TIMER REVENUE SERIES

Creative Ways to Increase **Timer Revenue**

June 17, 2025

RaceDay RunSignup

WEBINA

Today's **Agenda**

Subtitle Goes Here

- **Timer Revenue Series**
- **Recap of other revenue streams**
- **Announcer Feeds**
- **Results Displays/Receipts**
- **Result Kiosks and Device Rental**
- **Photo/Video Services and Certificates**
- **Growth Through Connection**

RaceDay RunSignup

Timer Revenue **Series**

Presenters: Soren and Downin?
Description:

Will enable microphones, cameras for attendees to participate in discussion.

Join us for a special edition of Timer Tip Tuesday, where we dive into innovative and practical strategies timers are using to grow their revenue and strengthen their businesses.

This interactive session is designed to spark ideas and foster collaboration within the timing community. RunSignup's Soren Larson will kick things off by sharing some of the creative techniques we've seen timers use to generate new income streams.

Then, we'll open the floor to attendees, offering a platform to share your own revenue-boosting tips.

What to Expect:

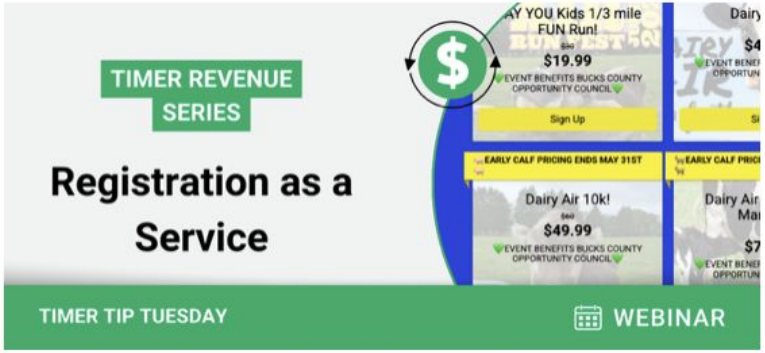
1. Real-world revenue strategies from fellow timers
2. Ideas for expanding your service offerings
3. Open discussion and Q&A with industry peers

Don't miss this opportunity to connect, learn, and walk away with ideas to help grow your timing business.

RunSignup Timer
Revenue Generation Series

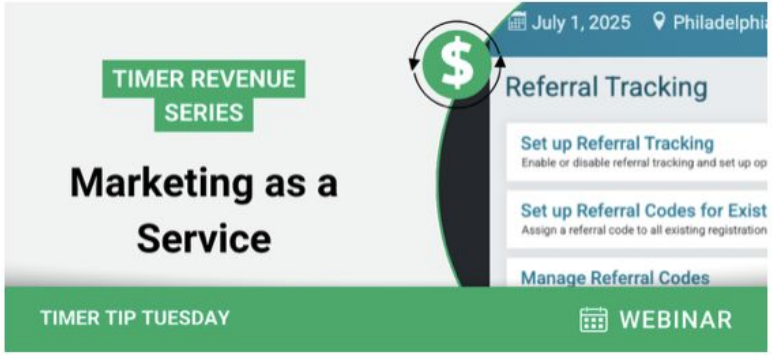
Watch On Demand
Recorded Sessions

RunSignup Timer
Revenue Generation Series



Timer Tip Tuesday:
Registration as a Service

July 8 20 at 12pm ET

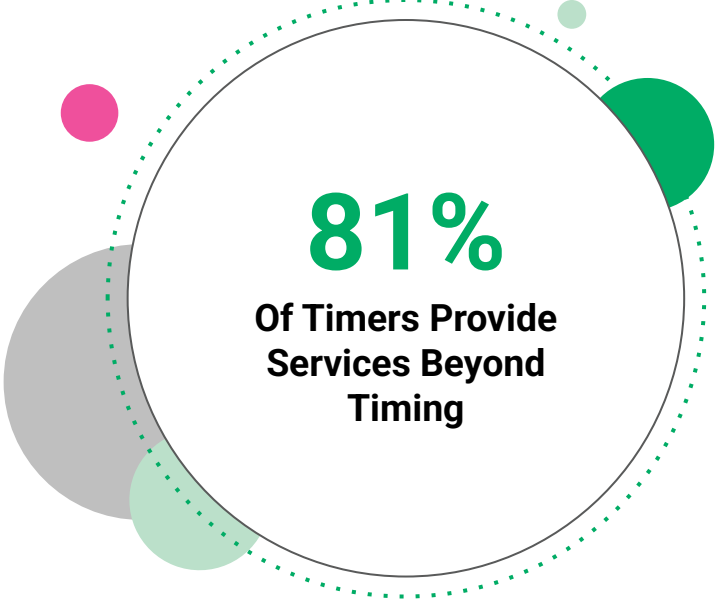


Timer Tip Tuesday:
Marketing as a Service

July 22 at 12pm ET

Timer Industry
Services Beyond Timing

Timing a race can be the jumping off point to many other revenue streams.



