



Maximizing Revenue with RaceJoy **For Certified Timers**

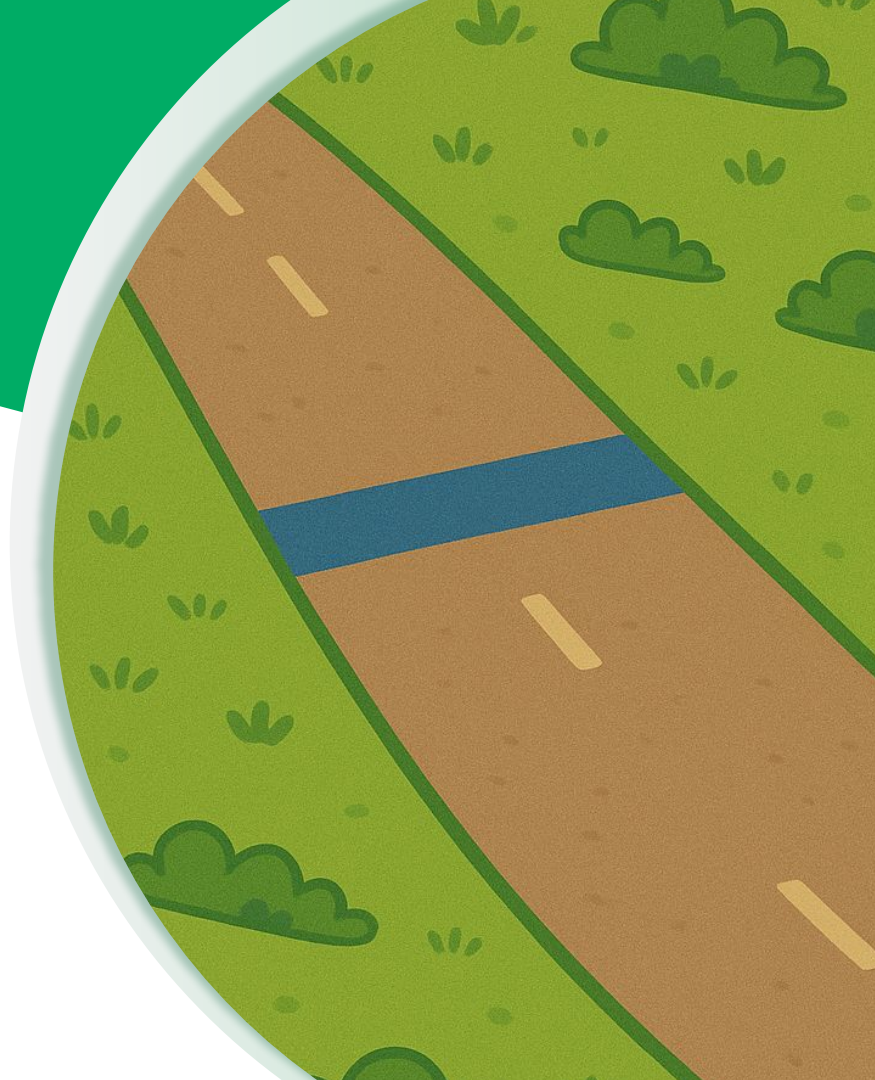
Soren Larson & James Harris





Today's Agenda

- **RaceJoy via Certified Timers**
- **RaceJoy as a Service**
- **Pricing Strategies**
- **How Timers Are Pricing RaceJoy**
- **Selling Splits**
- **RaceJoy Pricing**
- **RaceJoy Customization Options**
- **Open Floor Discussion**





Offering RaceJoy



Who can offer RaceJoy?

**Exclusively available through RaceJoy
Certified Timers.**

Want to get certified? Email:

info@racejoy.com

Races using RunSignup registrations =
RaceJoy is FREE for certified timers

Races NOT on RunSignup = \$750 for
certified timers (requires approval)





RaceJoy As a Service

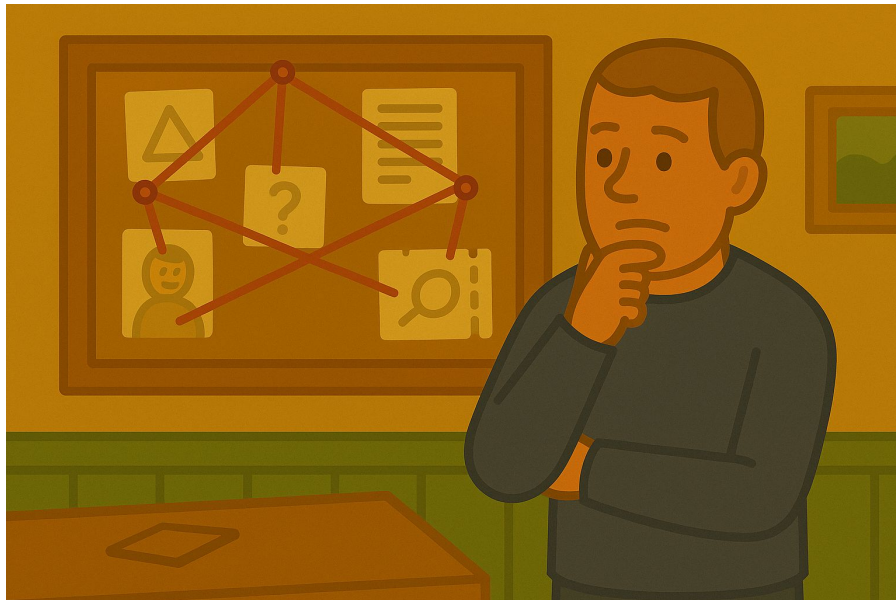




RaceJoy as a Service

Offer RaceJoy to:

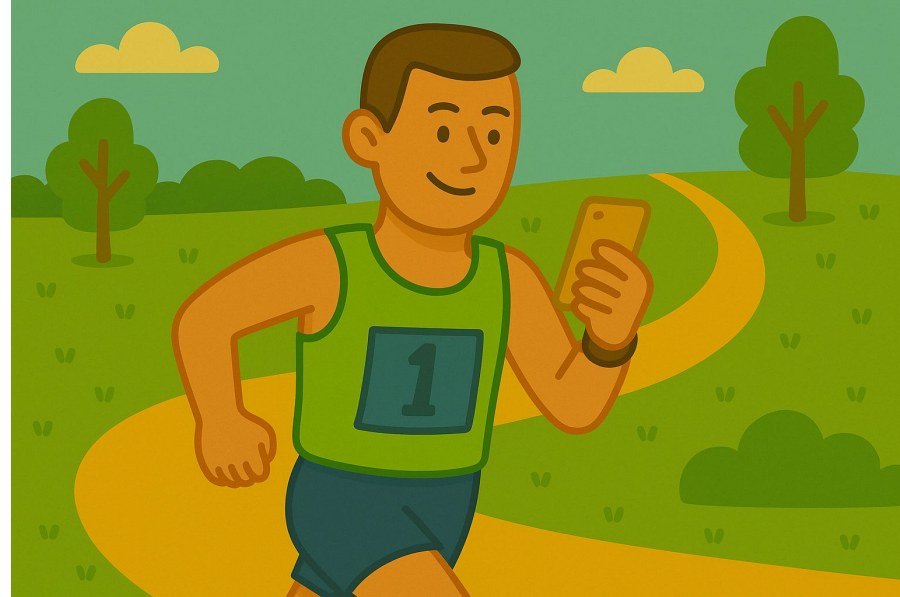
- Provide advanced participant tracking as part of your services
- Differentiate yourself from other timers
- Secure new business
- Provide value add service
- Create **new revenue streams**





Tier 1: GPS Tracking

- Offer continual participant tracking
 - Requires participant to carry phone
- Win new business
- Ideal for new, smaller races
- Help events grow participation with virtual options
- Increases “stickiness” with customer and loyalty with your timing business
- Timer Services Includes:
 - Map(s) setup and configurations
 - Race day monitoring and adjustments



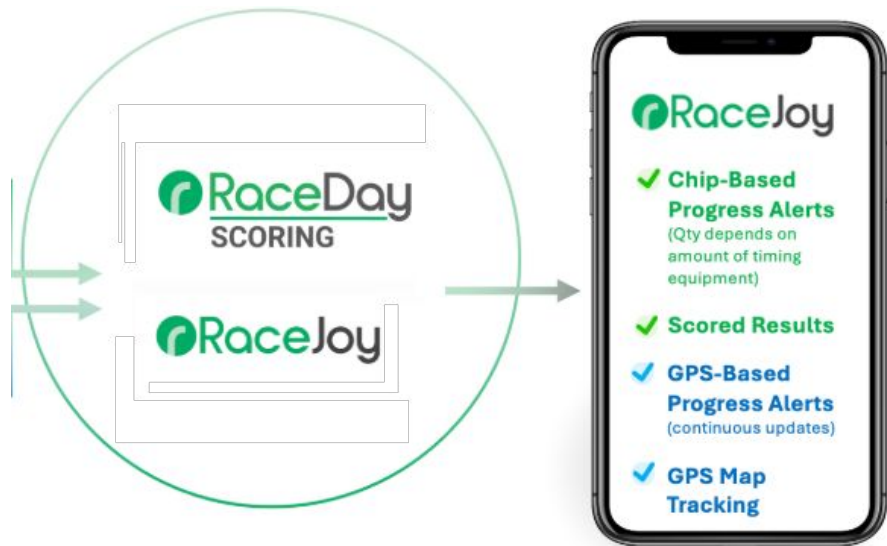


Tier 2:

Bib Tracking + GPS Tracking

RaceJoy Real-Time

- Deliver official timed progress updates
- Expands usage to ALL participants
 - No need to carry phone or use RaceJoy
- Offer a big race experience at an affordable price
- Increase splits as part of your price for RaceJoy
- Timer Services Includes:
 - Map(s) setup and configurations
 - Splits equipment, management, streaming
 - Race day monitoring and adjustments



RaceDay Scoring is the streaming source platform from timer's equipment to RaceJoy.

●●● Tier 3: Premium Customization

Add to either Tier One or Two

Options Include

- In-App Race **Branding & Content**
 - Logo placements in content sections
 - Banner ads
 - FAQ section
 - Pre-scheduled news alerts
- Custom **Audio Experience**: Geo-Based “Cheers”
 - Ideal for themed events or notable course settings
- **Sponsor Promotion**
 - Banner ads
 - Sponsor Logo placements in content areas
 - Local sponsors on interactive course map
 - Geo-Based audio cheers
 - Progress alert recognitions





Pricing Strategies





How Other Platforms

Price Tracking

- Setup Fee - varies from a few hundred dollars to several thousands of dollars for very custom setups
- Most have per participant pricing for larger races
 - \$0.30 to 0.60/registered runner
- Tiered price discounts based on volume
- Some offer different features
 - Scoring/announcer/leaderboard components
 - Predictive pace
- Some sell directly to the race
 - RaceJoy sold exclusively through certified timers



Things To Consider When Pricing RaceJoy

What are the event's goals?

- Provide tracking for participants and spectators
- Increase spectator engagement
- Elevate the race experience
- Increase sponsors and value provided to sponsors
- Ensuring safety for participants

What are your goals?

- Increasing revenue
- Getting a new race
- Growing the race participation = higher timer revenue
- Keeping the tracking under your business
- Selling splits
- Expanding the value you are offering the race

Things To Consider

When Pricing RaceJoy Cont...

