



# Marketing as a Timer Service

*July 22, 2025*





# Resources

*Increase Registrations:*

[https://docs.google.com/presentation/d/1tgvnI7Hboiwo32cyqfAer4Ijs21zDW\\_f6zU7AXW4yN8/edit?usp=sharing](https://docs.google.com/presentation/d/1tgvnI7Hboiwo32cyqfAer4Ijs21zDW_f6zU7AXW4yN8/edit?usp=sharing)

- Important Message: Helping events grow registrations through marketing is a win/win
- Also, need to encourage timers to get RunSignup Timer Certification: Course materials on website:

-Timer Certification Marketing Module:

[https://docs.google.com/presentation/d/1S\\_KG0yKWtoejmAHKp-WQvC2vIMmEAG6oeZlaBlotWg/edit?usp=sharing](https://docs.google.com/presentation/d/1S_KG0yKWtoejmAHKp-WQvC2vIMmEAG6oeZlaBlotWg/edit?usp=sharing)

-Timer Certification Intro Module:

<https://docs.google.com/presentation/d/11Nd7BX0XtL9wuYedm3SpK49VYVYwlQck/edit?usp=sharing&ouid=116488976569772445551&rtpof=true&sd=true>



# Today's Agenda

- **Timer Revenue Series**
- **Why offer Marketing as a Service?**
- **Email Marketing**
- **Race Website**
- **Teams/Referrals**
- **Coupons**
- **Analytics**
- **Q&A**





# Timer Revenue Series







# RunSignup Timer Revenue Generation Series

**TIMER REVENUE SERIES**

**Track Meet and Tickets:**  
New Revenue for Timers



TIMER TIP TUESDAY  WEBINAR

**TIMER REVENUE SERIES**

**Creative Ways to Increase Revenue for Timers**



TIMER TIP TUESDAY  WEBINAR

Watch On Demand  
Recorded Sessions

**TIMER REVENUE SERIES**


**Maximizing Revenue with RaceJoy: for Certified Timers**



TIMER TIP TUESDAY  WEBINAR

**TIMER REVENUE SERIES**

**Registration as a Service**

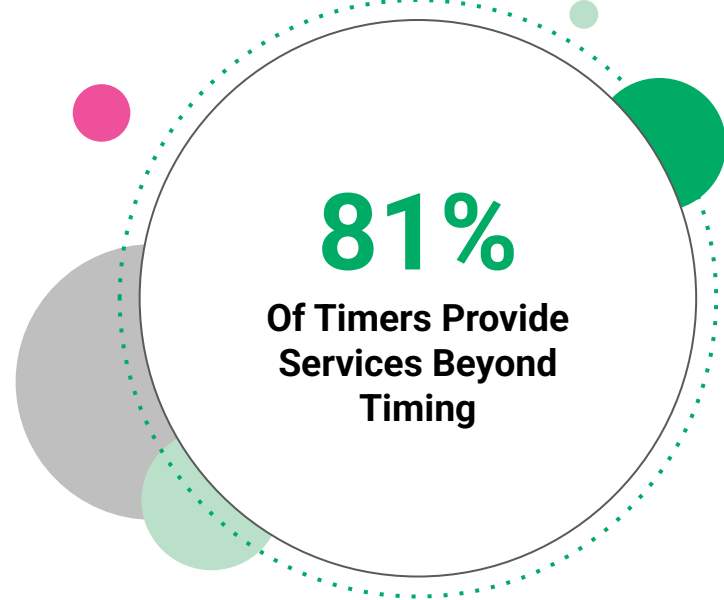


TIMER TIP TUESDAY  WEBINAR



## 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

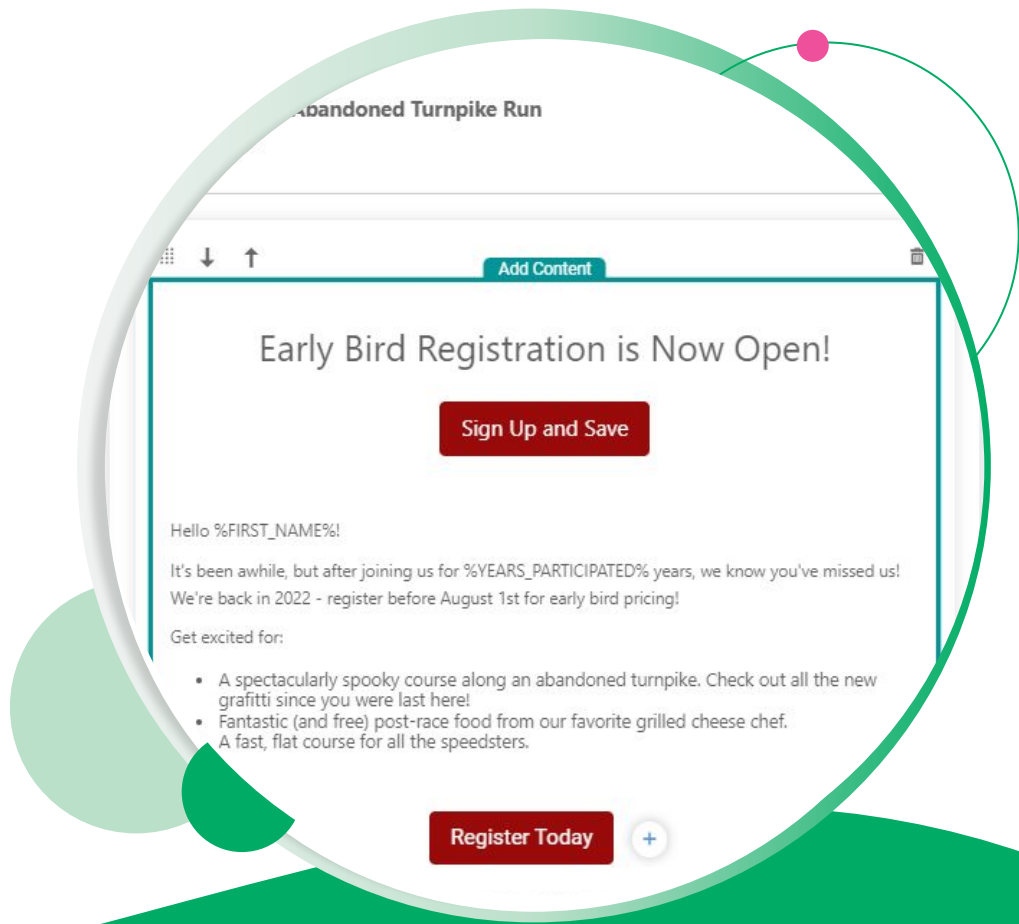
Choices	Response percent
Registration Setup and Management	85.62%
Race Directing, Event Management	76.47%
Check-in Management	62.09%
Course Certification & Set Up	55.56%
Event Marketing	55.56%
Item Rentals: Barricades, video displays, cones, etc.	52.29%
Custom Shirts or Bibs	50.33%
Photos	44.44%
Participant 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%





# Marketing Tools

*Overview and reports  
rundown to track your  
data.*



# Marketing Philosophy

## Your Data is Your Data

- No, we won't email or advertise your races. That means we won't email or advertise *other events to your participants, either.*

## The Most Effective Email Marketing Comes from Sources You Trust

- Activating your community will go further than ads (for cheaper).

## Technology Matters

- Marketing tools need to be at your fingertips - and they need to be easy to track and optimize.



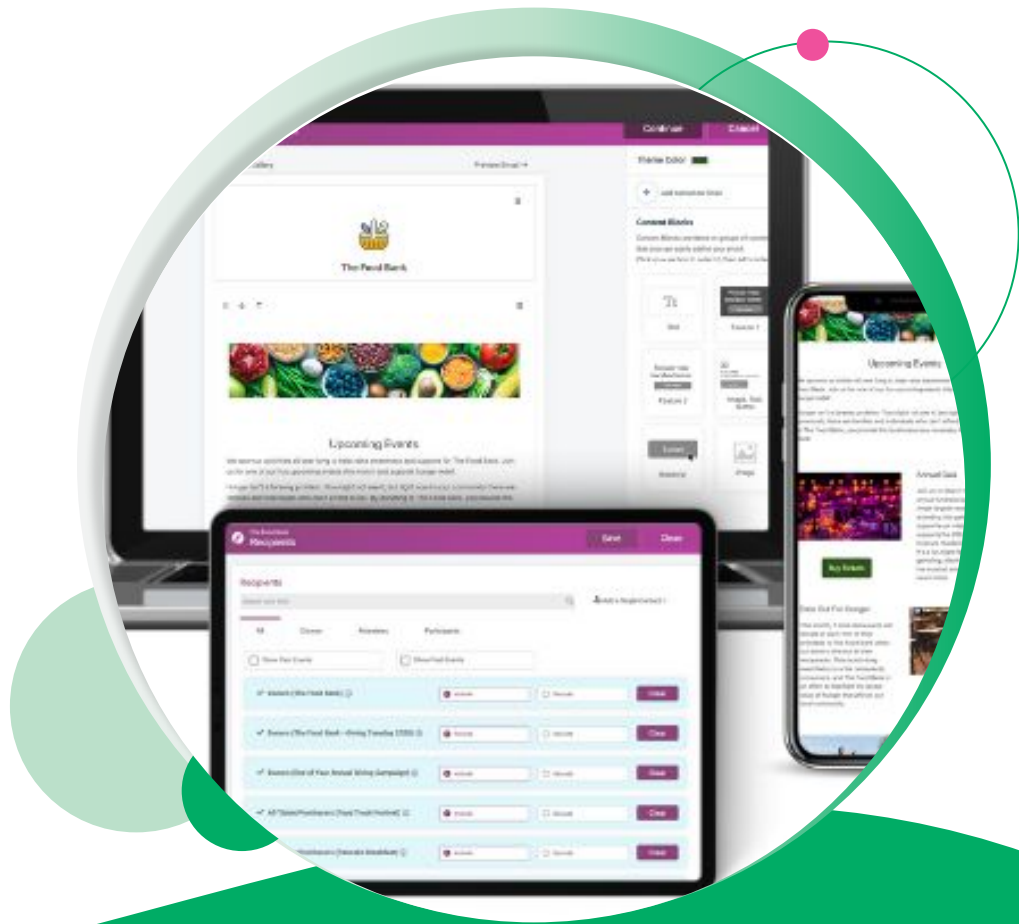
# Marketing Overview

Our marketing tools are all self-serve. As a Timer, you have options:

- Offer marketing as a service (with or without an additional charge)
- Improve the relationship with your races by providing guidance and recommendations on marketing, but let each race manage it themselves (RaceDay Timer Newsletter for the latest)
- Custom Source Tracking, Google Analytics 4 and Social Media Support

# Email Marketing

*Promote and keep participants informed.*



# Email Marketing

## Why use Email Marketing?

- Free, unlimited sending, unlimited contacts
- Supports custom lists
- Automatic de-duplication of email addresses
- Integrated with RunSignup data for up-to-the-minute lists of current and previous participants
- Scheduled pre-race emails for fast checkin and results!
- Email Builder and Templates in Next Gen Email
- Organizational Email

# Automated Emails

### Registration Followup Automated Email

Help

This email will be sent to people that registered for this upcoming race.

When using the "Interval After" setting, the email will be sent to a subset of the race registrants that fall in the given time range. When using the "Specific Date" setting, the email will be sent to all race registrants for this upcoming event.

Enable Registration Followup Emails ☒

Send Emails at an Hourly or Daily Interval After ☒

3

Days

after registration at

10

:

00

AM

Emails We Will Send

Email #1: "Thanks for registering for %RACE\_NAME%"

Recipients: Current Participants

Add Additional Email

14

Days

after registration at

10

:

00

AM

Emails We Will Send

Email #1: "Reach Your Fundraiser Goal Faster"

Recipients: Current Participants

Add Additional Email

+ Add Interval

Send Emails on a Specific Date

SPORTS  
BACKERS

GREAT AMERICAN  
5000

Hi %FIRST\_NAME%!

Thank you again for registering for the Great American 5000! The adventure across the country kicks off June 14!

**#GA5000 Team Toolkit: Recruitment tips, social graphics, and more!**

Our goal is to make this a great experience for you and your teammates. We have created various graphics to help recruit team members, highlight locations throughout the race, and promote the event, which you will find here in our "[Team Toolkit](#)." We would love for you to use these images on Facebook and/or Instagram. Make sure you continue to use this as a resource because we will add graphics and videos throughout the event.