Top Services Timers **Provide Beyond Timing**

Majority of Timers Provide (50%+)

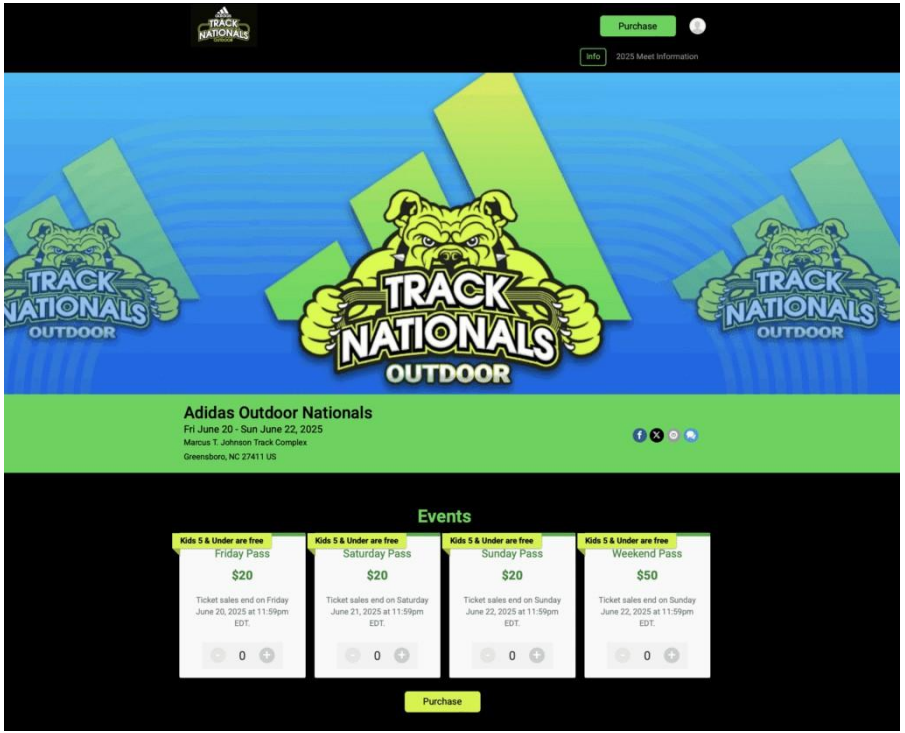
1. Registration Setup and Management
2. Race Directing, Event Management
3. Check-In Management
4. Course Certification & Set Up
5. Event Marketing
6. Item Rentals
7. Custom Shirts or Bibs

Choices	Response percent
Registration Setup and Management	85.62%
Race Directing, Event Management	76.47%
Check-in Management	62.09%
Course Certification & Set Up	55.56%
Event Marketing	55.56%
Item Rentals: Barricades, video displays, cones, etc.	52.29%
Custom Shirts or Bibs	50.33%
Photos	44.44%
Participant Tracking	43.14%
Race Staff or Volunteer Management	41.18%
Branded Promotion Items (awards, medals, shirts, etc)	32.68%
Custom Website	24.84%
Tickets for Related Events and/or Activities	18.95%
Expo Management	13.73%
Sponsorship Sales	11.11%

Recap

Tickets

- Create a new revenue stream
- Solve a problem for races
  - Parking
  - Merch sales
  - Ticketing platform
- Increase revenue from T&F events



RaceJoy

- Increase sponsor activation
- Make your relationship with events “stickier”
- Increase participant and spectator engagement
- Sell splits (Bib Tracking)
- Give a tangible benefit (usage) to show races ROI