- **What is the distance and complexity of the race?**
 - The more complex the course(s), the more effort you will put in.
 - Longer distances value tracking more
 - Added Bib Tracking option ideal for longer distances.
- **How many courses and how many days are involved with the event?**
 - More courses = more effort
 - Multiple days/nights = more time monitoring
- **How are you currently charging the race?**
 - If a flat fee, consider staying with a flat fee
 - If per participant, consider per participant up-charge
 - Pricing per runner aligns to the event's goals to grow participation



Reminder:

Must offer RaceJoy for All Courses

When determining price consider all the courses you will support.

Must activate Racejoy for all the event's courses to provide a consistent experience for participants.

Example: If marathon has a half, 10K and 5K, all need to be activated for RaceJoy.

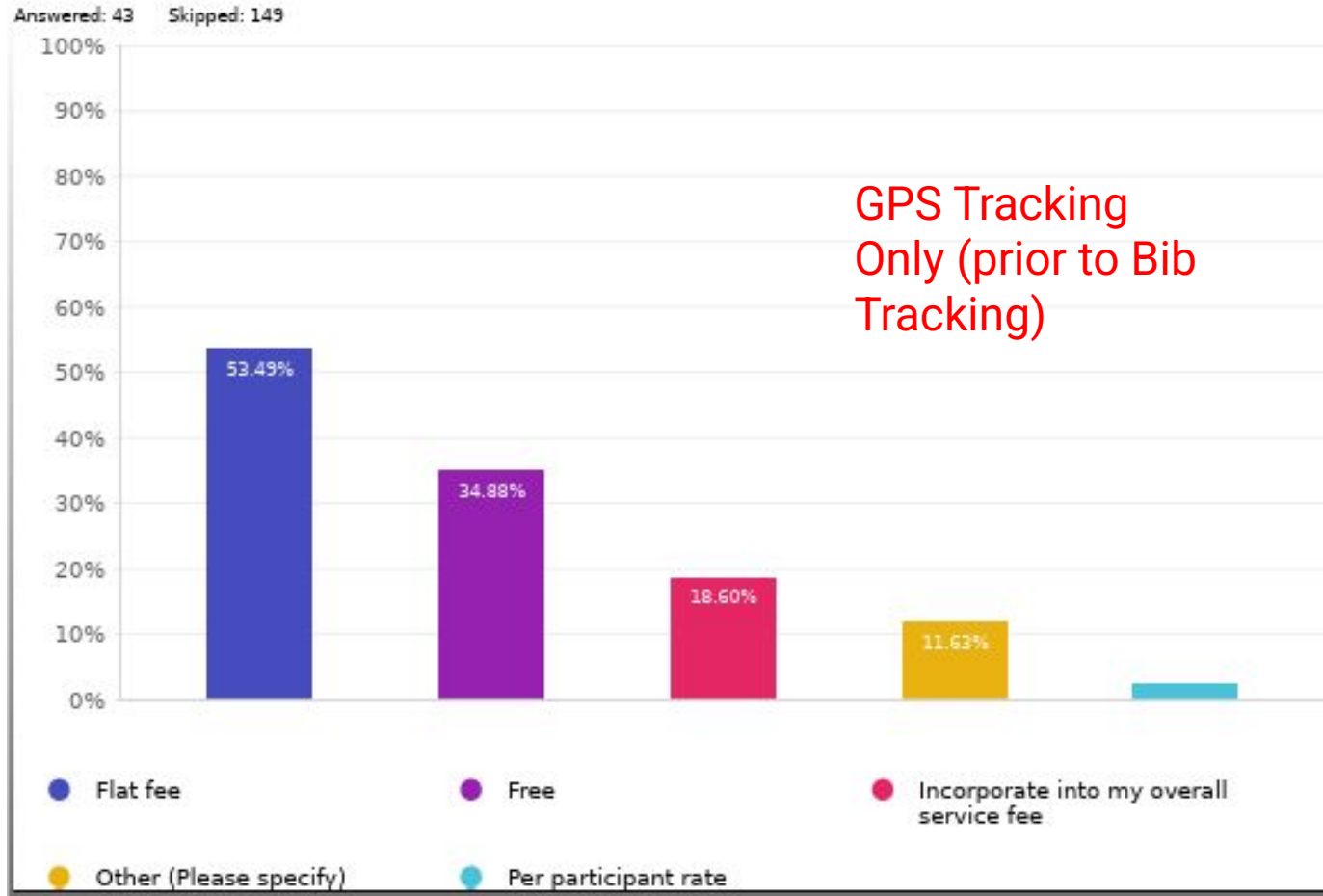




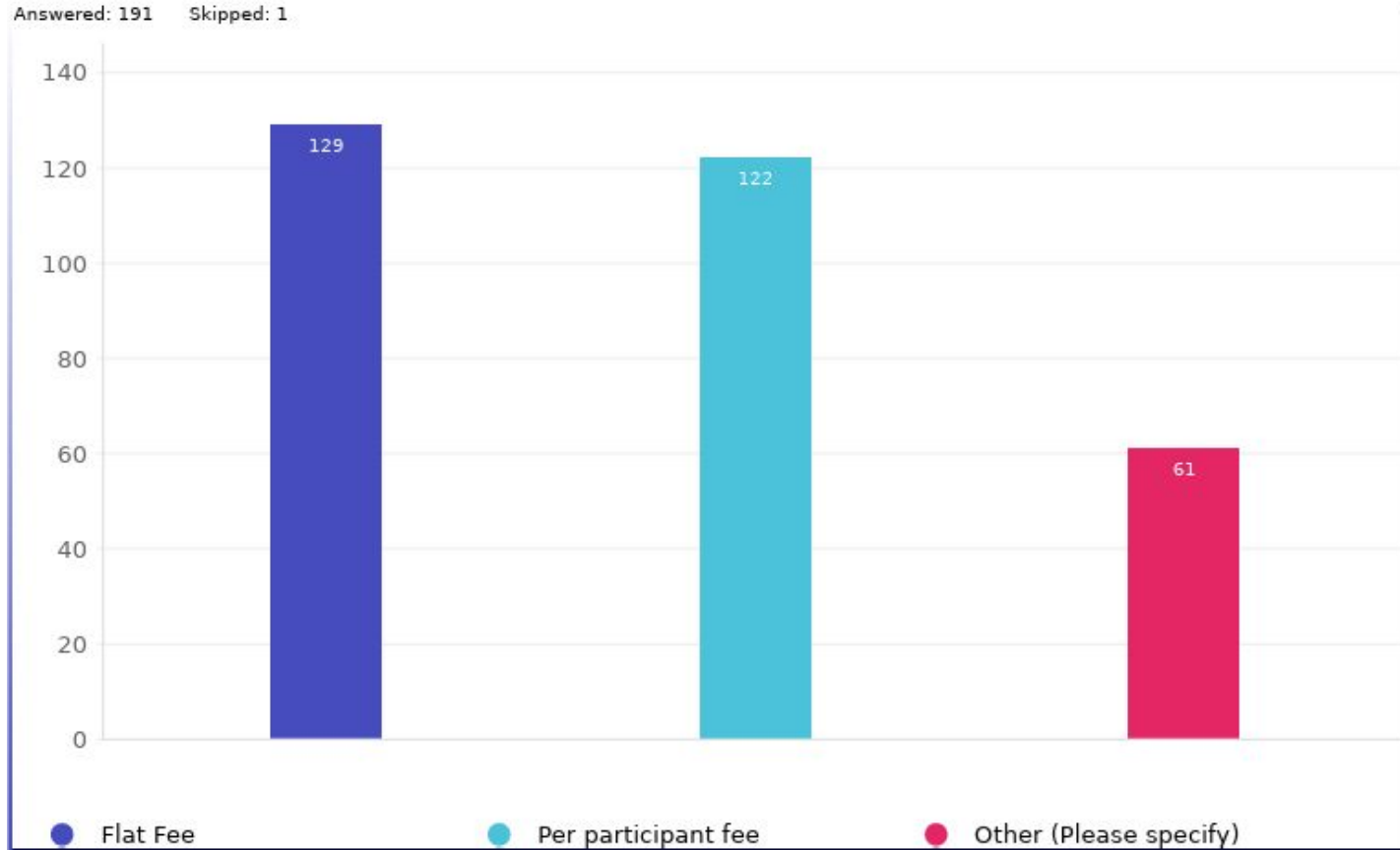
How Timers Are Pricing RaceJoy



How do you charge for RaceJoy (Annual Timer Survey)



How do you charge for your services? (Annual Timer Survey)



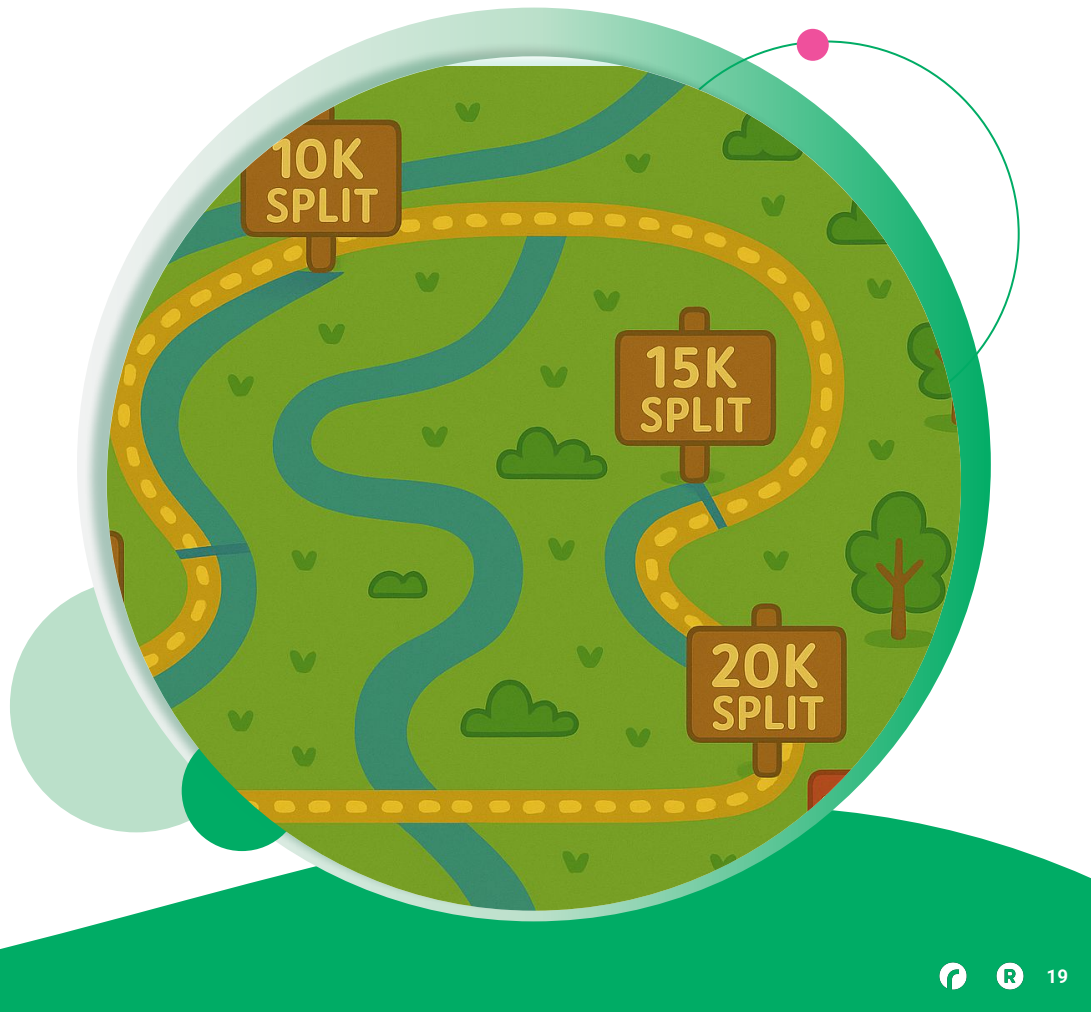
How Timers Charge for RaceJoy: GPS Tracking Only

- This varies per timer - most are charging a flat fee or offering it for free
- The majority of flat-fee pricing was around the \$500 level
- Some offer tiered options depending on how the race is using it
- Some charge a minimum fee and then charges on top of it, or an a la carte menu

New Bib Tracking pricing will likely be higher (more equipment, effort).