**Stay connected & make the most of your journey.**

Be sure to follow the Great American 5000 [Facebook](#) and [Instagram](#) page for event information, participant stories, route highlights, to share your story, or to simply engage with other participants. Don't forget to tag @greatamerican5000 and use #GA5000 or #GA5k.

**Referral Rewards**

The only thing better than the Great American 5000 experience is sharing it with friends and family! Invite others to join you on your journey and earn the following rewards:

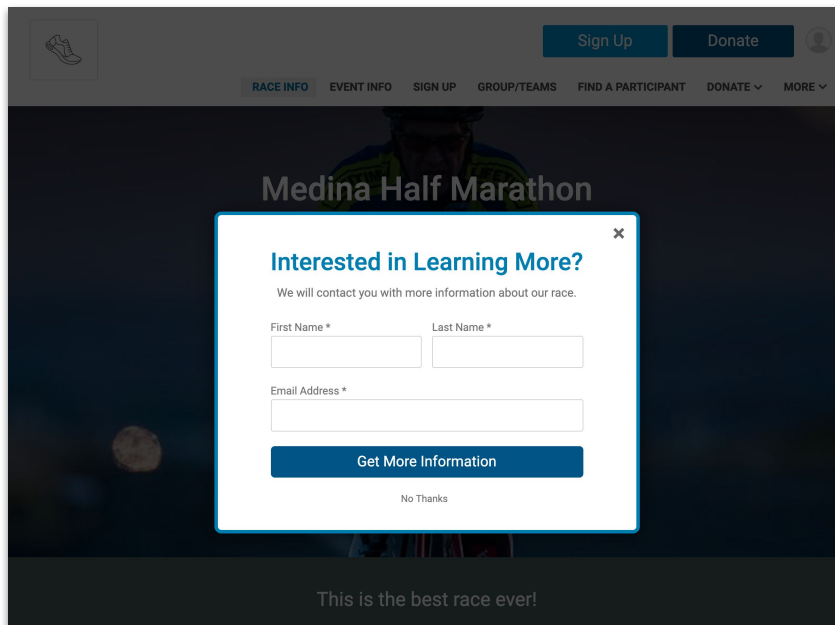
- Refer 5, receive an exclusive Great America 5000 Trucker hat

Promote Teams

Promote  
Social Media

Promote Referral  
Rewards Program

# Email Capture Pop-Up



The screenshot shows a website for the Medina Half Marathon. The background is dark with a blurred image of a runner. A white pop-up form is centered on the screen. The form has a title 'Interested in Learning More?' with a close button (X) in the top right corner. Below the title is a sub-header 'We will contact you with more information about our race.' followed by three input fields: 'First Name \*', 'Last Name \*', and 'Email Address \*'. A blue button labeled 'Get More Information' is at the bottom of the form, and a link 'No Thanks' is below it.

Medina Half Marathon

Interested in Learning More?

We will contact you with more information about our race.

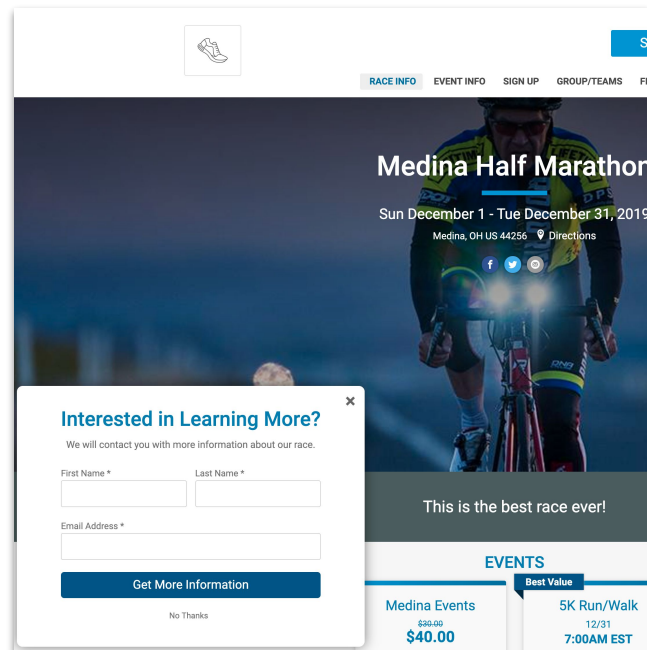
First Name \* Last Name \*

Email Address \*

Get More Information

No Thanks

This is the best race ever!



The screenshot shows a website for the Medina Half Marathon. The background is light with a blurred image of a cyclist. A white pop-up form is centered on the screen. The form has a title 'Interested in Learning More?' with a close button (X) in the top right corner. Below the title is a sub-header 'We will contact you with more information about our race.' followed by three input fields: 'First Name \*', 'Last Name \*', and 'Email Address \*'. A blue button labeled 'Get More Information' is at the bottom of the form, and a link 'No Thanks' is below it.

Medina Half Marathon

Sun December 1 - Tue December 31, 2019

Medina, OH US 44256 Directions

Interested in Learning More?

We will contact you with more information about our race.

First Name \* Last Name \*

Email Address \*

Get More Information

No Thanks

This is the best race ever!

EVENTS

Best Value

Medina Events \$40.00

5K Run/Walk 12/31 7:00AM EST

Email Marketing >> Email Capture



# Email Capture Pop-Up

- Bold, Short Title
- Details about your communications
- Call to Action Button
- Slide-In or Pop Up
- Custom time delay or when leaving site

**Don't forget to email the list!**

*Email Marketing >> Email Capture*

### Notification Popup Message

Let Your Participants Know About Your Event

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

Enable notification popup message?

☒ Yes

Popup Message Headline \*

Popup Message \*

Notification popup message visibility setting

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

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

Save Settings

# Customization Options

R

NFS Fall 5K Run and Family Walk

Create Email: NFS Fall 5K Run and Family Walk

Next

Exit


Create or Edit an Email

Help

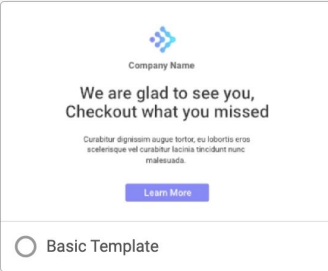
System Templates

Prebuilt Emails


Your Saved Templates



☐ Start From Scratch



☐ Basic Template

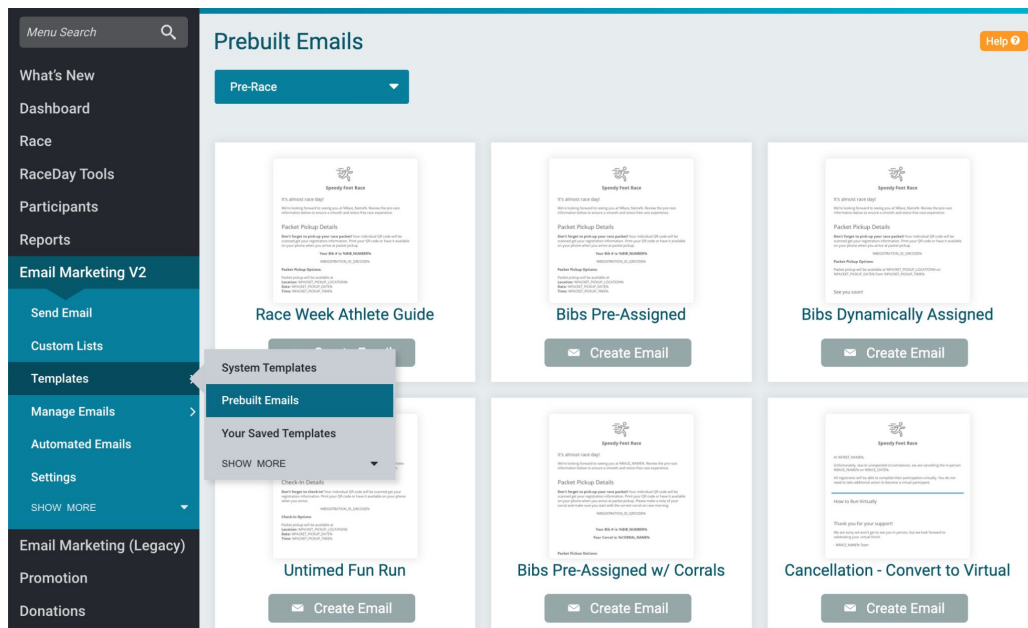


☐ Use Your HTML

Next

*Email Marketing V2 >> Send Email, Pre-Built Templates, or System Templates*

# Prebuilt Emails



*Email Marketing V2 >> Templates >> Pre-Built Emails*

# Custom Tag Mapping

Single Entry

CSV Upload

## Upload Contacts

	A	B	C	D
1	First	Last	Email	Coupon
2	RunSignup	Support	<a href="mailto:info@runsignup.com">info@runsignup.com</a>	ABC123
3	RaceDay	Scoring	<a href="mailto:raceday@runsignup.com">raceday@runsignup.com</a>	XYZ789
4				

## Upload Contacts

Column	Field
First Name	First Name
Last Name	Last Name
E-mail	E-mail Address
Coupon	Custom Placeholder Placeholder Tag COUPON Do not include percent symbols. Must be uppercase.

# Custom Tag Mapping continued

Search your lists



Add a Single Contact ▾

Custom Lists ▾

Advanced Filters ▾

## Colorado Springs Marathon, Half, 5K, and Kids K

✓ \*CSM - ALL 5k Ppts. Thru 2022 ⓘ

(Custom List #41975: 2,200 recipients)

☒ Include

☐ Exclude

Clear

\*CSM - ALL Full Marathon Ppts. Thru 2023 ⓘ

(Custom List #41967: 1,899 recipients)