Announcer **Feed**

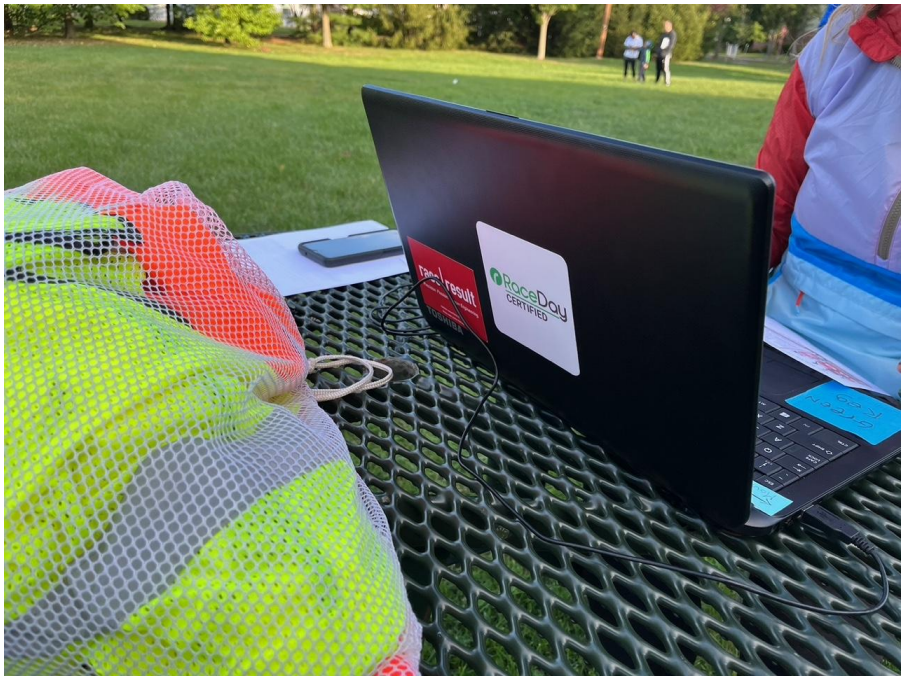
The easiest upsell

Announcer Feeds

Announcer feeds are the easiest upsell of these - most races have an announcer and a PA (or have easy access to them) and participants love hearing their name

- **Participant Benefit:** Hear their name, get cheered for
- **Organizer Benefit:** engagement with an activation point
- **Timer Benefit:** Easy sale, and a good data point to check against the Finish Line

Pricing Idea: $150 for a feed from the finish, $300 for an independent line ~150 feet before the finish



Result
Display/Receipts

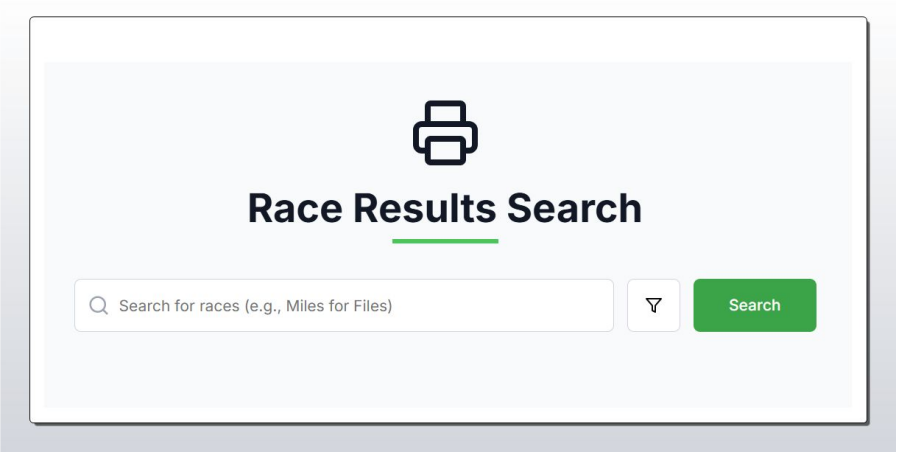
Let your audience interact with their results and share them

Results Display/Receipts

Give people a way to interact with their results on-site and share them on social media

- **Participant Benefit:** seeing the results immediately in an interactive way - something tangible like a receipt or a photo with their time on a board
- **Organizer Benefit:** engagement with an activation point, free marketing via social media shares
- **Timer Benefit:** Catches issues early, provides a “premium” service with existing data and branding opportunity

Pricing Idea: $250 for a video board station or $50 a receipt print station



www.resultreceipts.com

Result Kiosk and **Device Rental**

Be a one-stop shop for Timing integrations

Results Kiosk/Device Rental

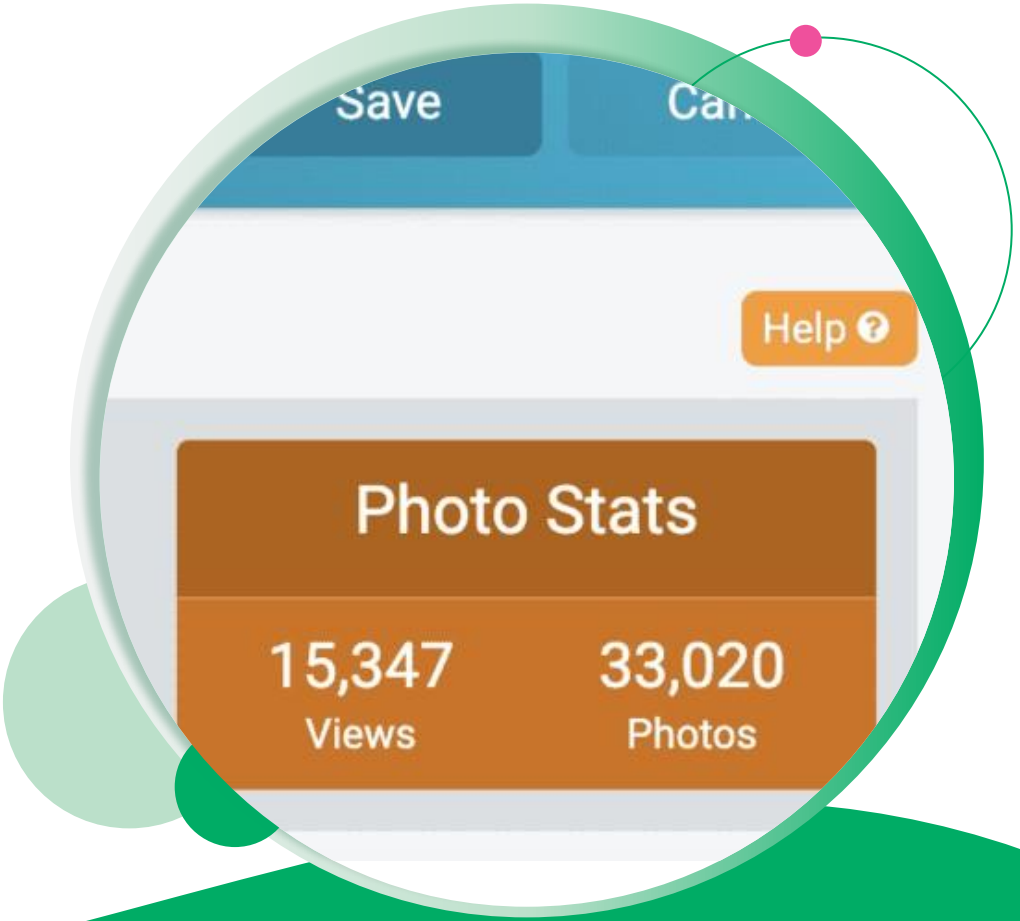
Provide races with the technology they need to execute things like Dynamic Bib Assignment