RaceJoy Bib Tracking **Selling Splits**



How To Choose Split Locations for RaceJoy's Bib Tracking

- **Value to the Participant Based On the Course**
 - Interval Updates
 - Example Marathon: Start, 5K, 10 Miles, Halfway, finish
 - Relays: Based on legs
- **Value to the Spectator Experience**
 - Updates on participant's location on course
 - The more splits, the closer to real-time tracking
- **Race Monitoring Needs for Race Operations**
 - Additional splits provide insightful data
- **Data for the Timer**
 - Use as verification tool (switches, cheaters, how many left on portions of course)
- **Physically Feasible**
 - You've got to get there and set it up, after all...

Recommended Splits

For RaceJoy's Bib Tracking

- **5K**
 - NA: GPS tracking is typically the ideal solution
 - Larger 5k events: Start/Finish, 1 mid-way
- **10K**
 - Start/Finish, 1 mid-way
- **Half Marathon**
 - Start/Finish, and least 2 splits
- **Marathon**
 - Start/Finish, and at least 3 splits

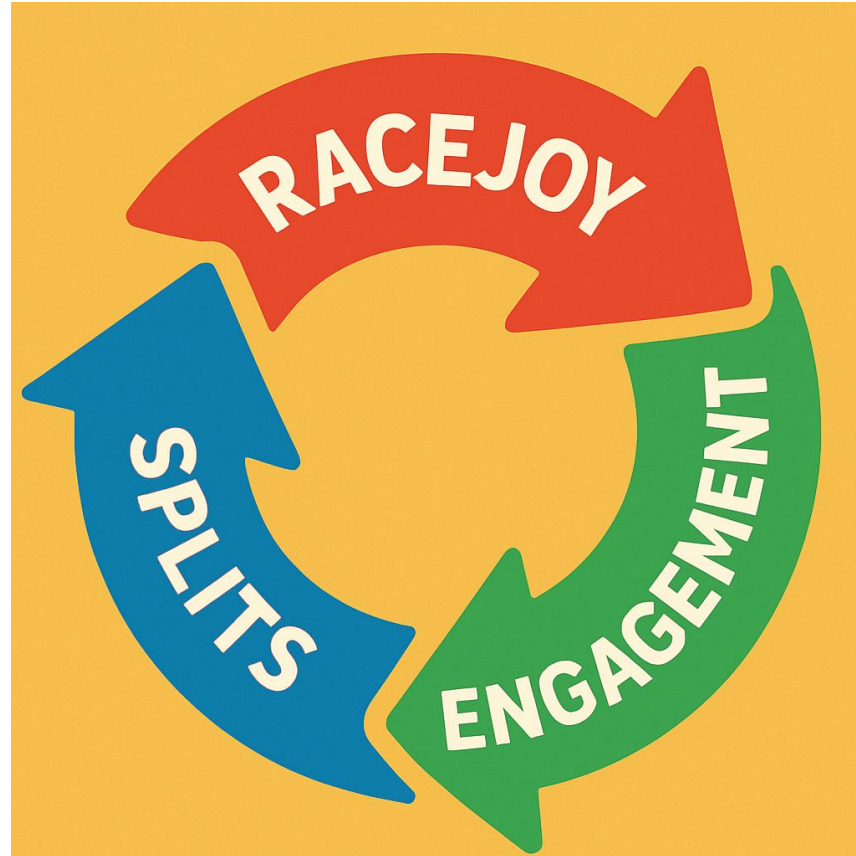
●●● RaceJoy's Bib Tracking Splits for Revenue

- Additional splits can pull in \$300-700 per split
 - Price them based on the cost of people setting them
 - Do you need more vehicles?
 - How much do you pay your operator?
- Splits help support the pricing for RaceJoy
 - Race Directors are typically understand there is a cost associated with timing equipment

In Addition...

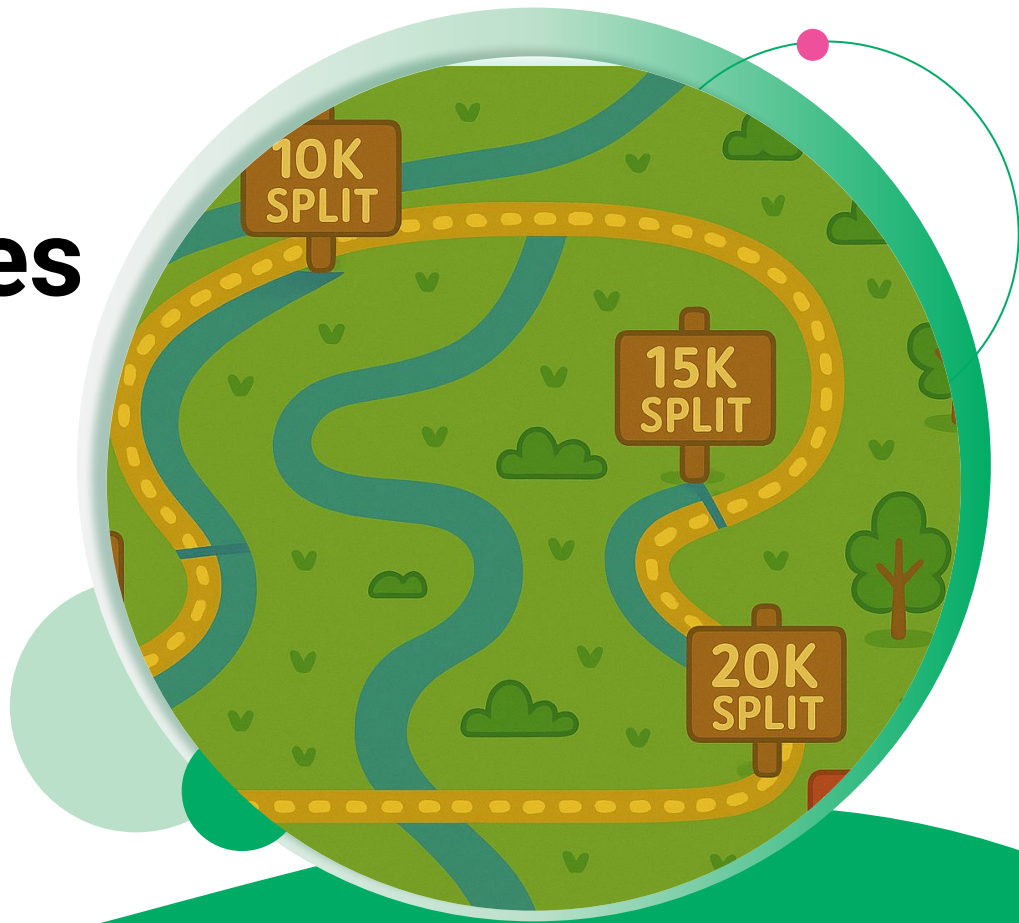
- Splits are a great way to get staff more work
 - Give newer staff reps in the field work with lower pressure
 - Easier weekend work helps retain staff
 - More staff for travel events

RaceJoy Growth Cycle





RaceJoy Pricing Examples





Tier 1

RaceJoy GPS Tracking Pricing

Free

- First year to secure new business
- Short distance event
- Virtual event
- Incorporate as part of timing package (differentiated service)

Flat Fee

- \$250-\$350: shorter distance events
- \$500-\$750: half to full marathons
- \$950-\$2,750: larger marathons, ultras, relays

Per Participant

- For larger events only
- 20-50 cents add-on (based on expected participants)

Benefit: not chasing an invoice, growing with a race.

More complex maps and more course options = higher price





Tier 2

RaceJoy GPS + **BIB Tracking Pricing**

Free

- First year to secure new business
- Incorporate as part of higher price timing package (differentiated service)

Flat Fee (depend on # of added splits)

- \$250-750: shorter distance events
- \$500 - \$1,500: half to full marathons
- \$950-\$3,750: larger marathons, ultras, relays

Per Participant

- For larger events only
- 25-75 cents add-on (based on expected participants)

Pricing higher for additional splits. If using existing splits, follows more like GPS only model.

Recommend using your typical timer pricing model





Tier 3

RaceJoy Custom Options Pricing

Free

- Incorporate certain components as part of timing package (differentiated service)
- DIY option. Teach the race and they customize.

Custom Race Experience

- Race branding, audio, map components, FAQ, etc.
- \$150- \$500

Sponsor Promotion

- Banner ads, progress alerts, map, audio
- \$100-\$500

Increase Tier 1 or 2 Price

- Flat rate
- Per Participant



RaceJoy Pricing Examples

Tier One: GPS Only

\$550

Up to 750 participants

750+, \$.20/pp

- RaceJoy GPS tracking set up
- Custom interactive course map
- Race day monitoring and adjustments

Tier Two: GPS + Bib Tracking

\$750 (existing splits)

Up to 750 participants

750+, \$.40/pp

- RaceJoy GPS + Bib Tracking set up
- Custom interactive course map
- Race day monitoring and adjustments
- \$450 for each added split

Tier Three: Premium

Customization

\$1,250

Up to 500 participants

500+, \$.40/pp

- Includes Tier Two
- Race branding (logo placements, banner ads)
- Custom audio experience
- Sponsor promotion (banner ads, course map, logo placements, progress alerts, audio)





RaceJoy Customization Tools





RaceJoy Custom Configurations

Timers can customize on behalf of the race
OR
Race organizers can customize

Access in RaceJoy dashboard

Custom Configurations

Change Year ▼

Customize your race in RaceJoy with the various options below. Please consult your RaceJoy Certified Timer for assistance, as needed.

Race Logo

Adjust your RaceJoy circle logo here.

Adjust Logo

Banner Ads

Create linkable banner ads to brand your race, showcase sponsors, cross-promote your other races, charity/donation sites, etc. There is no limit to the banner ads you can use. However, the first three will receive the most visibility. We recommend your first banner to be your race branded banner ad.

Watch this video for guidance.

Required Specifications:
640 px (width) by 90 px (height)
Accepted file types: PNG, JPEG, GIF

Load Banner Ads

Progress Alerts, Social Media, and SOS (I Need Assistance)

Customize the GPS progress alerts and in-app user posts to Facebook and Twitter messages. Also, you have the option to enable the SOS feature where participants can request help while on the course.

Customize Alerts

Audio Experience (Geo Cheers)

Create a custom audio experience for participants by scheduling audio files to play as they complete their course. Use RaceJoy's cheer creation tool and combine text-to-speech technology with a pre-loaded sound file or upload a custom recorded MP3 file.

Requirements & Specifications:

- Commercials or straight advertising not permitted and will be pulled without notice.
- Limit of 3 sponsor related messages per course.
- Not to be used for turn-by-turn guidance (especially for bike events). Reinforcing existing signage for key directional turns is fine. Place these well in advance of the turn.
- Refrain from excessive use.
- Custom recorded files: MP3 file format and limit of 30 seconds in duration (10-20 seconds is recommended).

The audio experience should add to the participant's race experience. Keep in mind many participants are using music to help keep their pace and excessive interruptions may cause user frustration.

Consult your RaceJoy Certified Timer to receive assistance on creating a custom audio experience.

Configure Geo Cheers

Event Info

Preview and customize your event information here. This appears in RaceJoy under the Info button for your event.

