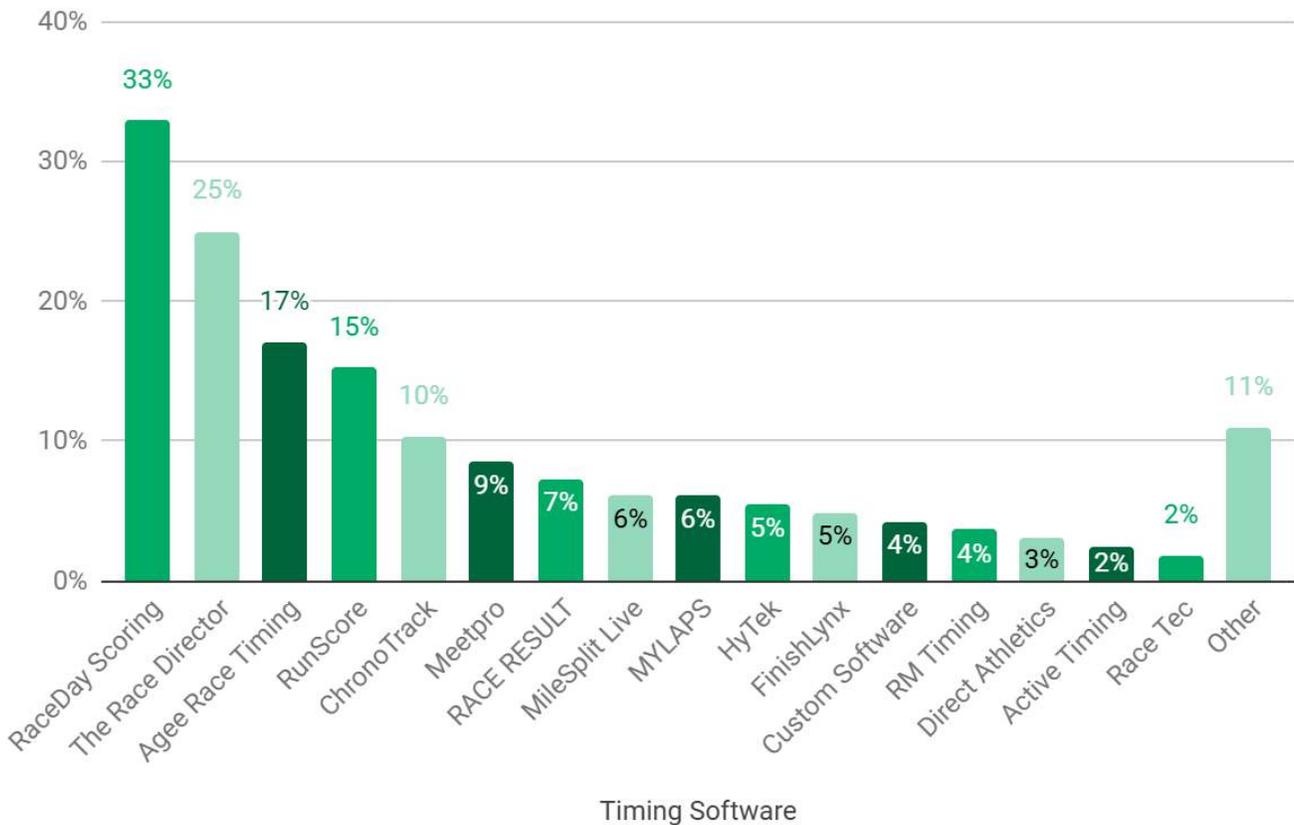


Scoring Software

For decades, The Race Director and RunScore were the two dominant forces in scoring software. For the second year in a row, the most-used software was a next-generation software option, RaceDay Scoring. The Race Director remained in second, with Agee Race Scoring third. While the dominance of RunSignup owned software (The Race Director and RaceDay Scoring) is impacted by the customer-heavy sample, adoption of RaceDay Scoring is increasing with new timers coming into the industry and the approaching sunset of The Race Director.

Two notes on this question: 1) timers who use more than one software solution, depending on the circumstances, could indicate both options, and 2) respondents were asked to exclude track & field events in their response.