☐ Include

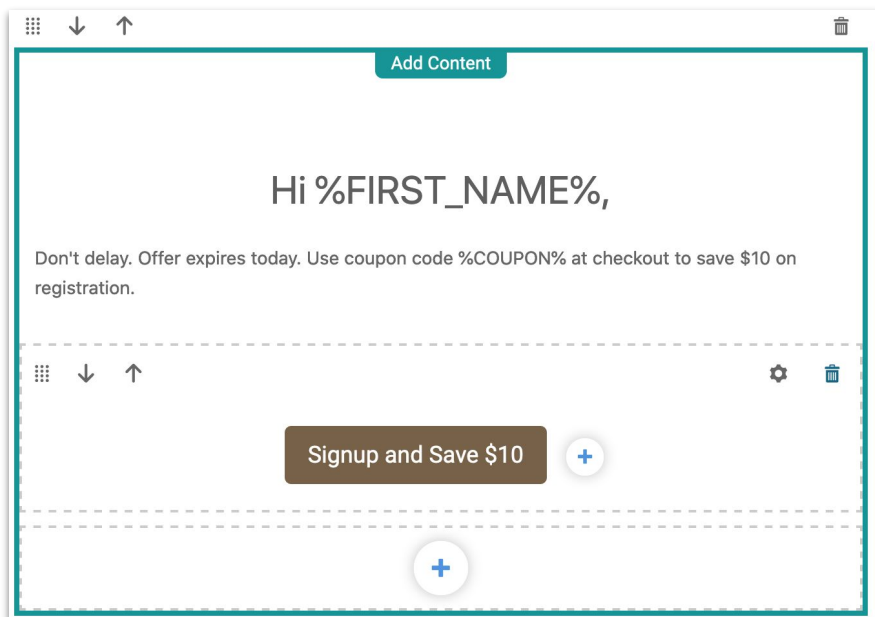
☐ Exclude



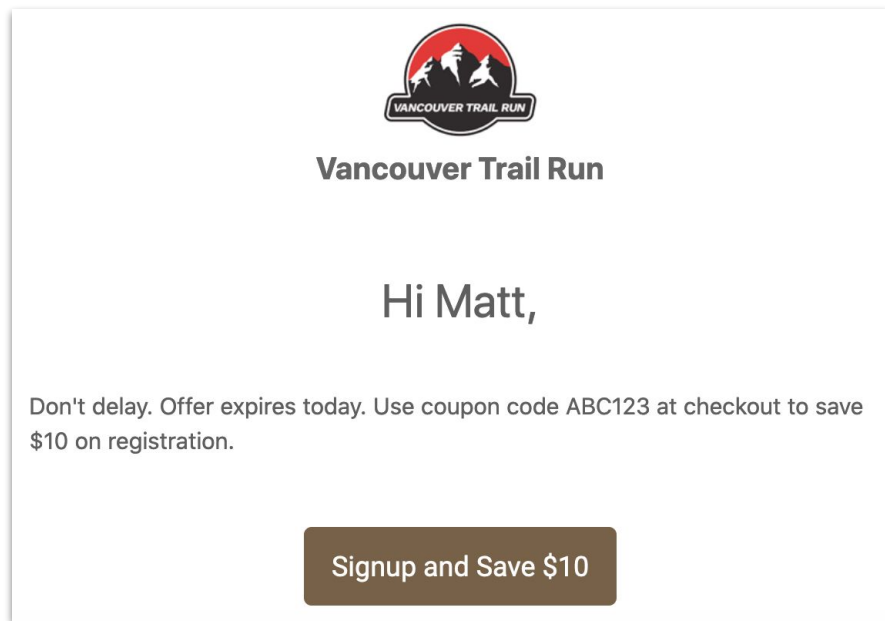


# Custom Tag Mapping continued

## Before



## After



# Race Website

*Take advantage of a free professional website.*



# Why Use a RunSignup Website?

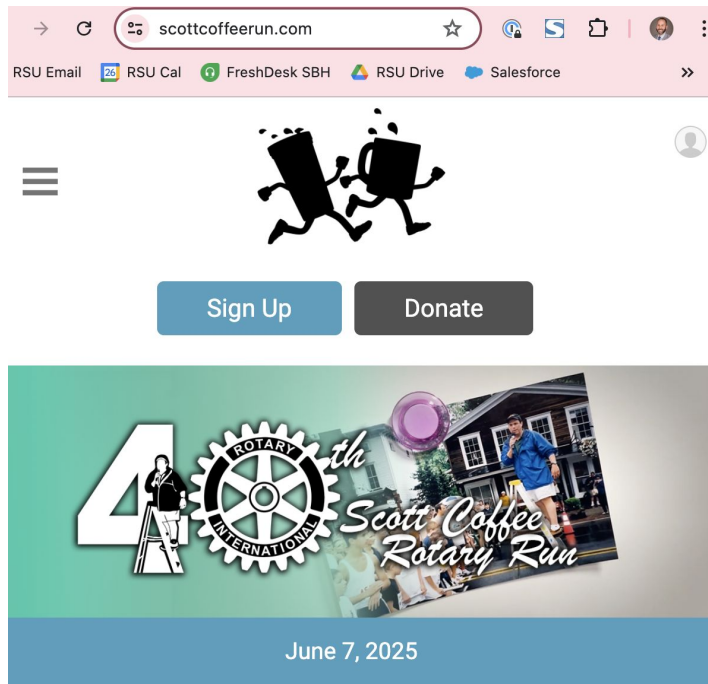
- Free
- Marketing for you 24/7
- Optimized for Search Engines and mobile responsiveness
- Easy to build professional looking cover (home) pages
- Automatically updates based on race details
- Less human error
- Time saved

***Race >> Race Website***

# BYO Domain

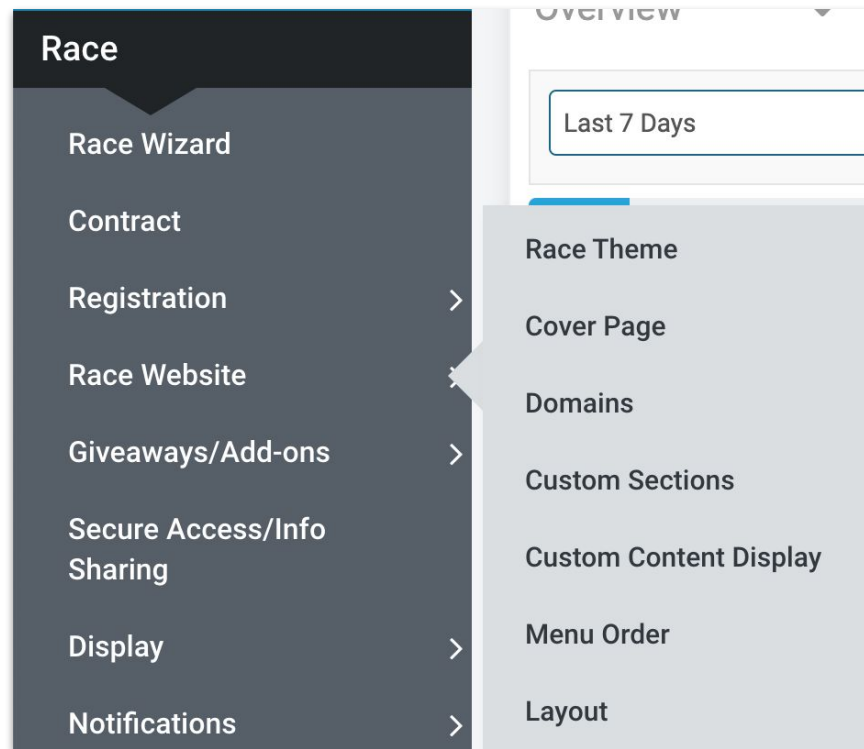
MyRace.com instead of RunSignup.com/MyRace

- Keeps traffic on a legacy website
- Free SSL Certificate included
- Mobile responsible
- Optimized for search engines
- Connects to your race data for up-to-the-second information on price increases, caps, etc.



# Customize Website

The bulk of website design customizations are going to be centralized under the **Race >> Race Website** tab as shown here.





# Horizontal or Vertical Template

## 1 Race Template

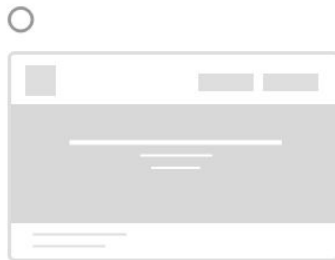
Choose a template below.

All our templates are mobile/tablet friendly and packed with lots of innovative features.



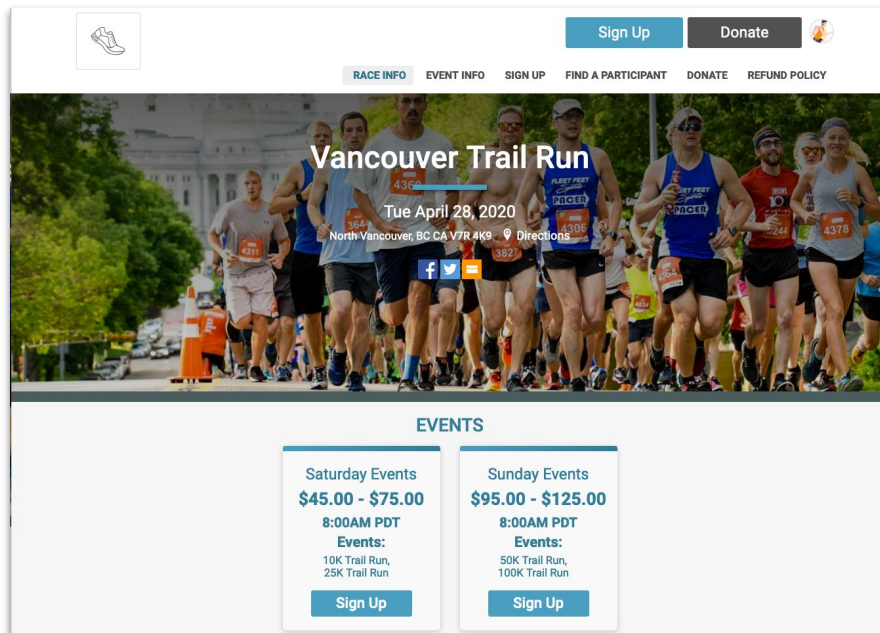
### Vertical Navigation

Left navigation option. Great for websites with lots of pages and information.



### Horizontal Navigation

Horizontal navigation option. Perfect for making a big impact with larger full screen images.



*Race >> Race Website >> Race Theme*

# Custom Color Scheme

- Pick a default option
- Match your logo or branding
- Preview choices

### CUSTOM COLOR SCHEME

1234

Scheme Name  
Nature Theme

Background Color

Font Color

Color 1

Color 2

Color 3

Color 4

Make sure this color is visible on top of color 1, 2, and 3.

Headings, Header Donate Button, Secondary Button Hover, Sub-Menu, Input Labels, etc.

Secondary Button, Sub-Menu Active Page, etc.

Menu, Page Footer, Primary Button Hover, Tables, etc.

Headings, Links, Menu Active Page, Primary Button, etc.

Save Color Scheme

Cancel

*Race >> Race Website >> Race Theme*

# Branding (Logo & Banner)

- Suggested banner 1200x400



*Race >> Race Website >> Race Theme*

# Custom Content

- Add content to your page
- Add infinite additional pages to your website
- Customize your menu options

Custom Section/Page

REMOVE SECTION

Section Heading \*

Course Info

URL (Optional)

Participants Only

☐ Hide content for non-participants.  
Note: This does not hide the URL.

Content


File Edit Insert View Format Tools

Paragraph A B I U List Link Image Table

You'll climb for about the first mile and then it's all downhill. You'll be rewarded with stunning views of the park as you climb the first hill. Then you'll gaze at the breathtaking views as you make your way back down Grouse Mountain for the next mile. Plenty of water stops and rest areas along the way. We'll end up on the beautiful Grouse Mountain Summit for the awards ceremony, photos, and more.

Rated as the most prestigious course in the entire park, don't miss your opportunity to share this once in a lifetime experience with your friends. If you refer your friends and family to sign up for one of our famous trail runs, you can earn

P = IMG



# Why Cover Pages?

## Why use a cover page?

- Add a more customizable homepage
- Visually appealing
- Integrate video and images
- Data components to show real-time progress on challenges, fundraising, etc, highlight sponsors, link to social media, etc.
- Highlight your priorities in a prominent location

Custom Section/Page REMOVE SECTION

Section Heading +

Course Info

URL (Optional)

Participants Only

☐ Hide content for non-participants.  
Note: This does not hide the URL.

Content


File Edit Insert View Format Tools

Paragraph A B I U

You'll climb for about the first mile and then it's all downhill. You'll be rewarded with stunning views of the park as you climb the first hill. Then you'll gaze at the breathtaking views as you make your way back down Grouse Mountain for the next mile. Plenty of water stops and rest areas along the way. We'll end up on the beautiful Grouse Mountain Summit for the awards ceremony, photos, and more.

Rated as the most prestigious course in the entire park, don't miss your opportunity to share this once in a lifetime experience with your friends. If you refer your friends and family to sign up for one of our famous trail runs, you can earn

P = IMG



*Race >> Race Website >> Cover Page*

# Cover Page Tips

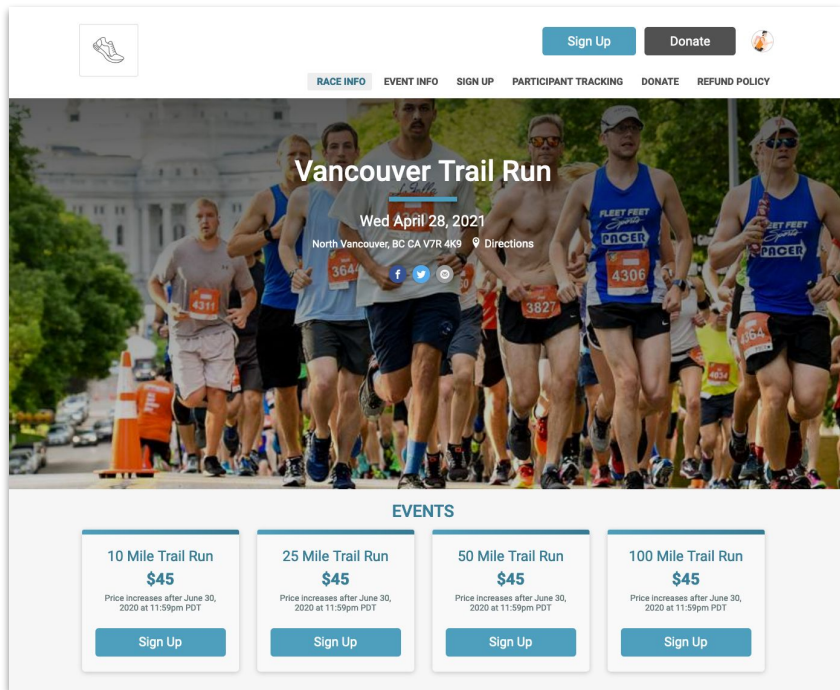
## Cover Page Tips

- Add a slider to your header by adding multiple header options
- Recommended sizes of 2000x800 for full, 900x360 for split, with a Croppie tool to help. Images scale to fit screen
- Alternate colors & images for maximum impact
- Drag & drop sections to switch things up periodically
- Insert swag as a description image instead of a background

*Race >> Race Website >> Cover Page*



# Cover Pages: Before & After



The 'Before' website has a clean, functional design. It features a top navigation bar with links for RACE INFO, EVENT INFO, SIGN UP, PARTICIPANT TRACKING, DONATE, and REFUND POLICY. The main header includes a 'Sign Up' button and a 'Donate' button. The hero section shows a group of runners on a city street with the text 'Vancouver Trail Run' and 'Wed April 28, 2021'. Below this, there are social media icons and a 'Directions' link. The footer section is titled 'EVENTS' and lists four race options: 10 Mile Trail Run, 25 Mile Trail Run, 50 Mile Trail Run, and 100 Mile Trail Run, each with a price of \$45 and a 'Sign Up' button.