- **Participant Benefit:** Interact with the results immediately
- **Organizer Benefit:** No need to find additional vendors for technology
- **Timer Benefit:** More income from tech already onsite or in your warehouse

Pricing Idea: $150 rental for Starlink (pays for a month!) for the media tent, $25/tablet for CheckIn and Kiosk, $100 for clock/stand

Photos/Videos and **Certificates**

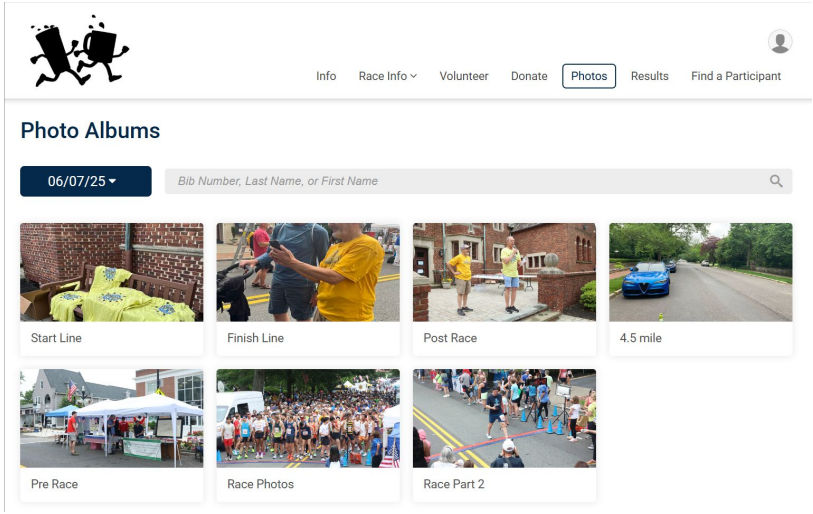
Connect the data through results pages



Photos/Video/Certificates

Use the RunSignup platform to elevate the results experience for participants

- **Participant Benefit:** “Premium” features without having to leave their normal results page
- **Organizer Benefit:** Potential sponsor activations, participants returning to the registration page post-race
- **Timer Benefit:** Introducing services not always thought of as timer-related and keeping customers in the RunSignup ecosystem for your tools.



Pricing Idea: $100 setup for photos, $50/angle for video, include Certificate setup (see websites as a service!)

Introduce
Customers

Bring customers together to grow multiple races through your introductions

Introduce Customers

You know lots of people in the industry and go to lots of events. A rising tide lifts all boats - introduce a new Spring event to an existing Fall event who is looking to grow

- **Participant Benefit:** Get introduced to new events, get discounts
- **Organizer Benefit:** Reach new audiences, expand volunteer base, grow their events with their target customers
- **Timer Benefit:** Strengthen relationships, help new events find industry mentors that will make them more profitable to you

Pricing Idea: Host a get-together for your customers (ticketing event!) at a local brewery

Past Presentations

Expanding Timer Revenue: https://docs.google.com/presentation/d/12Vh78qMVfwBhARlqAVPNPeRp6LS1Fmt_6ZflBxZeD6w/edit?usp=sharing

-Timer Survey Results (Shelly)
-Recap of recent webinar topics (Shelly)
-Photos (rent devices to do photos)
-Announcer feed-same as below with splits!
-Selfie kiosk (rent out props/backdrop)
-Renting equipment (clocks, checkin tablets for results or photos, Internet devices)
-Result receipts, finisher certificates, addt'l results presentations?
-Video finish line-free, cheap, easy, simple, added timing back up
-Splits-think of splits in terms of many things

1-added direct revenue because you charge for the split.
2-Added runners, because you're enhancing the runners' experiences
3-Sponsors, giving your races more sponsor activation space
4-adding equipment at splits, clocks, etc.
5-enhanced Racejoy activations
6-more data=better timing accuracy

Open Floor

RaceDay RunSignup

Thank You For **Joining Us Today**

RaceDay RunSignup

Ways to increase registrations = increased revenue (improved experience, marketing, etc.