The content shown is automatically pulled from the content that was entered for your race during the setup. You can customize and update this content to include information about the race, graphics, links and videos.

Note: Once you choose to customize this section, the system will no longer automatically pull in content and you will need to update this area to reflect any race information changes.

Update Event Info

Schedule

You can add your event schedule to be shown in RaceJoy to provide information and locations about key activities taking place, such as:

- Packet pickup
- Expo
- Course start locations
- Post race celebration
- Awards ceremony

This will appear for your event in the Info area in RaceJoy. Accurate addresses are required for people to use their phone navigation system.

Note: Make sure to update the schedule to reflect any changes that may occur.

Update Schedule

FAQs

You can add your event FAQs to be shown in RaceJoy to provide key race information. This will appear for your event in the Info area in RaceJoy.

Note: Make sure to update the FAQ content here to reflect any changes that may occur.

Update FAQs

Course Map Customization

Races with defined courses can customize their interactive course map with map markers and can include anything you want to highlight about the event or local businesses - from water stops to restrooms to local sponsors.

Map marker pop ups appear as the user clicks on the icon. Races can include custom content, logos, pictures, and links to web pages. This is a great way to showcase local sponsors and to communicate key race services along the course.

Consult your RaceJoy Certified Timer to receive assistance on customizing markers.

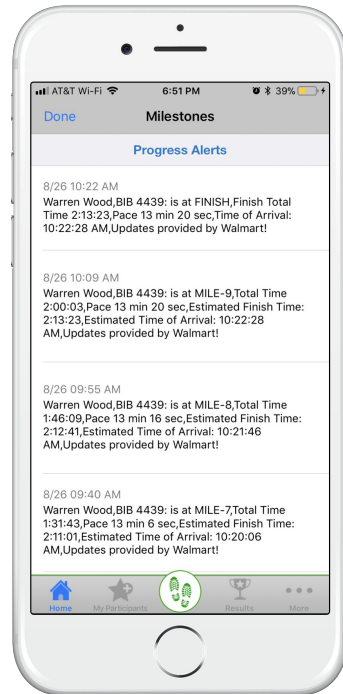
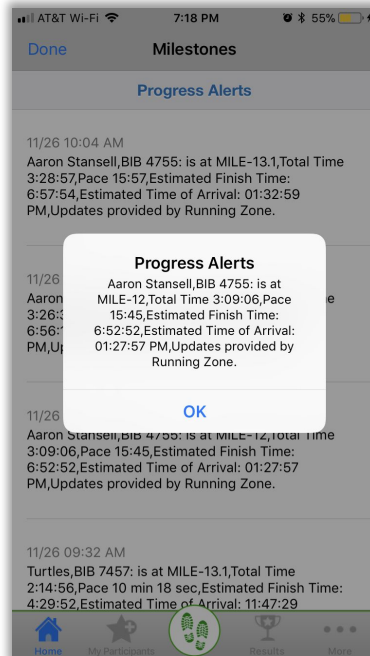
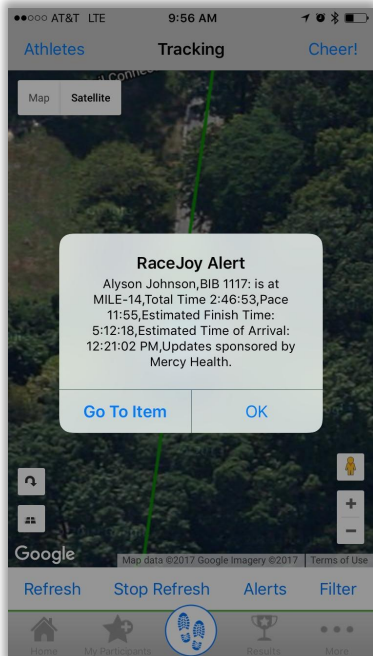
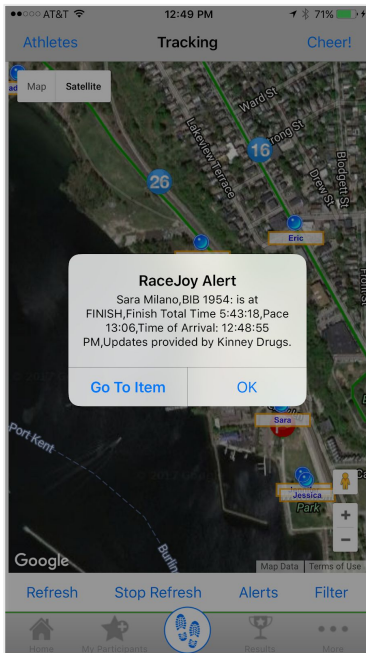
Configure Map Markers

Basic: Progress Alerts

Issued at every mile.

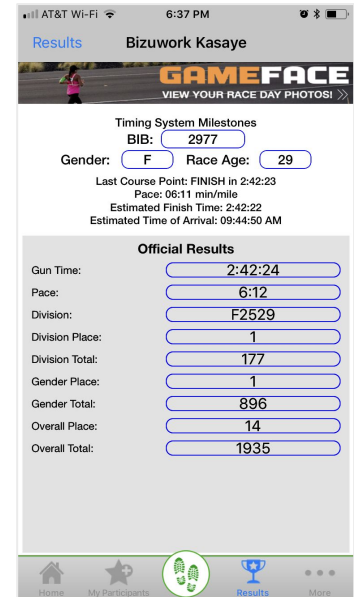
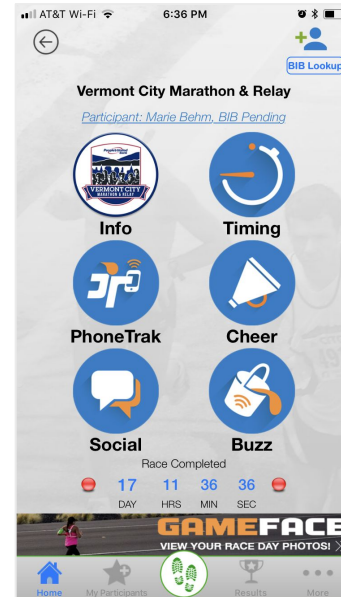
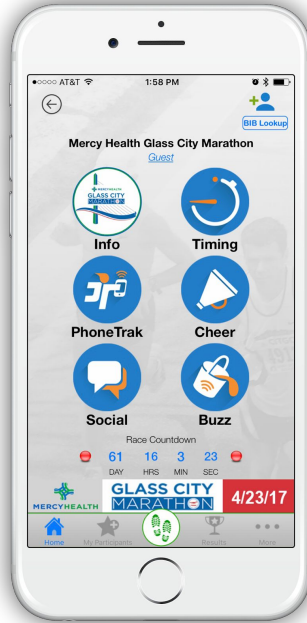
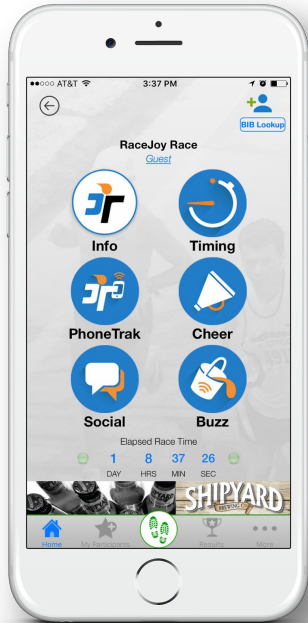
Updates Provided By → Single Sponsor

Spoken Location Name → Tailored for different Sponsors



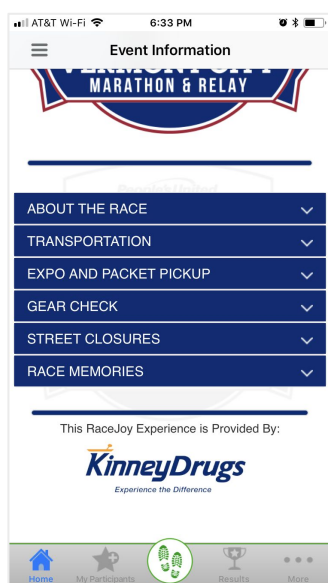
Basic: Banner Ads

Home screen. Results Screen. Linkable ads.

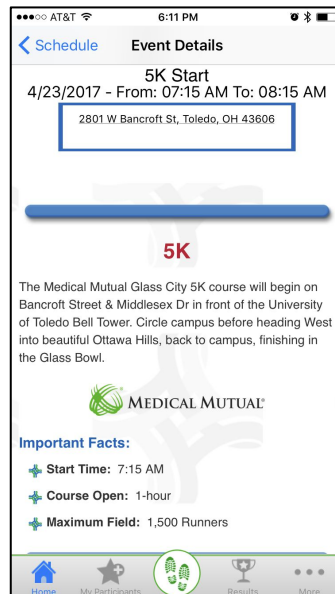
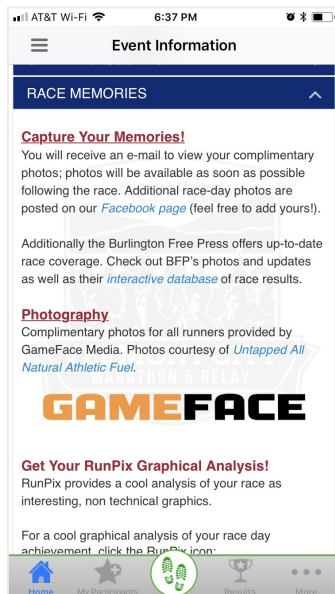


Basic: Logos and Content

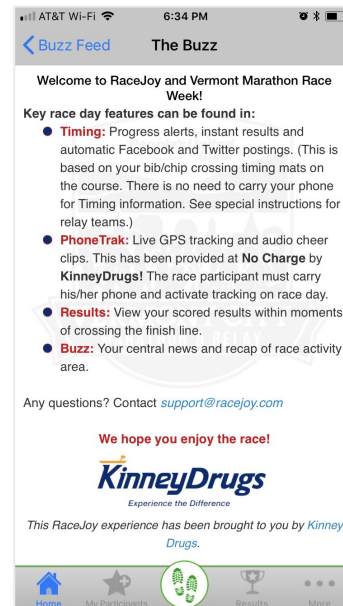
Event Info page. Schedule. FAQ. News Alerts.