Scoring Software (Survey Respondents)



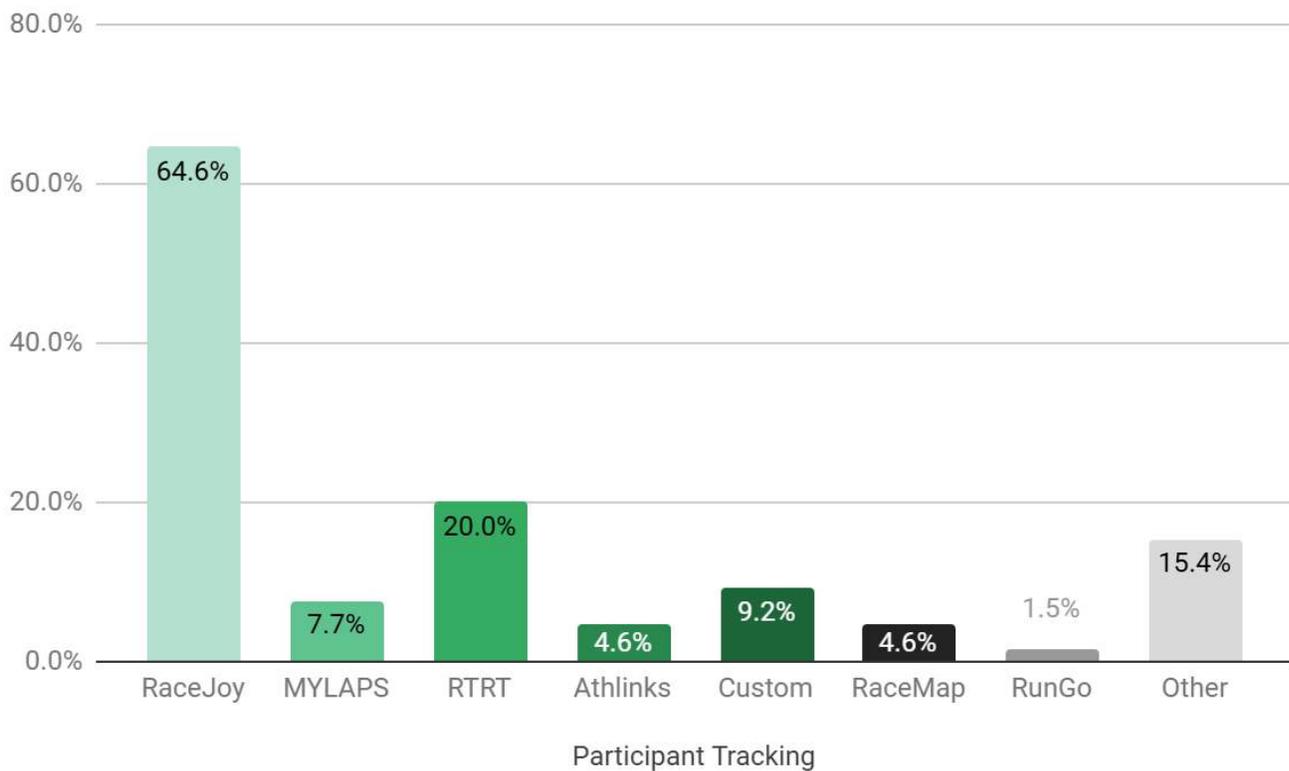
33% of Survey Respondents Use RaceDay Scoring



Participant Tracking

Timing isn't always just the final results, with many timers providing participant tracking options both during and after the event. While RaceJoy was the most frequently used, timers also offered tracking via MYLAPS, RTRT, Athlinks, and more.

If You Are Using an App to Provide Tracking, Which One Do You Use?





Takeaways

- Next generation software is gradually replacing legacy solutions with easy to learn, customizable options. Implement software that makes onboarding easy and helps your timing team feel confident.
- Don't get complacent with older technology. Set aside time to learn new technologies, prioritizing options with a fast learning curve and robust documentation to get your entire team trained, fast.

About **RunSignup**

At it's core, RunSignup is an employee-owned technology company for events. Founded in 2010 by Bob Bickel, a race director and runner frustrated by existing online registration solutions, RunSignup continues to focus on building technology that can solve real problems for races and create better event experiences.

With a 100% US-based team that are truly passionate about the events we work with, RunSignup provides first class (free) support whether your race has 30,000 runners or 50.

Our comprehensive, free, end-to-end platform provides solutions from marketing tools to event day management because we believe everyone deserves powerful technology to improve their events.

Today, RunSignup is the largest registration platform for endurance events with 30,000 events using the platform to sign up 11 million participants annually. In addition to the RunSignup platform, we offer TicketSignup for ticket events and GiveSignup for Peer-to-Peer Fundraising Events



RunSignup.com
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TicketSignup.io
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GiveSignup.org
info@givesignup.org

RunSignup

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