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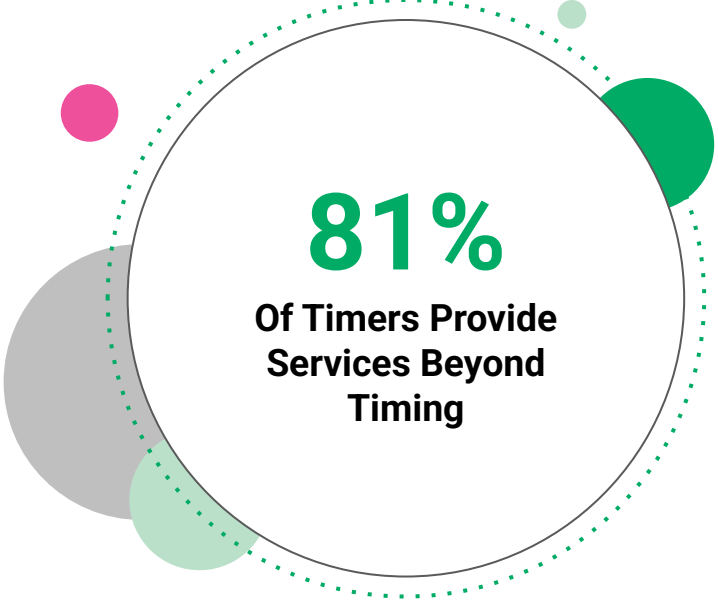

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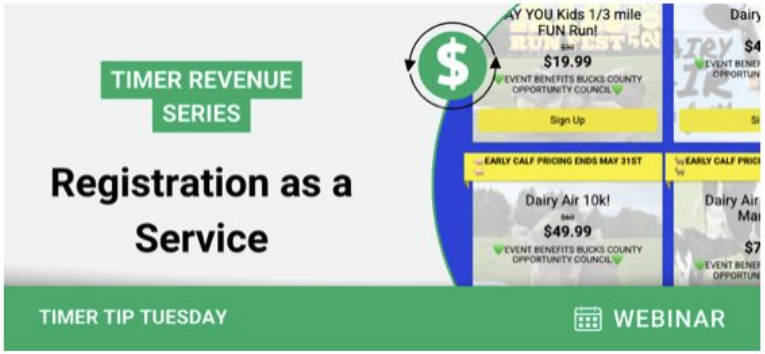

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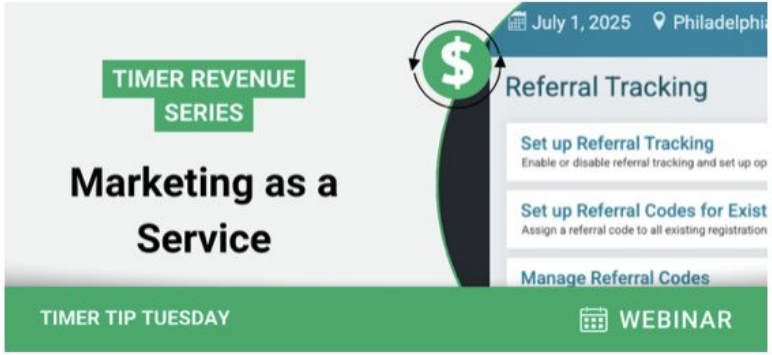

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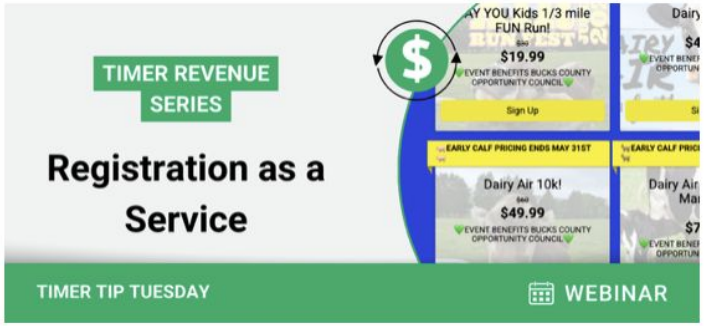
REMINDER Upcoming RunSignup Timer
Revenue Generation Series