[Sign Up](#) [Donate](#)

[RACE INFO](#) [EVENT INFO](#) [SIGN UP](#) [PARTICIPANT TRACKING](#) [DONATE](#) [REFUND POLICY](#)

## Vancouver Trail Run

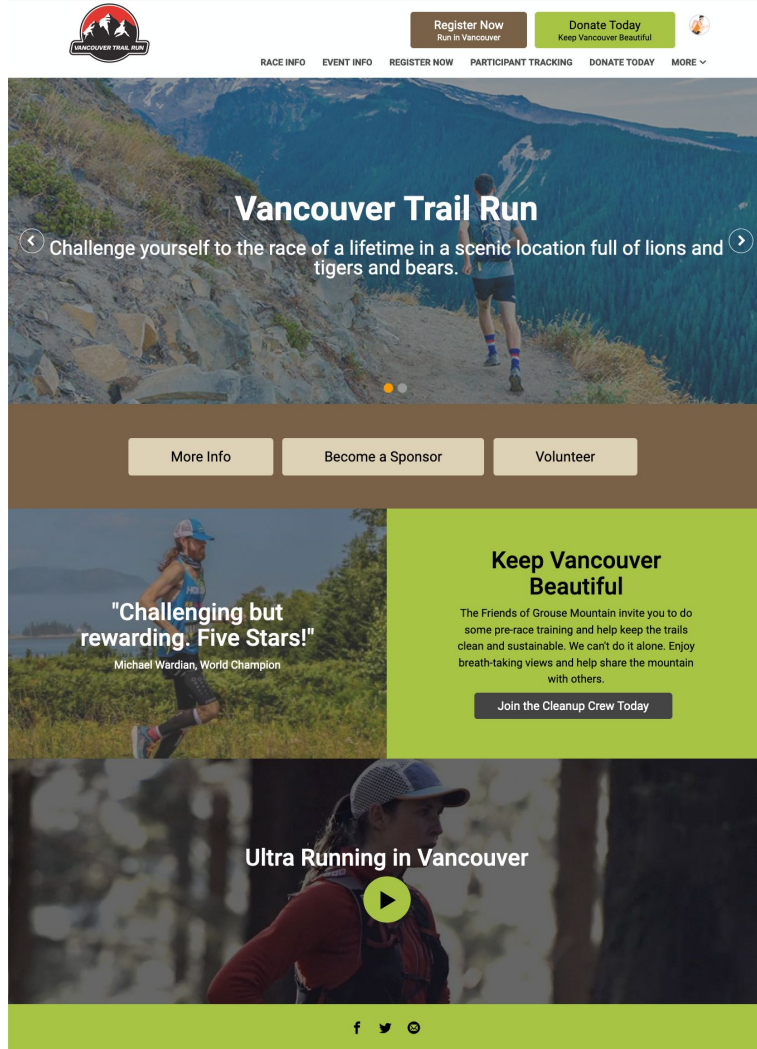
Wed April 28, 2021

North Vancouver, BC CA V7R 4K3 [Directions](#)

[f](#) [t](#) [i](#)

### EVENTS

10 Mile Trail Run	25 Mile Trail Run	50 Mile Trail Run	100 Mile Trail Run
<b>\$45</b>	<b>\$45</b>	<b>\$45</b>	<b>\$45</b>
Price increases after June 30, 2020 at 11:59pm PDT	Price increases after June 30, 2020 at 11:59pm PDT	Price increases after June 30, 2020 at 11:59pm PDT	Price increases after June 30, 2020 at 11:59pm PDT
<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>



The 'After' website has a more modern, visually appealing design. It features a top navigation bar with links for RACE INFO, EVENT INFO, REGISTER NOW, PARTICIPANT TRACKING, DONATE TODAY, and MORE. The hero section shows a runner on a trail with the text 'Vancouver Trail Run' and 'Challenge yourself to the race of a lifetime in a scenic location full of lions and tigers and bears.' Below this, there are three buttons: 'More Info', 'Become a Sponsor', and 'Volunteer'. The middle section features a quote from Michael Wardian, World Champion, and a call to action to 'Join the Cleanup Crew Today'. The footer section is titled 'Ultra Running in Vancouver' and includes social media icons.

[Register Now](#) [Donate Today](#)

[RACE INFO](#) [EVENT INFO](#) [REGISTER NOW](#) [PARTICIPANT TRACKING](#) [DONATE TODAY](#) [MORE](#)

## Vancouver Trail Run

Challenge yourself to the race of a lifetime in a scenic location full of lions and tigers and bears.

[More Info](#) [Become a Sponsor](#) [Volunteer](#)

### Keep Vancouver Beautiful

The Friends of Grouse Mountain invite you to do some pre-race training and help keep the trails clean and sustainable. We can't do it alone. Enjoy breath-taking views and help share the mountain with others.

[Join the Cleanup Crew Today](#)

### Ultra Running in Vancouver

[f](#) [t](#) [i](#)

2021 MAY THE COURSE

[Sign Up](#)
[Donate](#)

[RACE INFO](#)
[RUNNERDUDE GROUP](#)
[BECOME A CHARITY RUNNER](#)
[SPONSORS](#)
[PHOTOS](#)
[MORE](#)

2021 MAY THE COURSE HYBRID 5K

PLUS... A FREE 10-Week Training Program!

10800

**5K Race**

**\$45 \$35**

**6:00AM EDT**

Sign up and you'll be in the top 1000 runners in the state. You'll also get a FREE 10-Week Training Program! This is a rare opportunity to train with the best of the best. Sign up now!

[Sign Up](#)

**1 Mile Fun Run**

**\$15**

**9:15AM EDT**

Sign up and you'll be in the top 1000 runners in the state. You'll also get a FREE 10-Week Training Program! This is a rare opportunity to train with the best of the best. Sign up now!

[Sign Up](#)

**5K Race - VIRTUAL**

**\$45 \$35**

Complete the 5K of May the Course with the RunRacer app. You'll get a FREE 10-Week Training Program! This is a rare opportunity to train with the best of the best. Sign up now!

[Sign Up](#)



## FREE 10-WEEK TRAINING PLAN!

What's better than a Star Wars-themed 5K? A Star Wars-themed 5K that offers a FREE 10-Week Training Plan with Coach's very own RunRacer!

That's right, RunRacer's Fitness, is partnering with the May the Course Be With You 5K this year! So whether this is your VERY FIRST ATTEMPT AT A 5K or whether you are FEELING THE NEED TO INCREASE YOUR 5K SPEED, we've got you covered.

You must be a registered participant to take advantage of the plans and group run/walk meetups!

[RunRacer's 5K Training](#)

## Be the Force in the Lives of Girls and Women

With every step you run or walk, you will help girls and women receive the essential health care they so desperately need but often cannot afford. Sign up to be a donor for this race, asking your friends and family to give even a small donation toward our cause!

By raising \$200, you will provide mental health services for one woman for an entire month at Restoration Place Counseling. Yet, ANY amount raised is appreciated!

[Learn More About Our Cause](#)

[Donate](#) [Become a Fundraiser](#)

2021 MAY THE COURSE

- LIVE 5K ON MAY 16TH
- VIRTUAL 5K ON MAY 16TH
- Costume Contests
- for a GREAT cause
- Register today!

Restoration Place Counseling

<https://maythecourse5k.com>

## DO... OR DO NOT. THERE IS NO TRY!

Whether you are joining us for as personal race on Saturday May 16th, or running virtually between May 1st and May 15th, we encourage you to let the events in **celebrate** to BE THE FORCE in promoting the benefits of getting outside and moving your body, both physically AND mentally!

May is Mental Health Awareness Month and May the Course Be With You is raising money to benefit a very special mental health mission in our community: Restoration Place Counseling.

[Register Now!](#) [The Race Series](#)



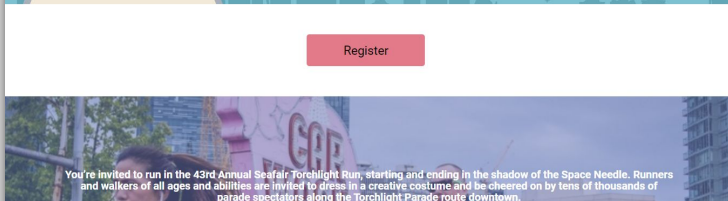
TORCHLIGHT RUN

PRESENTED BY SWEDISH

SATURDAY, JULY 25, 2020

DOWNTOWN SEATTLE

[Register](#)



You're invited to run in the 43rd Annual Seafair Torchlight Run, starting and ending in the shadow of the Space Needle. Runners and walkers of all ages and abilities are invited to dress in a creative costume and be cheered on by tens of thousands of parade spectators along the Torchlight Parade route downtown.

Race Day Information

[Learn More](#)

2019 Race Results

[Learn More](#)

Join us for the 43rd Running of the Torchlight Run

00 00 00 00 00

MONTHS DAYS HOURS MINUTES SECONDS

## Swedish's Sports Concussion Clinic

Swedish's Sports Concussion Clinic provides comprehensive care to patients and their loved ones. Our team sports medicine physicians, physiotherapists, physical therapists and a neuropsychologist work together to deliver individualized care for each patient who has experienced a concussion. With your support we can continue to invest in the program and add new equipment specifically for balance testing.

[Donate Today](#)

WINDERMERE RACE

Sign Up Donate

[RACE INFO](#)
[RESULTS](#)
[REFUND POLICY](#)
[SPONSORS](#)

WINDERMERE

Marathon - Half Marathon - 5k

May 16th, 2021

[FAST COURSE](#)
[GREAT SWAG](#)
[SAFETY](#)

Updated COVID-19 Strategy For A Safe And Fun Race Multiple Start Race Options Over A Single Morning, Live and Virtual Race Options.

[Register Now](#)

Live And Virtual Options

Marathon, Half Marathon, 5k, and Kid Challenge

[Sign Up](#)

"I was so thankful to still race in person. Thank you so much for the opportunity! I hope to do this race again!"

-2020 Runner

Save 20% On This Race

Get The 2021 Race Pass

[Get Race Pass](#)

TRUN PASS

From The Race Director

We are excited and optimistic for our 2021 event. When reality struck around the country we found it critical to 2020, we were fortunate enough to work with local state officials to come up with a COVID-19 safe race plan which has become a model for the rest of the industry in our region. We know that rain will not let back safety. Summer in 2021, but we are committed to creating a great race experience for our runners. We will do everything we can to get closer to 2021, meet with the full action plan, but we expect that the 2021 event will take place over a single day with socially distanced staggered starts. Our organization is working hard to increase the post race experience with no large gatherings and other parties. Thank you to all the runners that have just trust in us to deliver them a running experience that will be worth the wait. We will work tirelessly to deliver on that promise again!

Ryan Hill, Race Director

2020 Socially Distanced Race

Our Traditional Race Experience



Sign Up

Donate

EVENT INFODONATE▼RESULTS

# Across the Country to Fight Hunger

NEW YORK TO SAN FRANCISCO AS ONE TEAM

Fight Hunger With Us

Across the Country to Fight Hunger Challenge

\$40

Run and Walk Across the Country

Sign Up

Running Across the Country to Fight Hunger

Completed: 563.02 miles

Goal: 3,067 miles

2,503.98 miles to go!

Join Us

Event Info

Donate

Results

Event Info

Donate

Results

Event Info

Donate

Results

HAWAIIAN AIRLINES  
HOLOHOLO  
CHALLENGE

OAHU OCTOBER 1-31 2018

READY, SET, HOLOHOLO

The challenge has started!  
Take your time or camp it up in completing the challenge, but don't forget to keep track of your progress.  
Share a selfie and let everyone know that you're part of the #HoloHoloChallenge.  
Make sure to tag @HawaiianAirlines too. Keep up the good work!