Event Info Pages



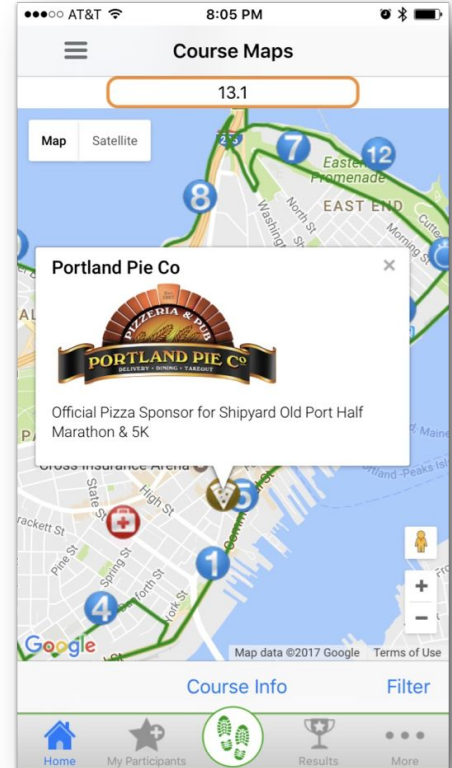
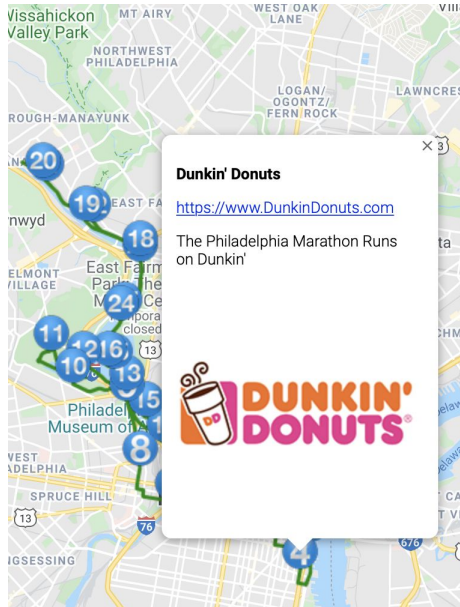
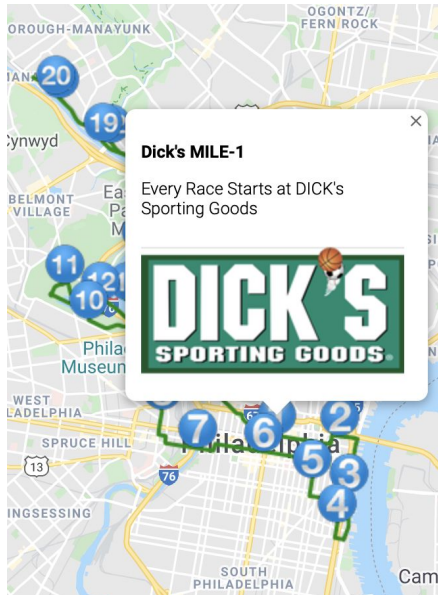
Schedule



News Alert

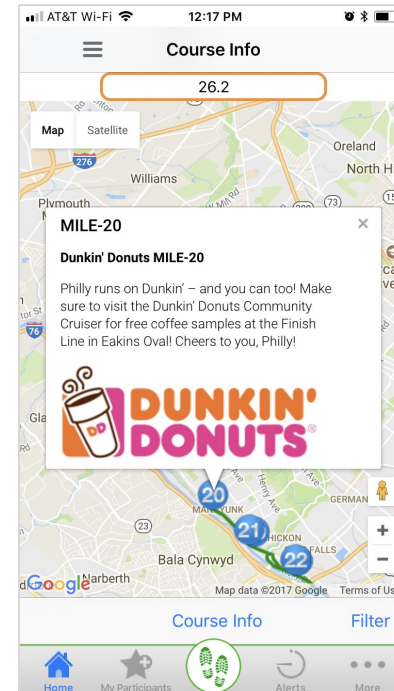
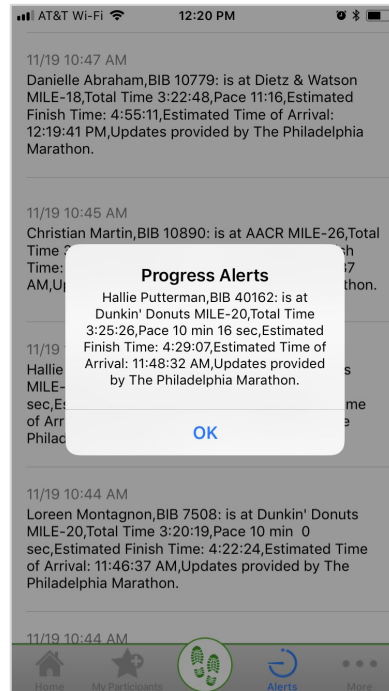
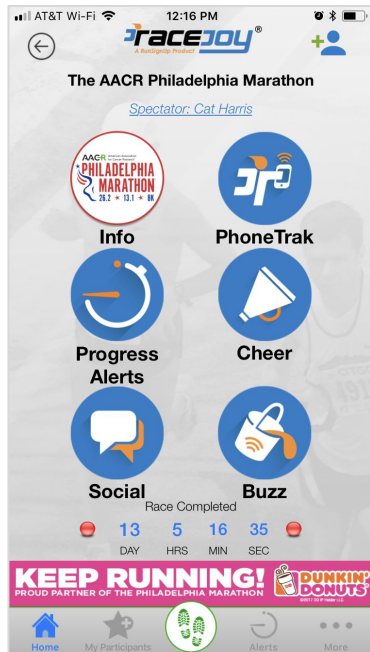
Intermediate: On-Site Logos and Content

Logos. Content. Links. Local sponsors. On and off the course.



Intermediate: Customized Mile Markers

Sponsor labeled mile marker and timing alerts.





Advanced: Custom Audio Experience

Purpose

- Supportive engagement, amplify the theme of the event, points of interest on course, key directional cues, local and general sponsors (keep to minimum).

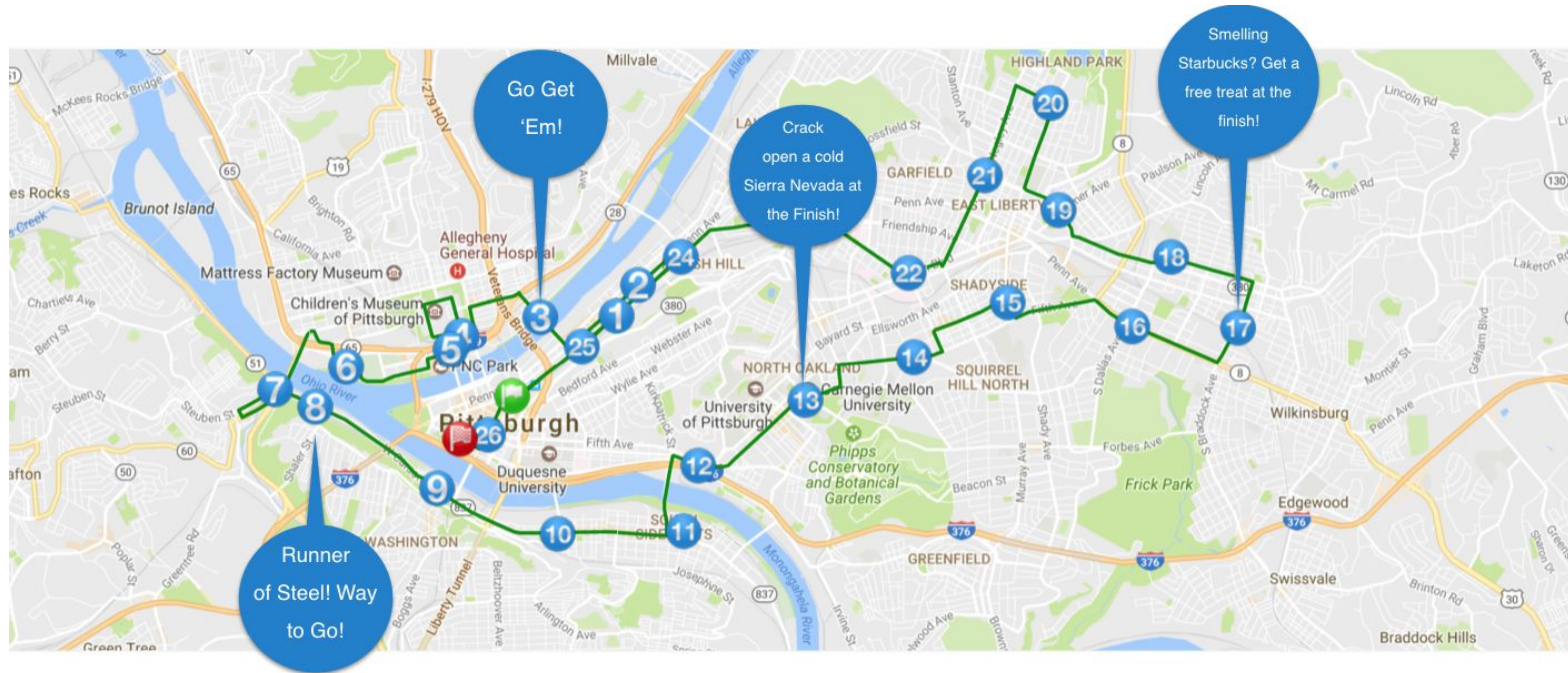
Requirements

- Custom recordings 10-20 seconds (30 second limit).
- Sponsor messages limit of 3 per course.
- Straight advertising/commercials not permitted.



Advanced: Geo-Based Messaging

On-site, virtual, and challenge events. Custom recording or cheer creation tool.





Promotion is Key for Usage

- Next year's RaceJoy business is dependent on first year's usage.
- Encourage race directors to promote RaceJoy's tracking
 - Emails, website, social media, at expo signage, etc.
- Send RaceJoy **Promotion Toolkit** to race directors

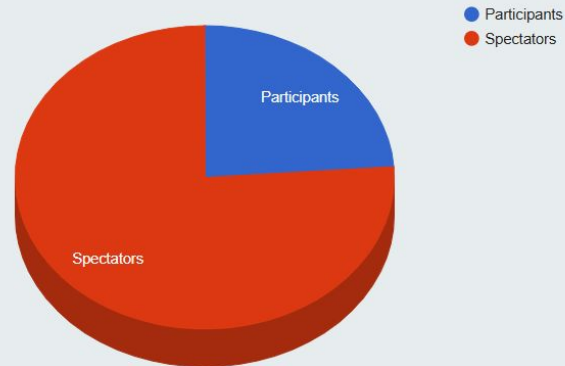




Post Race RaceJoy Usage Report

- Set stage for next year by sending a usage report
- Include screen captures of any customization provided

App Usage



Participants	1,544
Spectators	4,919

Additional Statistics

GPS Tracked Participants	1,397
Progress Timing Alerts	123,381
Timing Twitter Tweets	311
Cheers Delivered	10,379

Open Floor



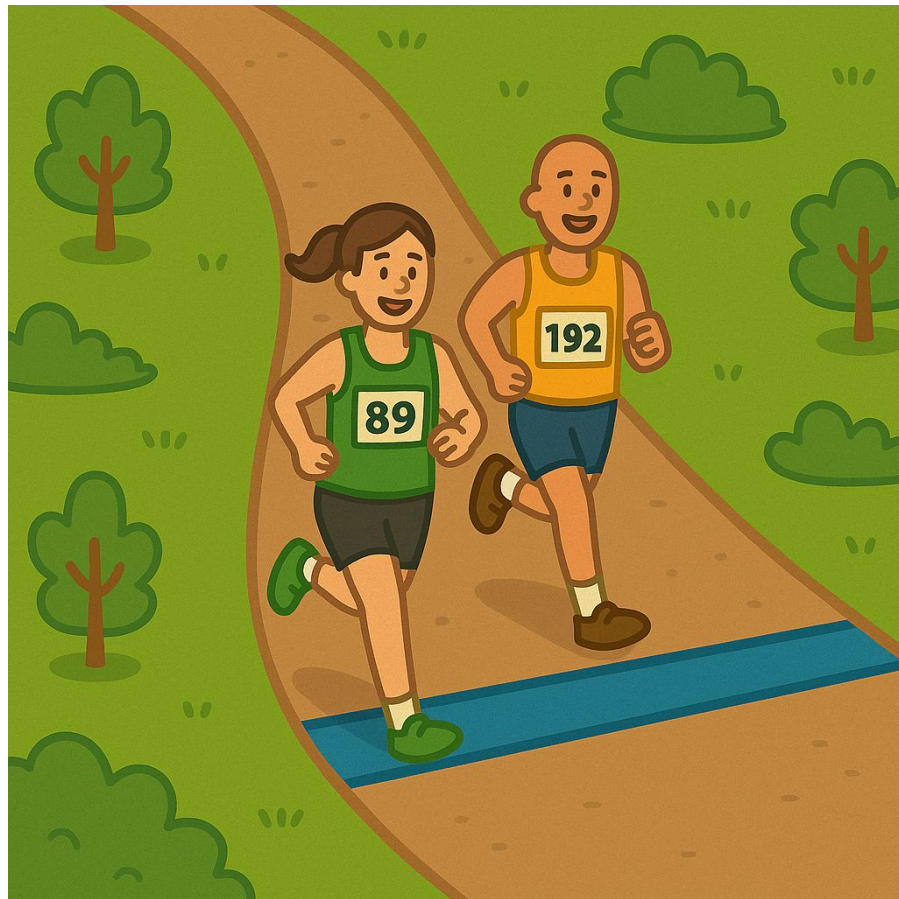
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Thank You For Joining Us Today



Tier 2: Elevated Experience

- **Offer enhanced course options at a flat rate**
- This is a good option to introduce RaceJoy to a Race that needs help elevating the experience
- Includes Map setup and course modification
- Includes Tracking set up
- Includes a Sponsor logo on the event setup
- Introduces Bib Tracking through RaceJoy Real-Time
- *Bib Tracking can be a great option for selling splits to enhance the experience as it means that ALL runners can be tracked, not just those using their phones*





Description

Join us for an interactive webinar designed exclusively for RaceJoy Certified Timers to explore innovative ways to monetize RaceJoy's Real-Time Tracking technology.