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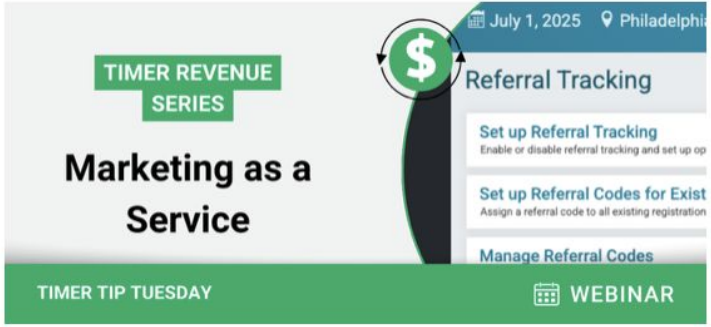

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Questions?
Thank You For
Joining Us Today

RaceDay RunSignup

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Subtitle Goes Here • Roboto Italic 15pt

RaceDay RunSignup

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

RaceDay RunSignup

Section Title
Goes Here

Subtitle Goes Here

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- Section Title for Topic Number Four
- Section Title for Topic Number Five

Hear From
Our Customers

“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.”

Jane Doe • Job Title Goes Here
Company Name Goes Here

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

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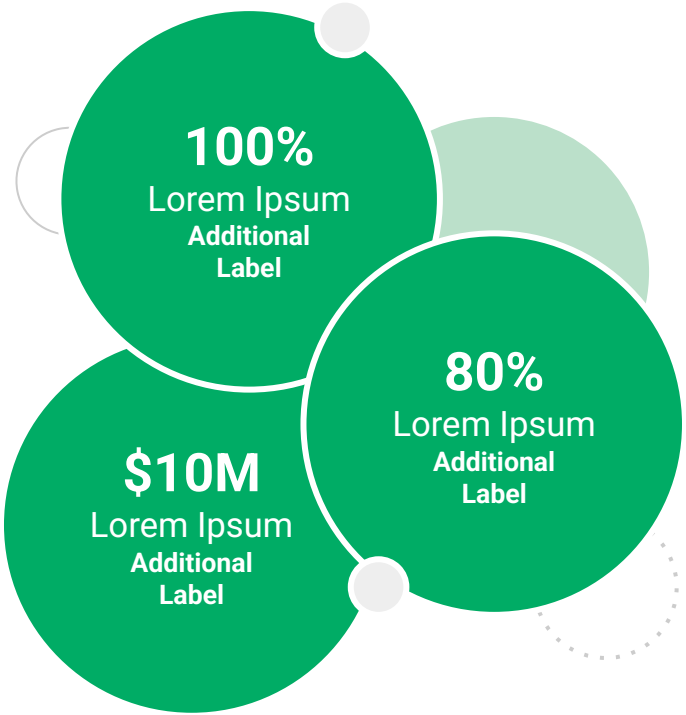

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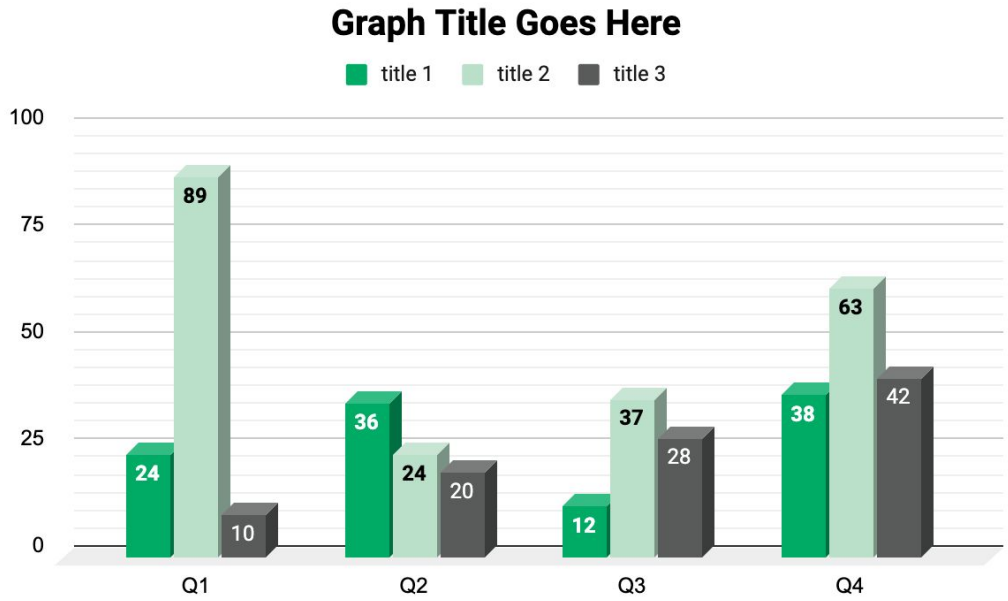

Page Title **Goes Here**

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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Graphic Elements
For Use