50 MILES

Maui to Maui (Maui to Maui)  
Virtual course

Submit Results

130 MILES

Around O'ahu virtual course

Submit Results

HOW IT WORKS

You have the entire month of October to walk, jog, run (or even skip) the distance of the virtual course you selected.  
Track your mileage through this website as you go, and once you've reached your course distance, the challenge is complete.  
Keep in mind that the virtual courses below aren't the actual routes you'll be taking, but if you complete the challenge, it'll be as if you walked or ran from "maui to maui" or "around O'ahu."  
Please note that this challenge is open to U.S. residents only.

VIRTUAL COURSES

50 MILES  
MAUI TO MAUI  
ADVENTURE TO ISLAND COURSE

130 MILES  
AROUND O'AHU COURSE

RACE PACKAGE

All participants will receive an exclusive HoloHolo Challenge race, virtual course and the O'ahu HoloHolo Challenge medal. Race packages will be mailed out at the end of November.

Join Facebook Group

EXERCISE SAFELY

See the CDC's recommended guidelines on physical activities. Make sure to follow the safety guidelines in your own state's emergency orders.

Learn More

FACEBOOK GROUP

Connect with fellow challenges around the country and keep up to speed with what's going on during the HoloHolo Challenge! Be sure to join our Facebook Group, HoloHolo Hawaii's HoloHolo Challenge Group.

Join Facebook Group

peak  
2i  
brew

Sign Up

Donate

RACE INFO▼COURSE MAP▼RELAY TEAMS▼VOLUNTEER▼STORE▼SPONSORS

REFUND POLICYRESULTS

Peak 2 Brew: P2B FINGER LAKES

SPRINT: 5 JUN 2021

CREATE / JOIN TEAMVOLUNTEER: BREW CREW

P2B FINGER LAKES EVENTS

SPRINT: 6-PACK TEAM

\$540

6:00AM EDT - 8:00PM EDT  
PROVIDE MINIMUM VOLUNTEERS  
PROVIDE VOLUNTEERS - UP TO \$50  
DISCOUNT FOR NEXT YEAR

Sign Up

SPRINT: 4-PACK TEAM

\$420

6:00AM EDT - 8:00PM EDT  
PROVIDE MINIMUM VOLUNTEERS  
PROVIDE VOLUNTEERS - UP TO \$50  
DISCOUNT FOR NEXT YEAR

Sign Up

6-PACK TEAMS

6-PACK = 6 RUNNERS + 1 VEHICLE + 60+ MILES  
(2 LEGS / RUNNER) = 10 MILE TOTAL / RUNNER

CREATE A 6-PACK

4-PACK TEAMS

4-PACK = 4 RUNNERS + 1 VEHICLE + 60+ MILES  
(3 LEGS / RUNNER) = 15 MILE TOTAL / RUNNER

CREATE A 4-PACK

Greek 'PEAK' 2 Heritage Hill 'BREW'

The Peak 2 Brew: P2B FINGER LAKES Relay (Greek 2 Heritage) is a single day Long Distance Van Supported Team Running Event in the beautiful Finger Lakes Region of NY. Teams will start at Greek Peak (Cortland, NY) and finish at Heritage Hill Brewery (Perry, NY). The P2B Finger Lakes Relay is the NEWEST addition to the P2B Series and the second SPRINT Relay in the P2B SPRINT Relay Series. SPRINT Relays are Single Day (NO overnight running) 60+ mile Team Relays with 3-6 Runner Teams.

COURSE MAPLEG CHARTRULES & REGULATIONS

COUNTDOWN TO P2B FINGER LAKES

03 16 13 53 34

MONTHSDAYSHOURSMINUTESSECONDS

peak  
2i  
brew

PRESENTING SPONSOR

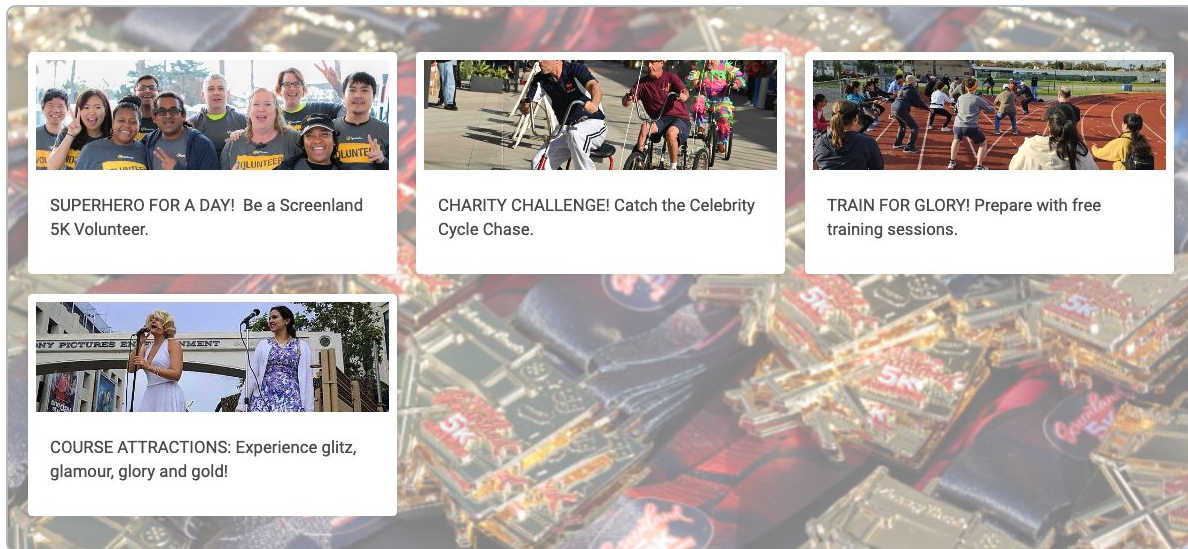
GREEN PEAK  
BREWERY CO.

Heritage Hill  
Brewery

Longhorn  
Meats

# Website Builder

- New! Components
- Transactions
- Promotion
- Demographics
- Registrations



*Race >> Website V2 (Beta)*



# Teams and Referrals

*Increase participation with teams and incentives.*



# Teams and Referrals Overview

- Make it a social experience
- Add a team component
- Create an incentive program
  - Team size
  - Referral Refunds
  - Swag Rewards
  - Fundraising Refunds

  
[Sign Up](#)  
  
[Race Info](#)  
[Event Info](#)  
[Participant Tracking](#)  
[Results](#)  
[Refund Policy](#)  
[Photos](#)


## Do More Together!

**Create a WILD Fundraising Team**  
Recruit your friends, family, and colleagues to race with you and raise additional donations as a group to do more to support Seneca Park Zoo Society's many education and conservation programs here at the Zoo, in our community and around the world!

**Raise to Win!**  
Fundraising teams who raise over \$100 in donations will be automatically entered in our drawings to win unique prizes!

- \$100 or more: Three winners will receive a 3-month family membership to the Seneca Park Zoo and Seneca Park Zoo Society fanny pack to keep all your adventure supplies.
- \$250 or more: One winner will receive an up-close experience with our **River Otter** for up to 6 guests (ages 3+).

All winner(s) will be chosen on July 23, 2024. Date and time of meet and greet to be based on mutual availability of winner(s) and Seneca Park Zoo staff. You can become a fundraiser when you register or join a team by going to our "Donate" page and selecting "Become a Fundraiser"





# Enable Social Teams

## Race Group Types

*This race group type cannot be deleted because at least one of its groups has members.*

Group Type \* ⓘ

Cycling Club (or Other) Groups/Teams

Group Type Description \* ⓘ

Selecting an affiliation will help us tally all registrations and donations towards the group that raises the most funds overall and gets their name on the plaque inside The Bike Hut!

### Events



Bike Hut Classic 2024 - a DIY  
Fundraiser to benefit  
Abundant Grace

Advanced Settings ▾

**Race >> Race Website >> Race Theme**



# Team Registration

No Caffeine Challenge Team

Join an Existing Caffeine  
Challenge Team

Create a New Caffeine  
Challenge Team

Caffeine Challenge Team Type \*

Caffeine Challenge Team

Caffeine Challenge Team Name \*

Description:

We have to social distance, but that doesn't mean you can't be a team (virtually, of course)! Create or join a team and encourage your friends to join you. Special prizes will be awarded to groups with more than 20 members.

Set Password

# Team Size Rewards

## Member Registration Fee

Pricing Starts \*

04/01/2020

Pricing Ends

07/01/2020

12 : 00 AM

11 : 59 PM

☐ Virtual 8K

☐ Virtual One Mile (Fun Run)

Select All Events

## Group Member Pricing

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

MINIMUM NUMBER OF GROUP MEMBERS	COST PER MEMBER	DETAILS
After Member # 9 joins the group	Each following member will pay \$ 15	Members 10+ <span>✕</span>

Add Another Price

Add Registration Fee

## Registration Fee Refunds by Group Size — Caffeine Challenge Team

1 Caffeine Challenge Team

You can offer automatic refunds to group participants as new participants register. This works best in combination with a member registration fees set up with lower prices for larger groups, since you can refund the initial participants to have all registrants pay the same price. Note that the refunds are cumulative, so a registrant can get multiple refunds as more people register for the group.

*We highly discourage changing these refund settings after registration has opened. Doing so can result in duplicate or skipped refunds. Also, if members drop out of a group, any refunds already issued will not be recovered.*

Refunds will only be issued for groups where a member is added after refunds have been set up. This means that members of any groups that already registered will not receive discounts unless someone else registers for the group.

### REFUND SETTINGS

After registrant # \_\_ registers

10

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

Give Refund to Participants in the Following Events

Virtual 8K  
Virtual One Mile (Fun Run)

Refund Previous Registrants

\$ 10

Ensure Registration Balance

\$ 15 ⓘ

Refund won't go below this amount.

After registrant #10 registers, registrants 1 through 9 will receive a refund.

Add a Refund

Participants >> Groups/Teams >> Pricing Setup

# Referral Refund & Swag Rewards

## Refer 5 Friends

Receive a \$25 refund of your registration fee



## Refer 10 Friends

Receive a premium branded winter cap



## Refer 20 Friends

Receive a custom printed map of the course you ran



**5% of Transaction \$ came from referrals in 2023 (when enabled)**

**Effective referral setups are high threshold, high reward**

Most referrers never reach the threshold to get a refund - so the 1-4 people they DO refer are free!

**Promotion >> Referral Tracking >> Setup**



# Referral Refund & Swag Rewards

To get the most out of referrals

**STEP 1 - Set up** Referrals and Swag Rewards

**STEP 2 - Promote** your Referral and Swag Rewards by creating a custom section on your race page

**STEP 3 - Customize Social Sharing Text** to prompt more posts to FB

**STEP 4 - Customize Social Sharing Images** to prompt more clicks and referred registrations


**STEP 5 - Set-up Registration Follow Up emails** to promote your referral program.

# Referral Program in Action

- Pop-up at checkout
- Post to Facebook/Twitter/Email
- Custom tracking link embedded for referrals
- Reminder in confirmation and follow-up emails

Refer Your Friends & Earn Cash Back!