Hear from fellow Certified Timers and share your own strategies for turning this powerful tool into a consistent revenue stream. Discover how others are using RaceJoy to:

- Win new business by offering it as a competitive advantage
- Add value for smaller events by including it as a free perk
- Create customized tracking experiences and charge premium rates

With the latest integration between RaceJoy and RaceDay Scoring, you can now deliver progress alerts based on your timing equipment. Discover how timers are incorporating new timing points on the course and upcharging for equipment placement to offer chip timing alerts. Deliver a big race experience and expand the usage of RaceJoy to participants not carrying their phones.

Whether you're already offering RaceJoy or just getting started, this session will provide insights, real-world examples, and inspiration to help you unlock new revenue opportunities.



RaceJoy Certification

Participant Tracking, Spectator Engagement



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

Consider Splits as Potential Upsell

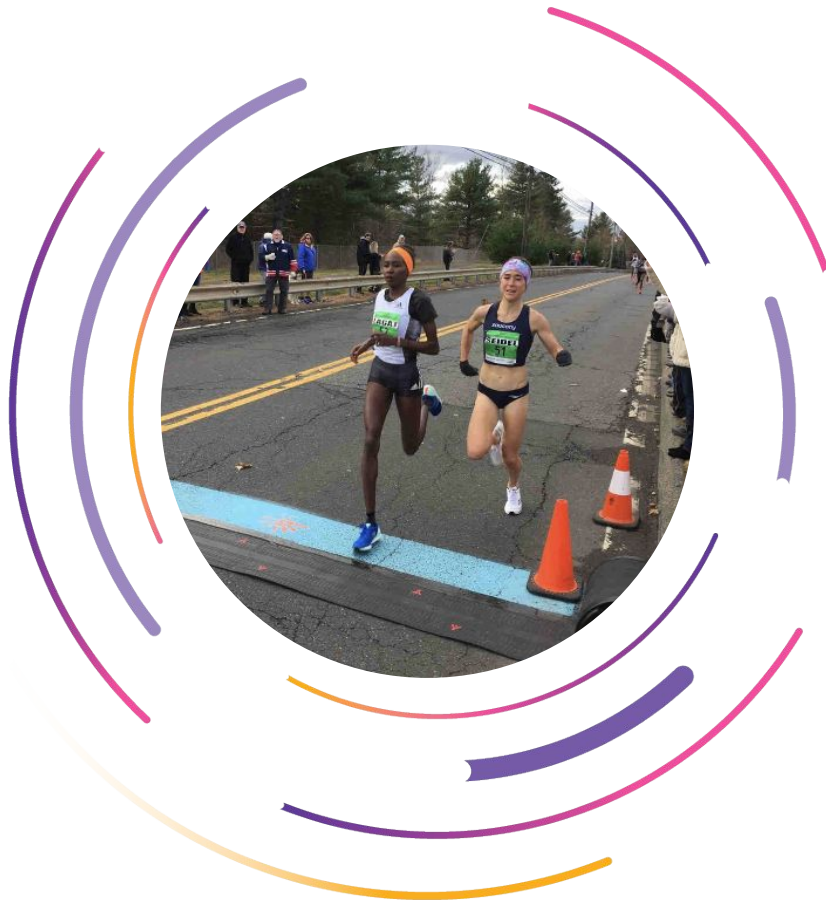


Racejoy + Split Points

For added revenue and added value

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

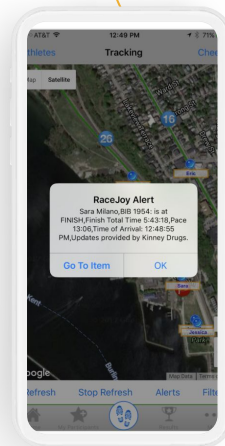
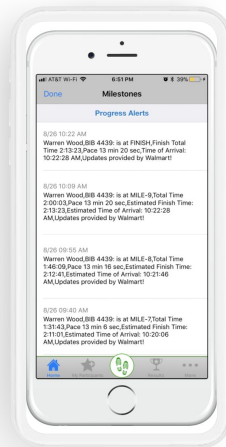
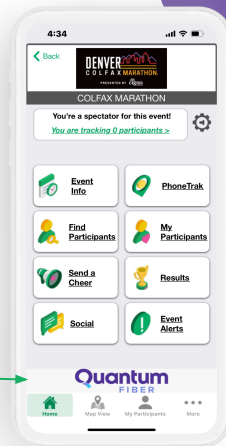
- Consider offering Racejoy INCLUDED when you add more split points for races you time.
- For Race Director, they'll see the value in the \$750 list price of RaceJoy and get more engagement out of the App.
- As Timer, you can charge your fee for added split points and deliver even more value, combined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



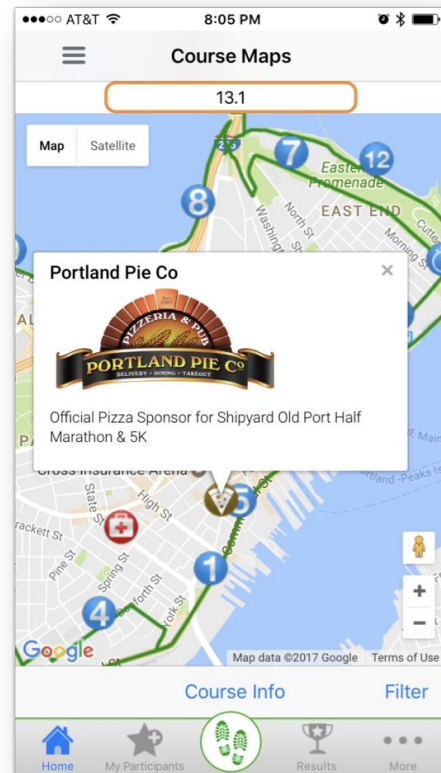
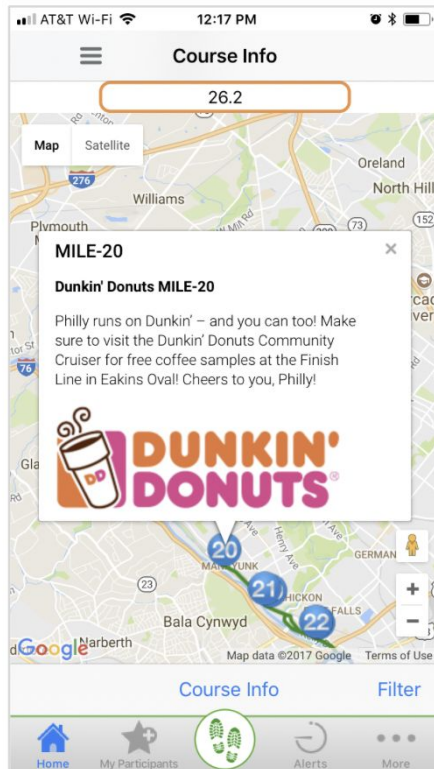
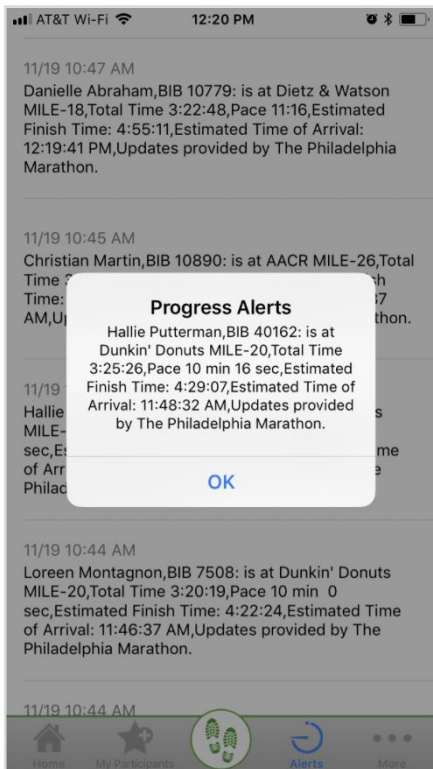
RaceJoy Sponsor Promotion

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

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



Example Sponsor Promotion



Monetize RaceDay CheckIn App



New Course Now
Available

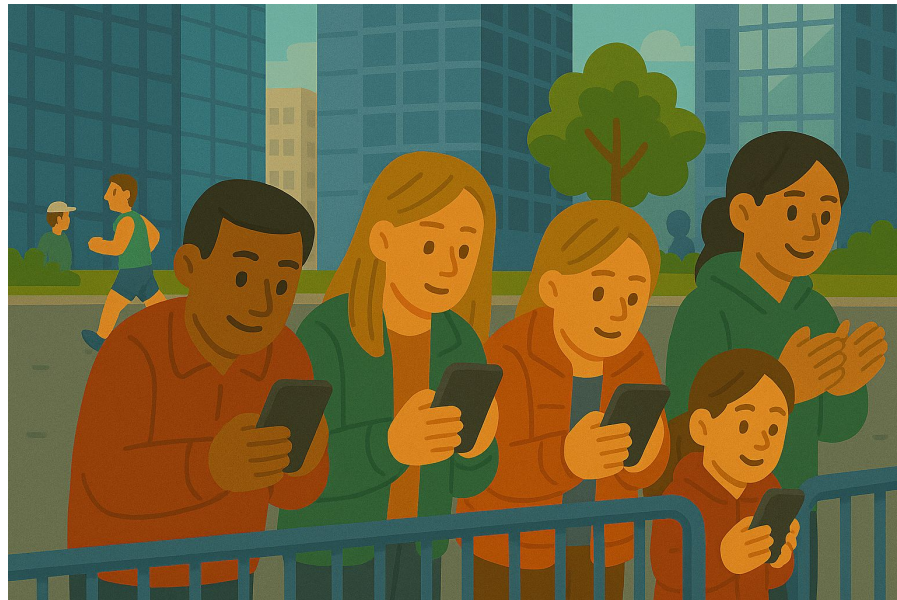
- Add RaceDay CheckIn app in your proposals
 - Differentiate yourself from competition and show you are offering new tools that your races will truly appreciate.
- Races need help with:
 - **Check-In Management:** Offer RaceDay CheckIn technology management as an added service.
 - **Staffing:** Charge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