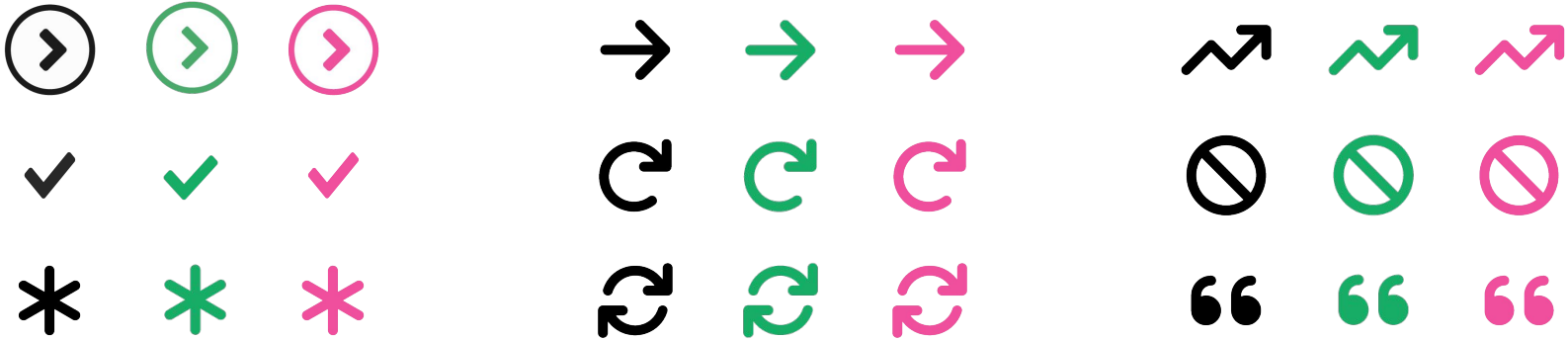
Use these graphics to create your own layouts and add dynamic content to your pages

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

Main **Logos**

RaceDay Suite **Logos**

General **Icons**



DASHBOARD **LOCATION**

DASHBOARD **LOCATION**

SOLUTION

SOLUTION

RaceDay **Icons**

Generic

Users • Customers • People

Payments

Swag Store

Endurance Events

RunSignup **Icons**

Generic

Users • Customers • People

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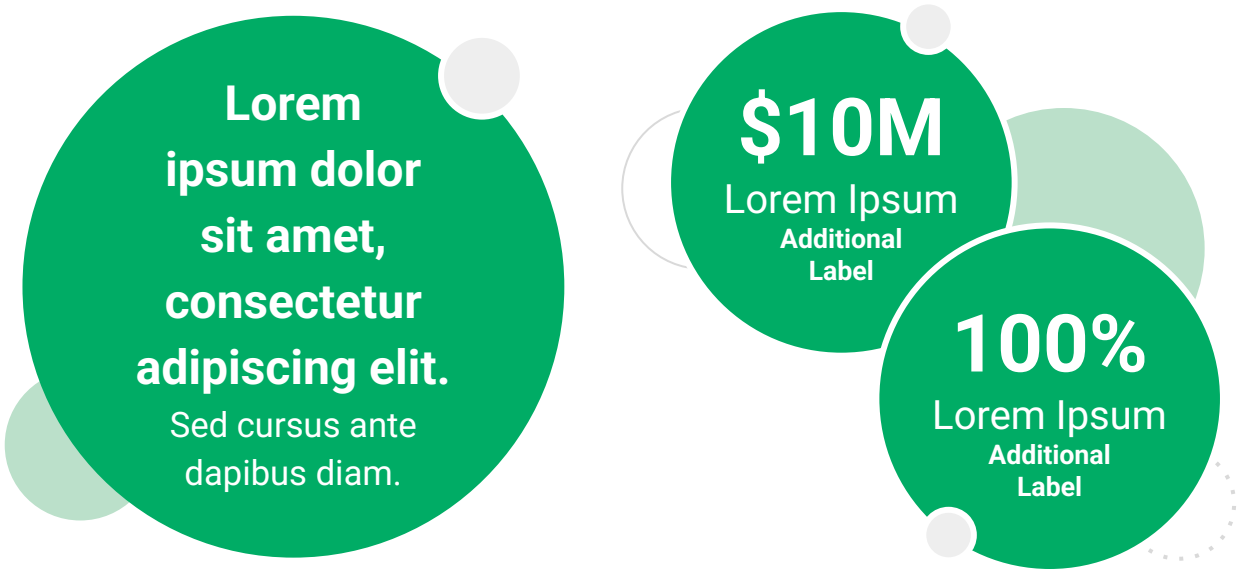
Stat **Bubbles**



Stat **Bubbles**

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Sed cursus ante dapibus diam.