Thank you for registering for Run For The Dogs 5K!  
Get 5 friends to sign up using your link and you will automatically receive a refund of \$25.00. Boom!  
Get 10 friends to sign up using your link and receive an exclusive Run For The Dogs Shirt  
Get 20 friends to sign up using your link and receive an exclusive Run For The Dogs Tote  
Here is your unique link to share with your friends and family: <https://runsignup.com/Race/CA/SanDiego/IRunFortheDogs?raceRefCode=Vm6SVMUN>



[Post to Facebook](#) [Tweet](#) [Share via E-mail](#) [Close](#)

Just now · RunSignup ·

 *It's a Paw-ty!* 

EVERYTHING IS BETTER WITH FRIENDS



**Join Me at the Run For The Dogs 5K!**

RUNSIGNUP.COM  
Run For the Dogs 5K - Swag Rewards Test Race

 Like  Comment  Share

# Custom Source Tracking

## Codes

DESCRIPTION	CREATED	LINKS	SPENT	RETURN	ROI	ACTIONS
2019 Jun Audience Build FB Ad	06/03/2019 3:53pm CDT	<a href="#">🔗</a>	\$650.00	\$113.90	-82.48%	<a href="#">📄</a> <a href="#">🗑️</a>
2019 St Pat's FB Ad	03/06/2019 10:54am CST	<a href="#">🔗</a>	\$175.00	\$105.72	-39.59%	<a href="#">📄</a> <a href="#">🗑️</a>
2019 SRT Mar Price Incr Facebook Ad	02/19/2019 12:30pm C	<a href="#">🔗</a>				<a href="#">📄</a> <a href="#">🗑️</a>
2019 LMT Shirt Release FB Ad	02/19/2019 12:14pm C					
2019 RMCT Feb Price Incr	01/29/2019 1:06pm C					

All » Custom

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

Promotion >> Source Tracking Participant Profile View and RaceInsights



# Coupons

*Provide discounts to  
sweeten the deal.*



# Coupons Overview

- Add manually or in bulk via text file
- Discount % or \$
- Discount Type (Overall, Per Registrant, Per Event)
- Set Expiration
- Tag your coupons for easier reporting!
- Basic and advanced options
- Event-specific coupons

*Financial >> Pricing >> Coupons*

# Auto-Applied Coupons

×

SET UP REGISTRATION LINK

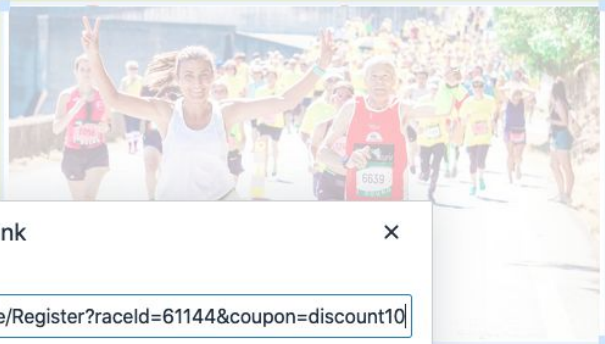
Coupon \*

discount10

Link: <https://runsignup.com/Race/Register?raceId=53821&coupon=discount10>

Close

Click the image below to save \$10 at checkout.



Insert/Edit Link

×

URL

[runsignup.com/Race/Register?raceId=61144&coupon=discount10](https://runsignup.com/Race/Register?raceId=61144&coupon=discount10)

Title

Open link in...

Current window

Cancel Save

# Club Membership Discounts

- Automatically reward club members with discounted registration
- Discounts can be unique to membership level
- Membership Site Automatically Discounted Races component
- Available for clubs who host their membership on RunSignup

## Automatically Discounted Races

As a member of this organization, you can get discounts for the following races:

<b>FCRC Marathon Training Program</b> Fort Collins, CO - Saturday June 21, 2025 100% + \$20.00 off	<b>Never Summer 100km &amp; 60km</b> Walden, CO - Friday July 25, 2025 \$10.00 off	<b>Wild West Relay</b> Fort Collins, CO - Friday August 1, 2025 \$100.00 off
<b>Valley 5000</b> Loveland, CO - Saturday August 2, 2025 \$5.00 off	<b>Etuck Valley 5k</b> Bellvue, CO - Tuesday August 5, 2025 \$5.00 off	<b>Choice City Running Festival</b> Fort Collins, CO - Friday August 8, 2025 \$5.00 off
<b>Severance Glow 5K Run or Walk</b> Severance, CO - Saturday August 9, 2025 10% off	<b>Into the Hills Etuck 10k</b> Bellvue, CO - Tuesday August 12, 2025 \$5.00 off	<b>Into the Hills Etuck 5k</b> Bellvue, CO - Tuesday August 19, 2025 \$5.00 off
<b>NoCo Urban Ultra &amp; Relay</b> Bellvue, CO - Friday August 22, 2025 \$20.00 off	<b>NoCo Urban Ultra &amp; Relay</b> Bellvue, CO - Friday August 22, 2025 \$15.00 off	<b>Staunton Rockel Marathon and Half Marathon</b> Pine, CO - Saturday August 23, 2025 \$5.00 off

*Financial >> Pricing >> Club Membership Discounts*

# Analytics

*Custom charts and graphs  
to track your data.*





# RaceInsights

## Race Dashboard Overview

- **Signups** - This Year vs Last Year comparison
- **RaceInsights** - Page Views, Signups, Transactions, & Donations
- **Source** - Referral, Email, & Custom source info
- **Dashboard** - Custom charts & graphs

# Signups

	THIS YEAR ⓘ	LAST YEAR ⓘ	YEAR BEFORE LAST ⓘ
Total Registrations <span>▼</span>	3,447	5,999	4,211
Today	7	8	7
Yesterday	37	15	21
Last 7 Days	512	90	28
Last 30 Days	1,090	662	28
With 106 Days Remaining	3,447	1,521	28
Total \$ <span>▼</span>	\$217,824.31	\$350,250.95	\$43,920.40

TYPE	#
Paid Online	2,982
\$0 Entry	249
Imported	216

**Paid Online** is the number of active registrants who paid more than \$0.00 to enter this race.

**\$0 Entry** is the number of active registrants who paid \$0.00 to enter this race.

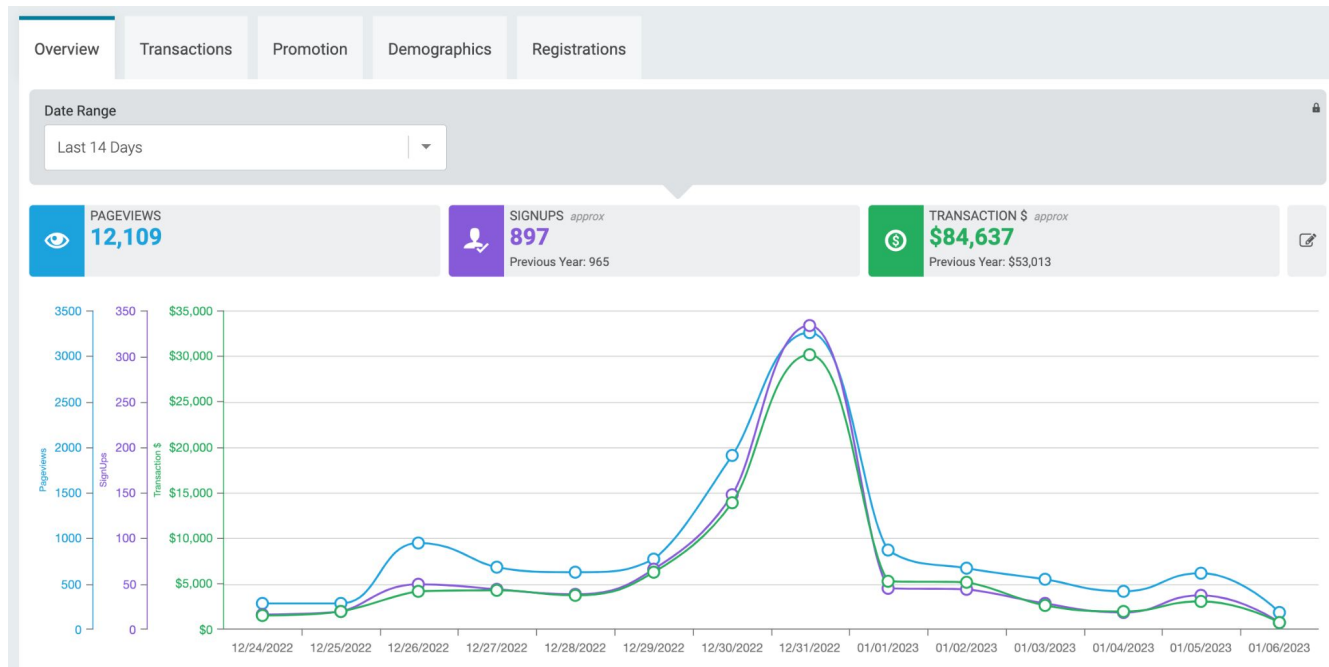
**Imported** is the number of registrants who were imported.

For more detailed reporting, please use the [Participant Report](#).

Note: These figures do not take into account post-registration actions, including transfers.

# RaceInsights

- Overview
- Transactions
- Promotion
- Demographics
- Registrations



# Custom Source Tracking

## Codes

DESCRIPTION	CREATED	LINKS	SPENT	RETURN	ROI	ACTIONS
2019 Jun Audience Build FB Ad	06/03/2019 3:53pm CDT	<a href="#">🔗</a>	\$650.00	\$113.90	-82.48%	<a href="#">📄</a> <a href="#">🗑️</a>
2019 St Pat's FB Ad	03/06/2019 10:54am CST	<a href="#">🔗</a>	\$175.00	\$105.72	-39.59%	<a href="#">📄</a> <a href="#">🗑️</a>
2019 SRT Mar Price Incr Facebook Ad	02/19/2019 12:30pm C	<a href="#">🔗</a>				<a href="#">📄</a> <a href="#">🗑️</a>
2019 LMT Shirt Release FB Ad	02/19/2019 12:14pm C					
2019 RMCT Feb Price Incr	01/29/2019 1:06pm C					

All » Custom

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

Promotion >> Source Tracking Participant Profile View and RaceInsights

# Source Tracking

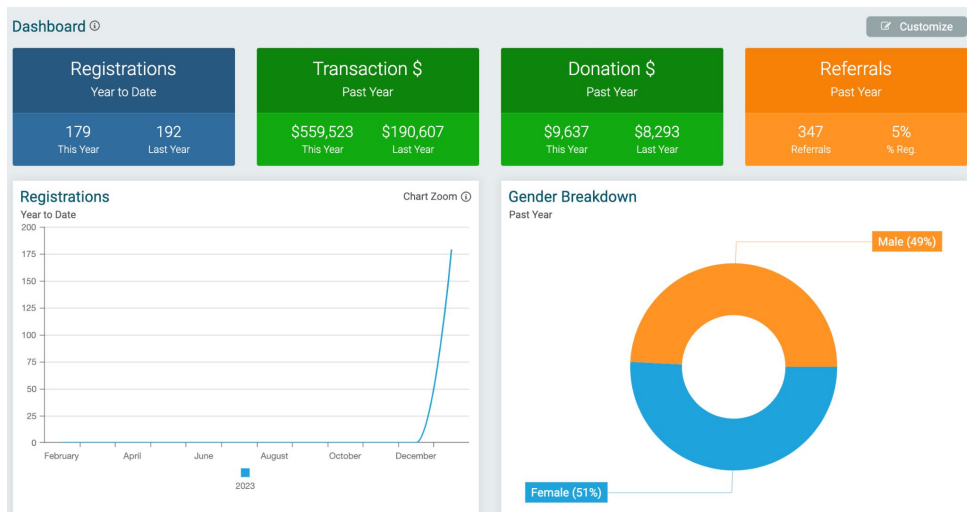
- Referral
- Email
- Custom

All » Referral

Search...

REFERRAL SOURCES	PAGEVIEWS	SIGNUPS	TRANSACTION \$
<a href="#">thecoloradospringsmarathon.com</a> >	4,371	216	\$16,959
Direct	1,842	86	\$4,942
<a href="#">m.facebook.com</a> >	936	7	\$280
<a href="#">rungalides.com</a> >	215	4	\$139
<a href="#">google.com</a> >	202	2	\$45
<a href="#">facebook.com</a> >	168	5	\$99
<a href="#">runsignup.com</a> >	107	8	\$825
<a href="#">runningintheusa.com</a> >	84	2	\$48
<a href="#">8fleetfeet.franconnect.net</a> >	59	1	\$110
<a href="#">findarace.com</a> >	37	1	\$0
<a href="#">l.instagram.com</a> >	26	0	\$0
<a href="#">mail.google.com</a> >	20	0	\$0

# Charts & Graphs



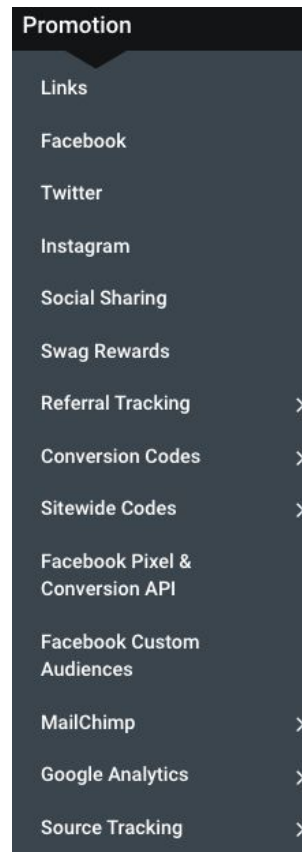
## Customize your dashboard!

Use the tools below to create custom charts and reorganize your chart layout.