Tier 3: Premium Customized Experience

- **Offer to larger races at \$0.xx/Registered Runner**
- Includes everything from Tier 2
- Help craft an email campaign for RaceJoy
- Includes a free split to enhance the tracking experience more affordably to the race
- Offer to set up a Technology Sponsor experience
 - Banner ads
 - Sponsor Logo setup
 - Geo-Based custom audio cheers mentioning the Sponsor along the course or finish





Today's Agenda

Subtitle Goes Here

- Section Title for Topic Number One
- Section Title for Topic Number Two
- Section Title for Topic Number Three
- Section Title for Topic Number Four
- Section Title for Topic Number Five
- Section Title for Topic Number Six
- Section Title for Topic Number Seven



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Subtitle Goes Here • Roboto Italic 15pt



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Section Title Goes Here

Subtitle Goes Here

- Section Title for Topic Number One
- Section Title for Topic Number Two
- Section Title for Topic Number Three
- Section Title for Topic Number Four
- Section Title for Topic Number Five





Hear From Our Customers

Jane Doe • Job Title Goes Here
Company Name Goes Here

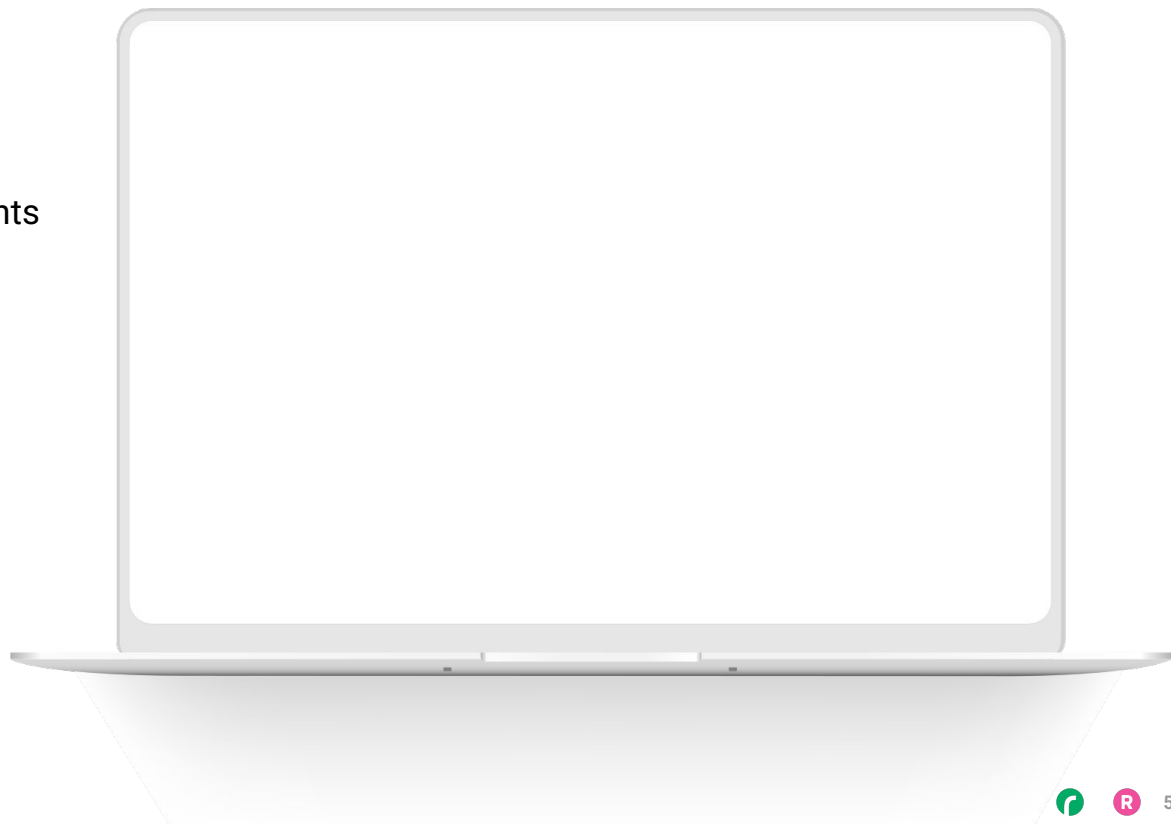
**“Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Mauris
nec arcu orci. Curabitur aliquet, felis id
varius sodales, odio turpis dignissim eros,
et ultricies purus erat non elit. Sed purus
magna, efficitur euismod est condimentum,
tincidunt eleifend odio. Phasellus sed dolor
quis est mattis facilisis in non tortor.
Pellentesque ex nibh, eleifend sed urna
et, mattis interdum diam.”**

Page Title Goes Here

Subtitle Goes Here

A couple of short sentences or bullet points about the displayed screenshot go here.

Limit the number of words for maximum retention.



Page Title Goes Here

Subtitle Goes Here

Content Label

Topic Title Goes Here:

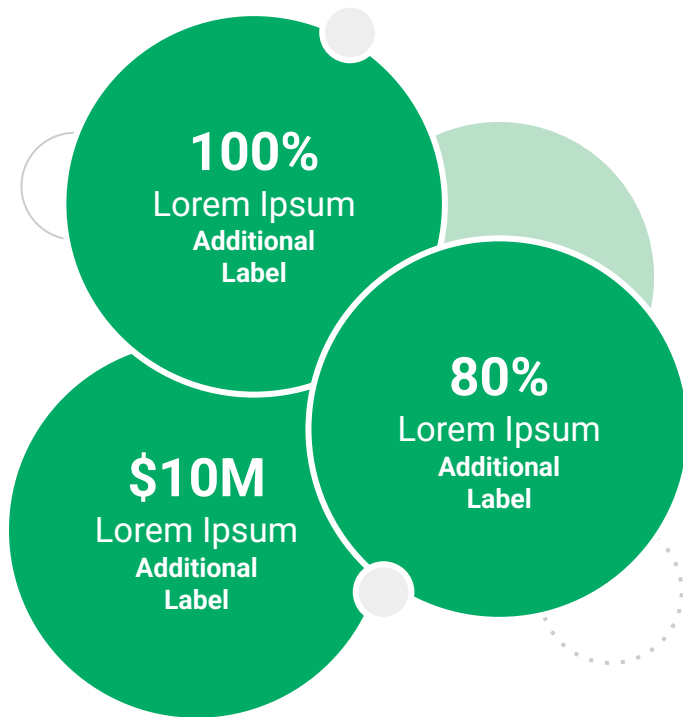
Month 00 • Lorem ipsum dolor sit amet

Month 00 • Lorem ipsum dolor sit amet

Month 00 • Lorem ipsum dolor sit amet

Month 00 • Lorem ipsum dolor sit amet

Month 00 • Lorem ipsum dolor sit amet



Page Title Goes Here

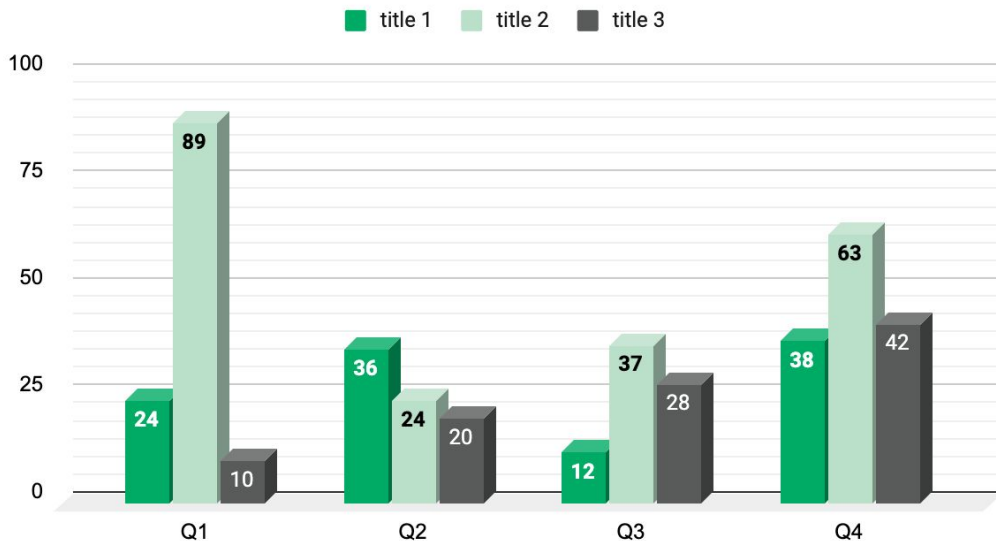
Subtitle Goes Here

Content Label

Topic Title Goes Here

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet

Graph Title Goes Here



Page Title Goes Here

Subtitle Goes Here

This layout is for use with two columns of text and no images or screenshots.

- This layout is best for content with short, bulleted list items
- Use as little text as possible
- Slides should be a visual aid to what you're saying

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Page Title Goes Here

Subtitle Goes Here

This layout is for use with one column of text and no images or screenshots.

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Thank You For Joining Us Today

For more information, visit us online at runsignup.com.



Graphic Elements For Use

*Use these graphics to create your own layouts
and add dynamic content to your pages*

- New Logos
- Icons
- Stat Bubbles
- Basic Charts & Graphs
- Screenshot Photography
- Live Event Photography



Main Logos



RaceDay Suite Logos



General Icons



R DASHBOARD
LOCATION

R DASHBOARD
LOCATION

R SOLUTION

R SOLUTION

RaceDay Icons

Generic



Users • Customers • People



Payments



Swag Store



Endurance Events



RunSignup Icons

Generic



Users • Customers • People



Payments



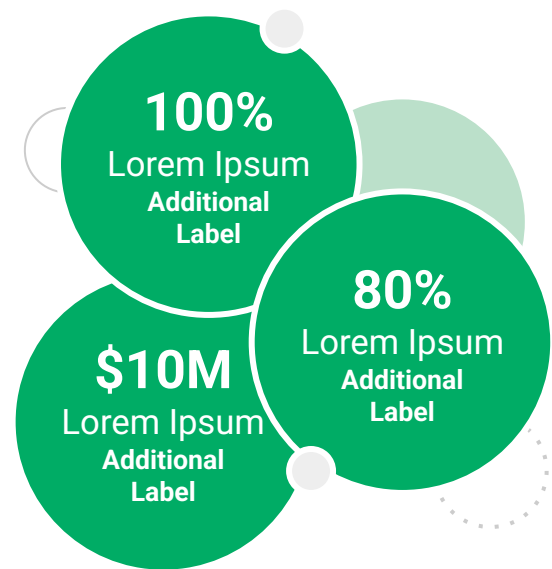
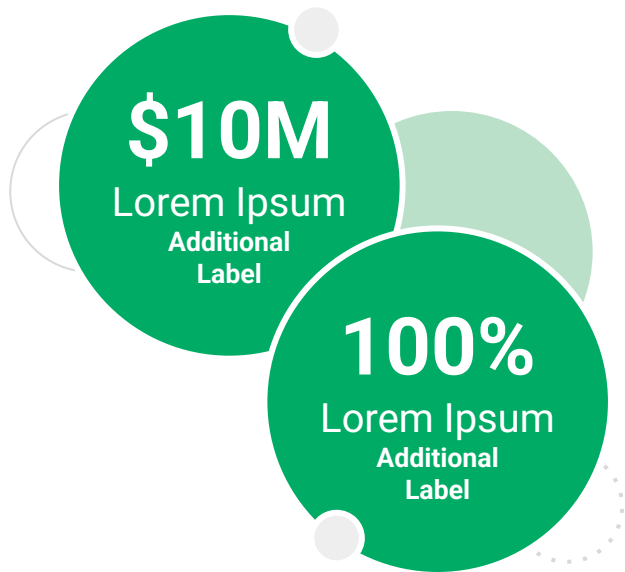
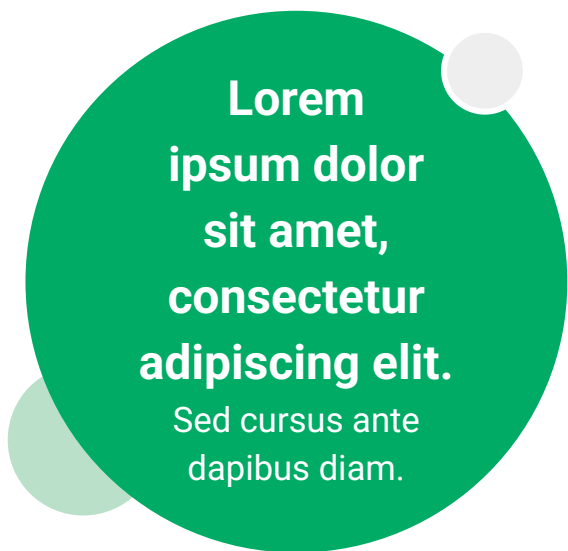
Swag Store