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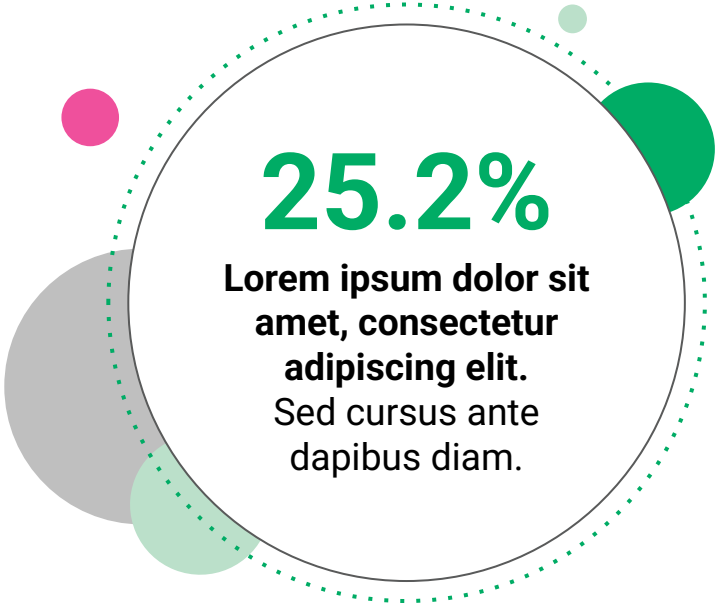
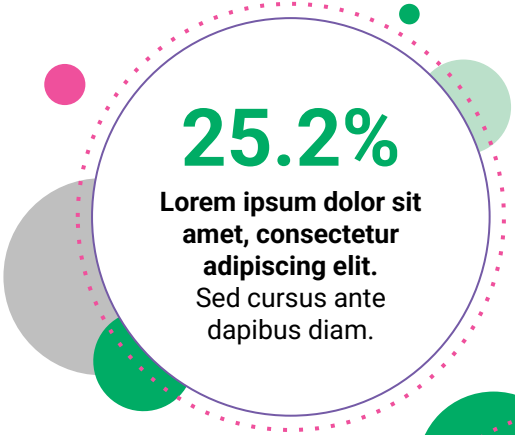
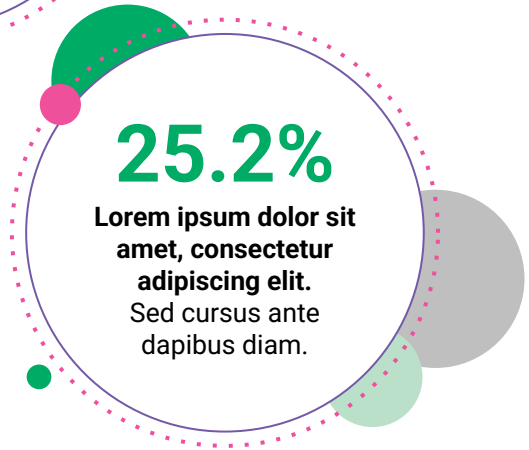
Stat **Bubbles**







Basic **Charts & Graphs**

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Section Title				
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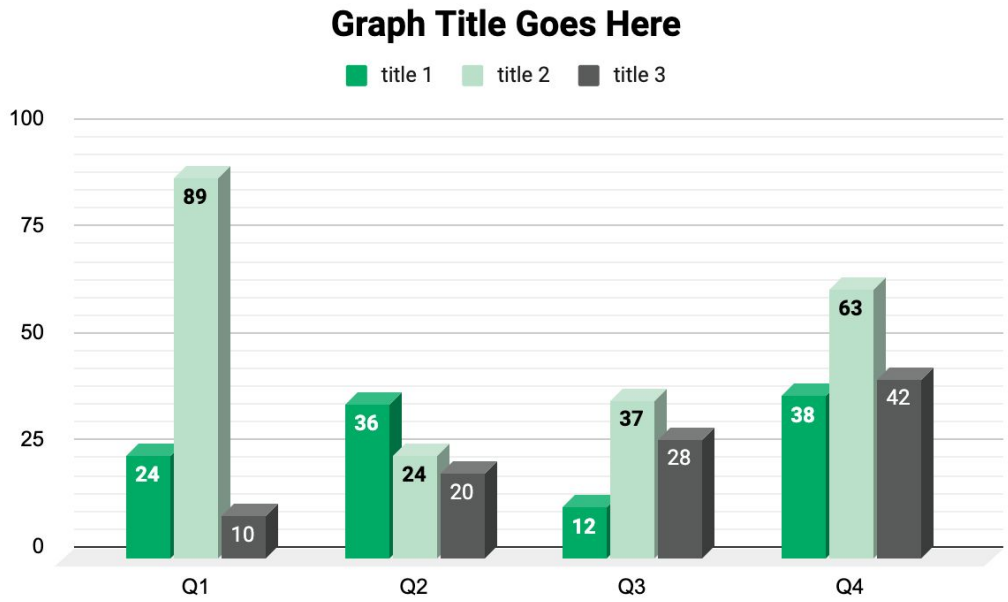

Screenshot **Photography**

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.

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Screenshot **Photography**

Use these devices to create your own layout(s)

Live **Photography**

Click to Download
these images from BrandFolder