↕ Registrations	✕
↕ Transaction \$	✕
↕ Donation \$	✕
↕ Referrals	✕
↕ Registrations	✕
↕ Gender Breakdown	✕
↕ Registrations	✕
↕ Transaction \$	✕
↕ Donation \$	✕

# Basic Marketing Features

- Links (QR Code)
- Social Media Links (Facebook, Twitter, Instagram)
- Referral Tracking (Refunds, Swag, & Social Sharing)
- Custom Source Tracking
- Advanced Conversion Tracking
  - Facebook Pixel & Conversion API
  - Tik Tok pixel
  - Google Analytics 4



# Marketing Continued

## Additional Related Marketing Features

- Professional Website with built-in SEO
- Custom URL or BYO Domain
- Free Email Marketing
- Drip campaigns with automated emails
- Automated Referral Program
- Automatic listing on affiliate race calendars
- Social Sharing Customization
- Facebook Custom Audience Reports
- Facebook Pixel & Conversion API installation
- Remarketing Code support
- Ad conversion tracking
- MailChimp integration
- Google Analytics integration
- RaceInsights tracking with Custom Source Codes
- Targeted marketing lists
- Incentivized groups & teams
- Custom coupon creation and sharing
- Membership and affiliate discounts

Memberships!





# Pricing Strategies

## Offer Basic Marketing as part of your base fee

- Set up Registration
- Add logos/Race Theme
- Add Sponsors

## Level 1 Marketing - Flat Fee

- Includes Basic level
- Set up a simple 3-marketing email campaign
- Set up team registration and incentives

## Level 2 Marketing - Flat Fee

- Includes Level 1
- Set up email campaigns with source tracking
- Set up social media integrations/ads
- Design and Manage a Referral Program
- *James: There's a difference between turning on a feature and managing it!*



# RUNSIGNUP TIMER CERTIFICATION



# RunSignup Timer Certification

## Get Certified!

- RunSignup Certification Program Available
- Training on registration and marketing tools
- Receive official RunSignup Certified status on website and certification badge.
- Timers with all four badges show up first in Timer Searches





# Reminder: Upcoming RunSignup Timer Revenue Generation Series

**TIMER REVENUE  
SERIES**

**Custom Websites  
as a Service**

**TIMER TIP TUESDAY**

 **WEBINAR**

**August 12 at 12pm ET**



Questions?





...

# Thank You For Joining Us Today







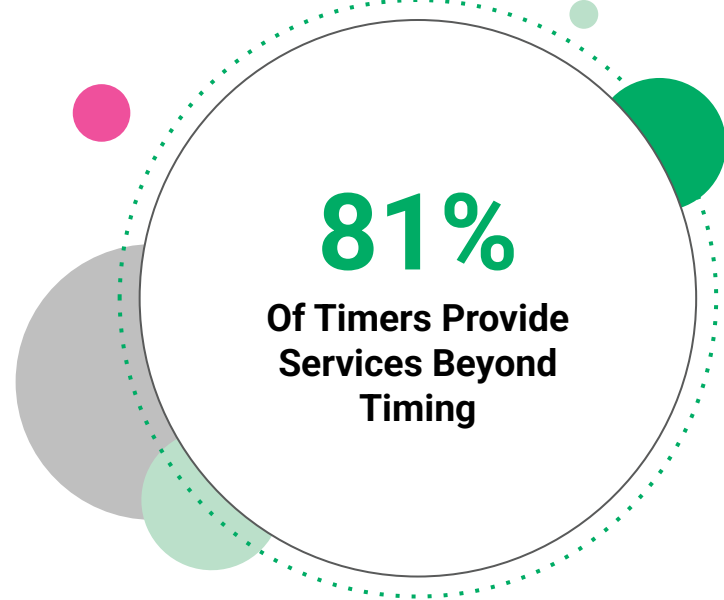
Ways to increase registrations = increased revenue (improved experience, marketing, etc.)





## 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%





# RunSignup Timer Revenue Generation Series

**TIMER REVENUE  
SERIES**





## Track Meet and Tickets:

New Revenue for Timers

**TIMER TIP TUESDAY**

 **WEBINAR**

**TIMER REVENUE  
SERIES**



## Maximizing Revenue with RaceJoy: for Certified Timers








**TIMER TIP TUESDAY**

 **WEBINAR**

**Watch On Demand  
Recorded Sessions**



# RunSignup Timer Revenue Generation Series



The screenshot shows a RunSignup event page with a green banner at the top that reads "TIMER REVENUE SERIES" and "Registration as a Service". Below the banner, there are event listings for "AY YOU Kids 1/3 mile FUN Run!" priced at \$19.99 and "Dairy Air 10k!" priced at \$49.99. A green circular icon with a white dollar sign and a curved arrow is positioned over the event listings. The bottom of the banner features the text "TIMER TIP TUESDAY" and "WEBINAR" with a calendar icon.

**TIMER REVENUE SERIES**

**Registration as a Service**


AY YOU Kids 1/3 mile FUN Run! \$19.99

Dairy Air 10k! \$49.99

WEBINAR

Timer Tip Tuesday:  
Registration as a Service

July 8 20 at 12pm ET



The screenshot shows a RunSignup website with a green banner at the top that reads "TIMER REVENUE SERIES" and "Marketing as a Service". Below the banner, there is a "Referral Tracking" section with options to "Set up Referral Tracking", "Set up Referral Codes for Existing", and "Manage Referral Codes". A green circular icon with a white dollar sign and a curved arrow is positioned over the "Referral Tracking" section. The bottom of the banner features the text "TIMER TIP TUESDAY" and "WEBINAR" with a calendar icon.

**TIMER REVENUE SERIES**

**Marketing as a Service**

Referral Tracking

Set up Referral Tracking

Set up Referral Codes for Existing

Manage Referral Codes

WEBINAR

Timer Tip Tuesday:  
Marketing as a Service

July 22 at 12pm ET









# REMINDER Upcoming RunSignup Timer Revenue Generation Series

**TIMER REVENUE SERIES**

**Registration as a Service**

TIMER TIP TUESDAY WEBINAR

Timer Tip Tuesday:  
Registration as a Service

July 8 20 at 12pm ET

**TIMER REVENUE SERIES**

**Marketing as a Service**

TIMER TIP TUESDAY WEBINAR

Timer Tip Tuesday:  
Marketing as a Service

July 22 at 12pm ET





...

# Questions?

## Thank You For Joining Us Today



# Headline Goes Here Roboto Normal 40pt **Roboto Black 40pt**

*Subtitle Goes Here • Roboto Italic 15pt*



# 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



# 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

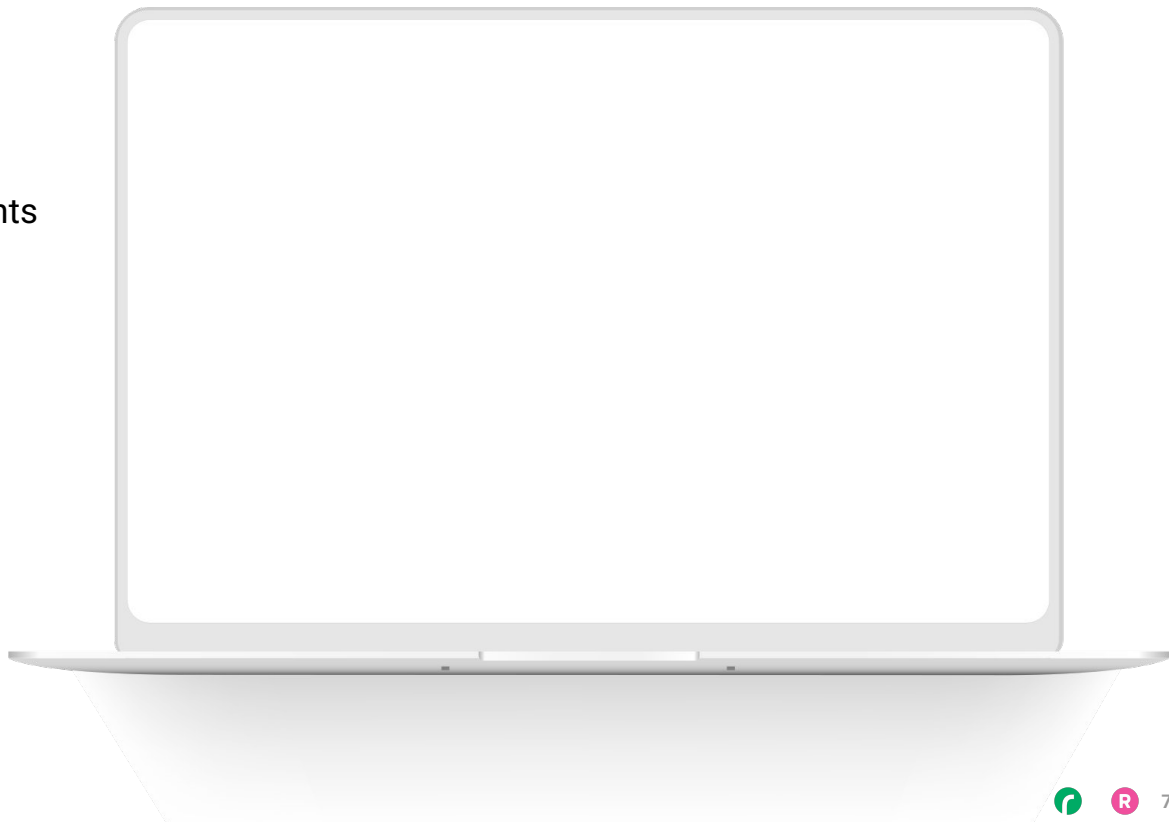
**“Lorem ipsum dolor sit amet,  
consectetur adipiscing elit. Mauris  
nec arcu orci. Curabitur aliquet, felis id  
varius sodales, odio turpis dignissim eros,  
et ultricies purus erat non elit. Sed purus  
magna, efficitur euismod est condimentum,  
tincidunt eleifend odio. Phasellus sed dolor  
quis 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:

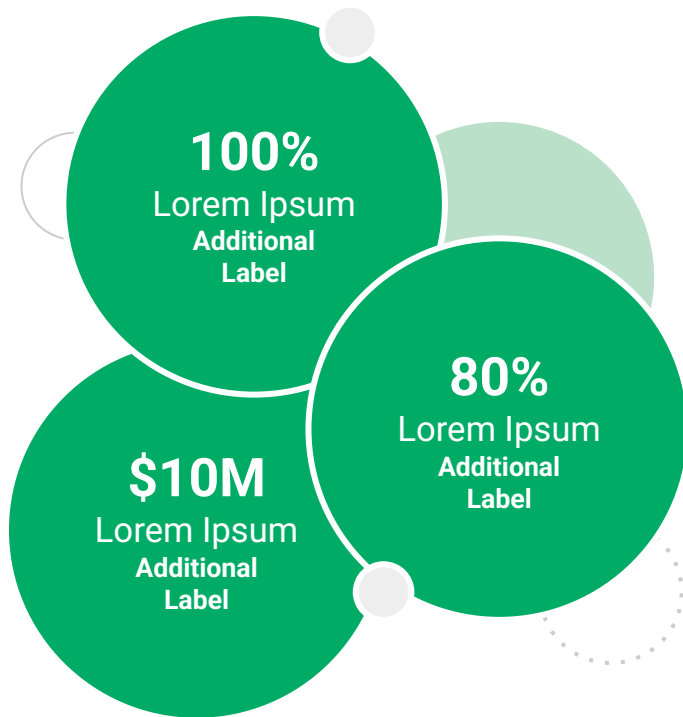
**Month 00** • Lorem ipsum dolor sit amet

**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

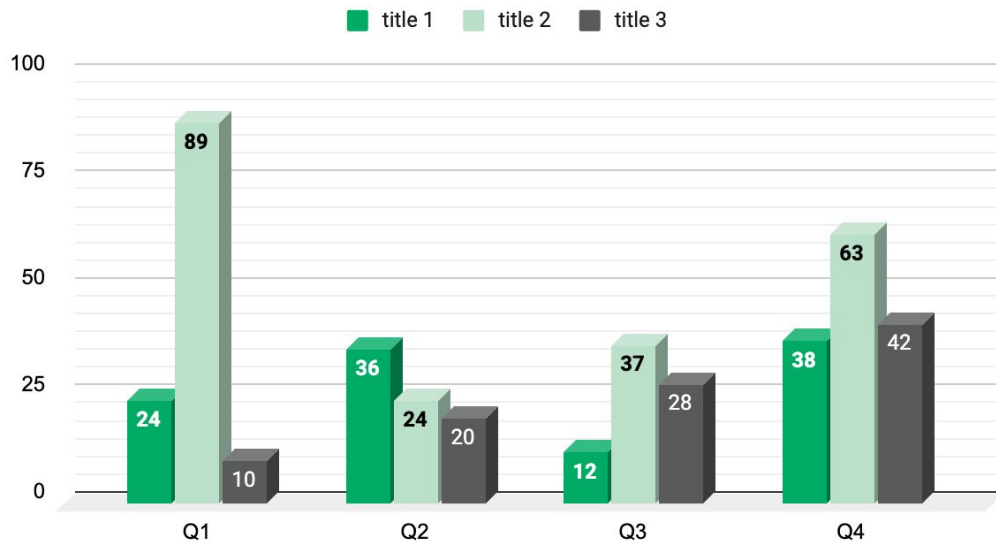
*Subtitle Goes Here*

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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# 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