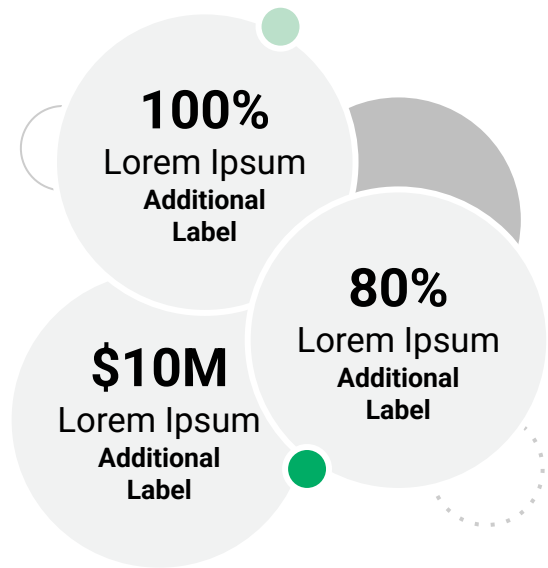
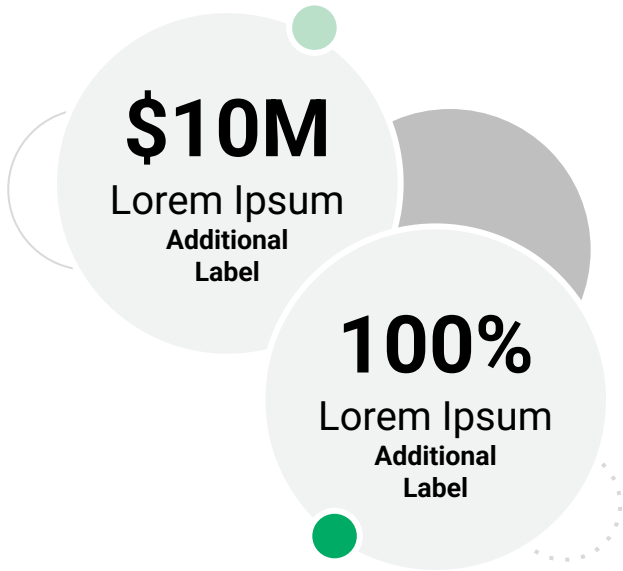
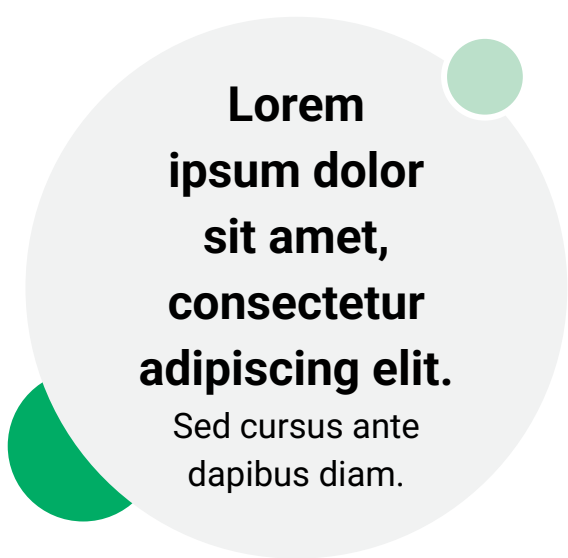
Endurance Events



Stat Bubbles



Stat Bubbles



Stat Bubbles

A large circular graphic with a solid grey background. It features a large green percentage '25.2%' at the top. Below it, the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed cursus ante dapibus diam.' is written in a black sans-serif font. The circle is surrounded by a dotted green line and several overlapping circles in pink, green, and grey.

25.2%

**Lorem ipsum dolor sit
amet, consectetur
adipiscing elit.
Sed cursus ante
dapibus diam.**

A circular graphic with a solid grey background. It features a large green percentage '25.2%' at the top. Below it, the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed cursus ante dapibus diam.' is written in a black sans-serif font. The circle is surrounded by a dotted pink line and several overlapping circles in pink, green, and grey.

25.2%

**Lorem ipsum dolor sit
amet, consectetur
adipiscing elit.
Sed cursus ante
dapibus diam.**

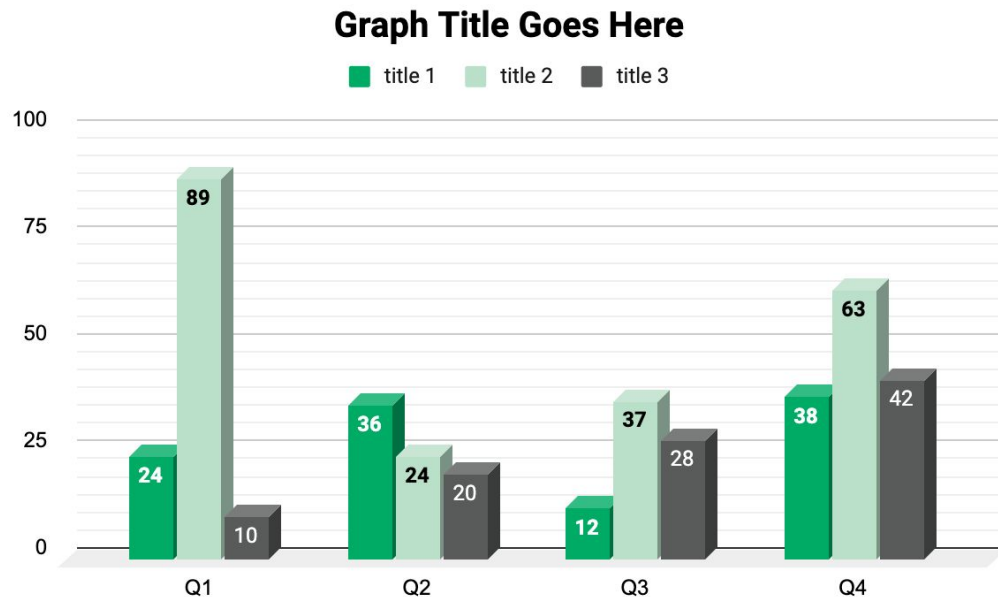
A circular graphic with a solid grey background. It features a large green percentage '25.2%' at the top. Below it, the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed cursus ante dapibus diam.' is written in a black sans-serif font. The circle is surrounded by a dotted pink line and several overlapping circles in pink, green, and grey.

25.2%

**Lorem ipsum dolor sit
amet, consectetur
adipiscing elit.
Sed cursus ante
dapibus diam.**

Basic Charts & Graphs

Chart Title				
Section Title				
Data Title	Data Title	Data Title	Data Title	Data Title
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX
Section Title				
Data Title	Data Title	Data Title	Data Title	Data Title
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX

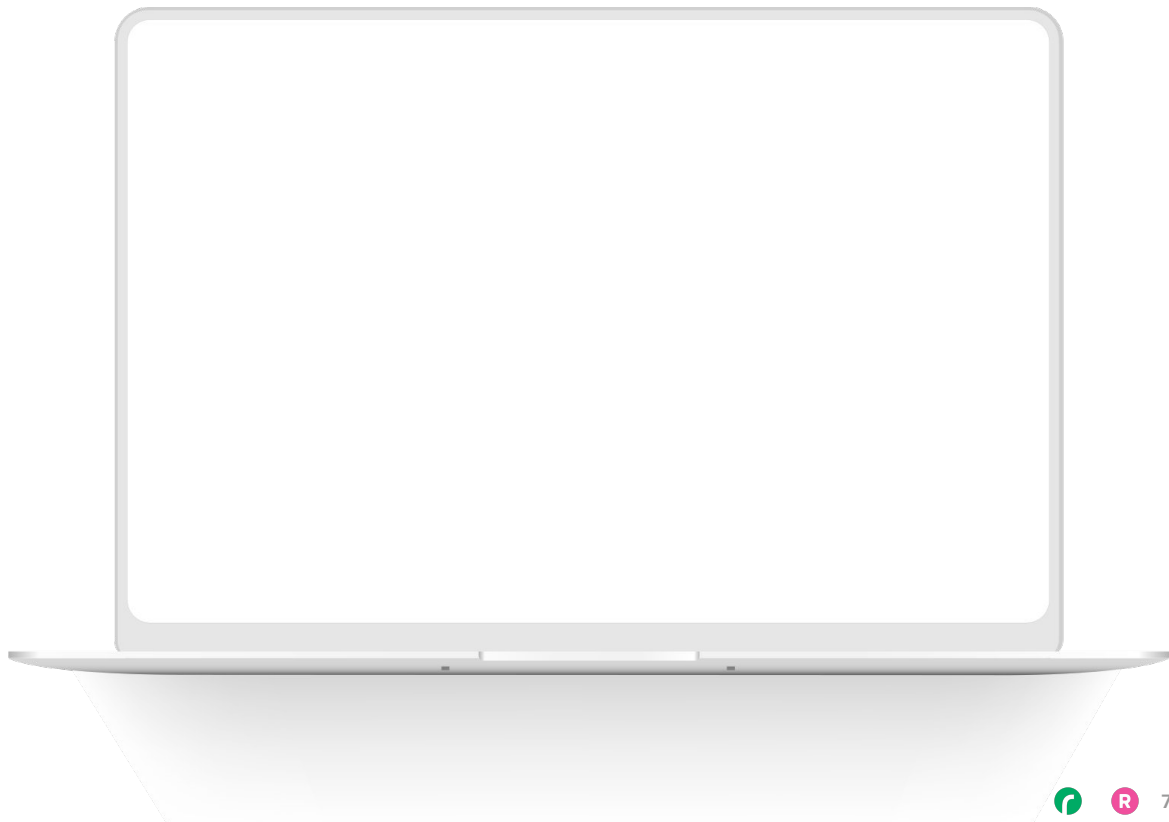


Screenshot Photography

*Use this layout to showcase product
screenshots for desktop*

To insert an image:

- Click on the icon on the laptop
- Select “Upload from computer”
- Click through to where your image file is located on your computer, select the file, and hit enter.



Screenshot Photography

*Use this layout to showcase product
screenshots for mobile*

To insert an image:

- Click on the icon on the mobile device
- Select “Upload from computer”
- Click through to where your image file is located on your computer, select the file, and hit enter.



Screenshot Photography

*Use this layout to showcase product
screenshots for desktop + mobile*

To insert an image:

- Click on the icon on the laptop
- Select “Upload from computer”
- Click through to where your image file is located on your computer, select the file, and hit enter.



Screenshot Photography

*Use these devices to
create your own layout(s)*



Live Photography