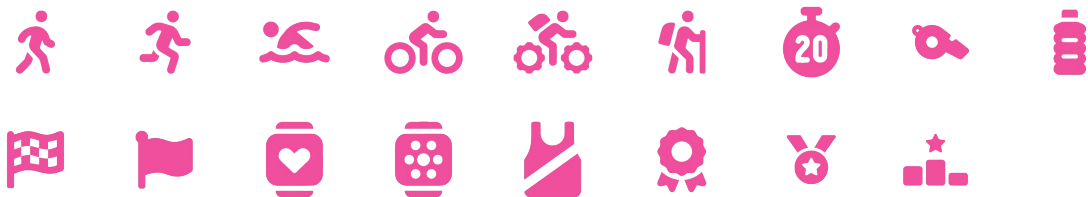
## Payments



## Swag Store

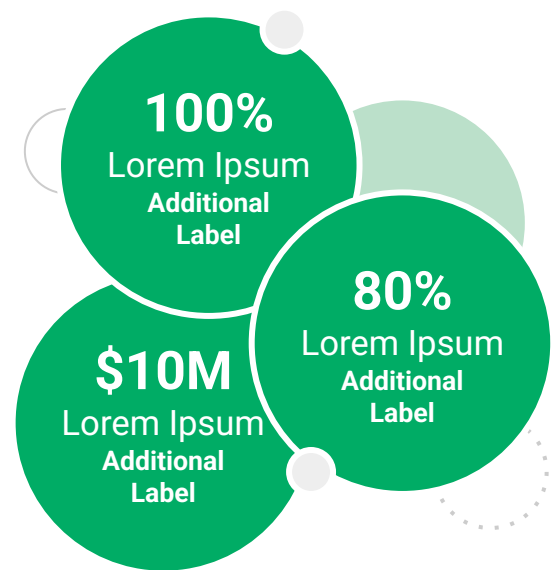
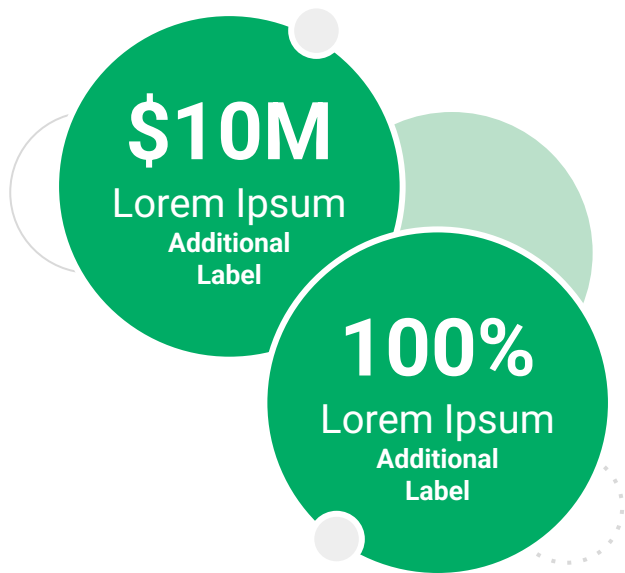
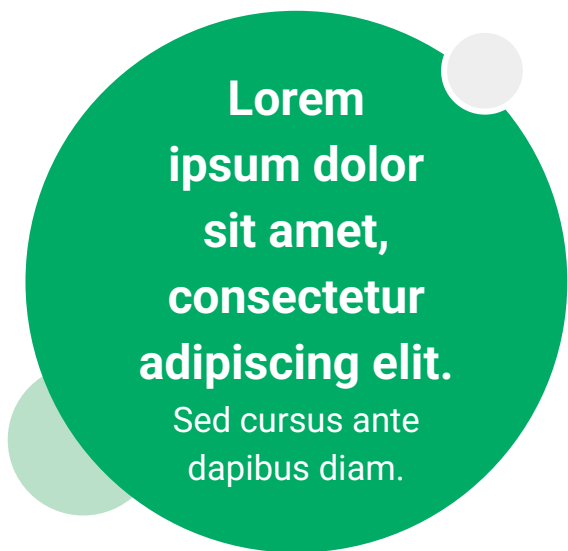


## Endurance Events

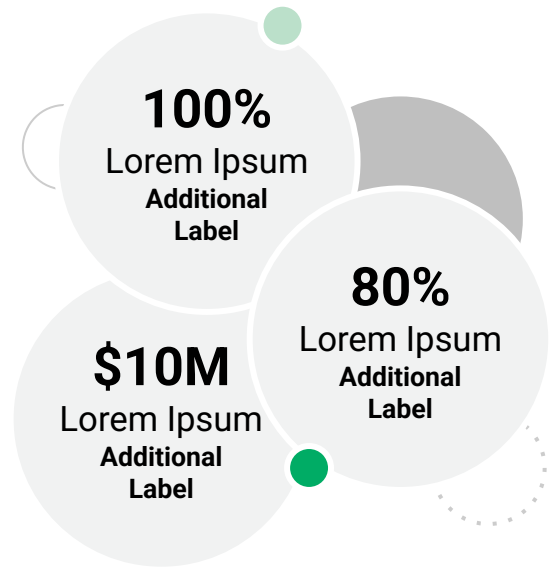
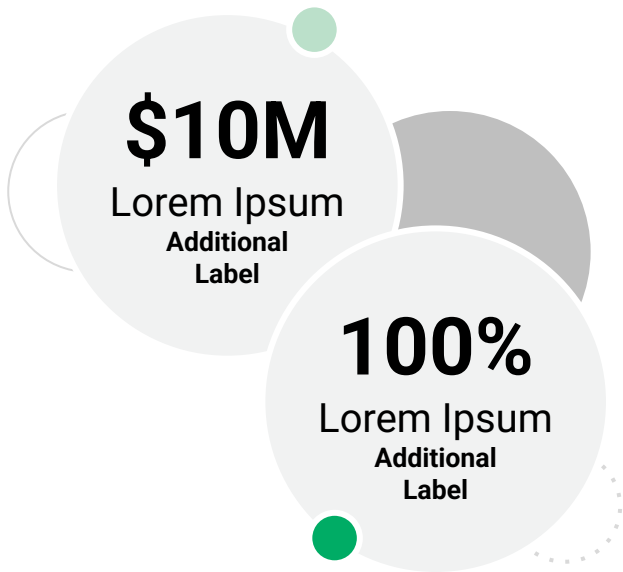




# Stat Bubbles



# Stat Bubbles



# Stat Bubbles

A large circular graphic with a solid green border and a dotted green outer ring. It is surrounded by several overlapping circles in shades of green, pink, and grey.

**25.2%**

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

A circular graphic with a solid green border and a dotted green outer ring. It is surrounded by several overlapping circles in shades of green, pink, and grey.

**25.2%**

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

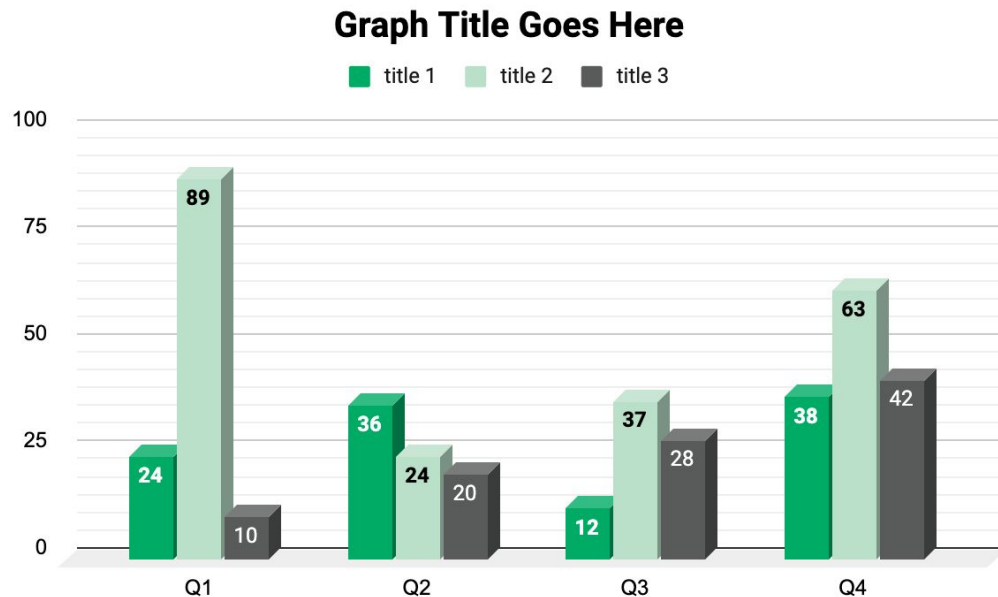
A circular graphic with a solid green border and a dotted green outer ring. It is surrounded by several overlapping circles in shades of green, pink, and grey.

**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

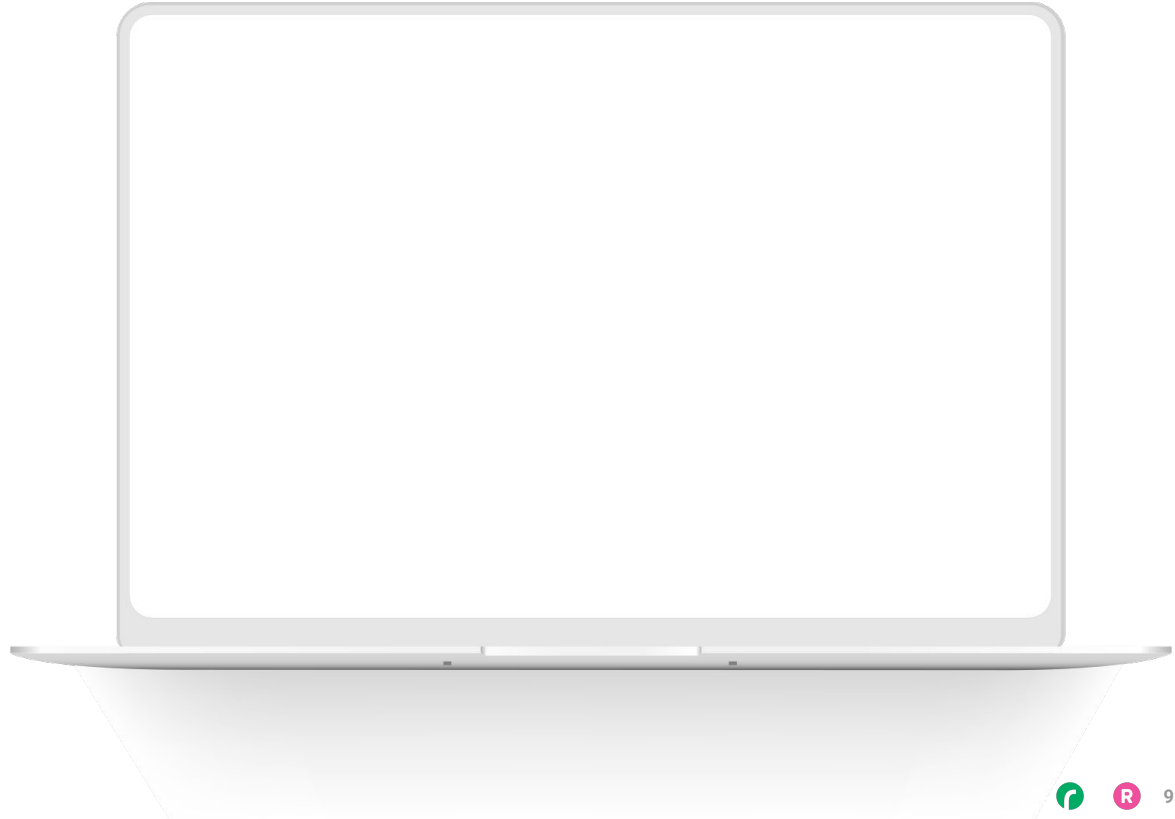


# Screenshot Photography

*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

