

Websites as a Timer Service

August 12, 2025





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Resources

Timer Certification Course From January: There is a website section.

https://docs.google.com/presentation/d/18x-3qWKuCFoLo8TjLIVbhtvK_EExWAV36WiovGBO1qs/edit?usp=shar inq

Websites V2: RSU 101 Series in July, 2025:

https://docs.google.com/presentation/d/14e26jwjbWbHLHXOK-4wVZEaFDdmxASPPhSGqEqxKToU/edit?usp=s haring

Websites as a services, Matt did in 2024: NOTE: The content from this presentation has been copied in the following slides to provide a starting point.

https://docs.google.com/presentation/d/1-3Isds1tCASscl9IIePRN6OMkqyx9ZpIU625CM9dcXM/edit?usp=sharing



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Today's **Agenda**

Website Builder tips, tricks, and advanced options.

- Timer Revenue Series
- Websites as a Service
- Templates
- Branding & Color Schemes
- Event Tiles & Website Components
- Graphics & Content Placement
- Recommended Best Practices
- Advanced Tips & Tricks







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Timer Revenue **Series**



RunSignup Timer

Revenue Generation Series





Watch On Demand Recorded Sessions







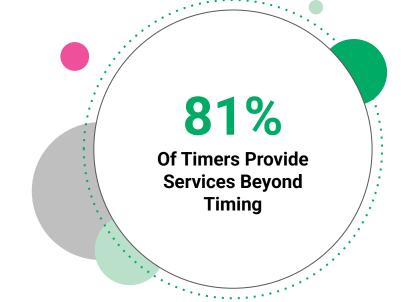




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Timer Industry Services Beyond Timing

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

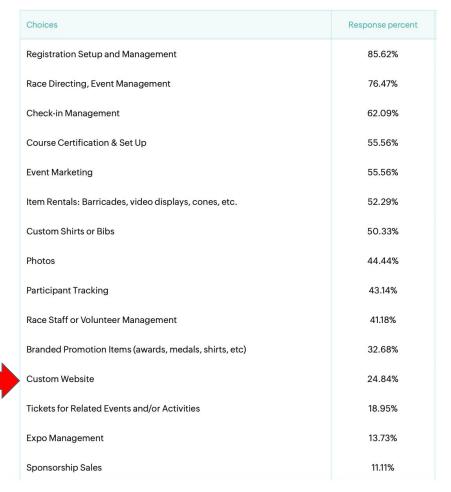


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Top Services Timers **Provide Beyond Timing**

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
- Item Rentals
- 7. Custom Shirts or Bibs







Websites as a Service

Help create a professional website that works for y your customer, and your participants!



Why Use a RunSignup Website?

Creating professional websites can be an add-on or part of your overall service!

- Free
- Marketing for you 24/7
- Mobile Responsive & Optimized for Search Engines
- Data Driven
- Automatically updates based on race details
 - Less human error
 - Time saved
- Often times it is the first impression a participant has with the race

- Many timers offer custom websites using RunSignup's web tools as an add-on service or part of an overall technology package
- Automate Self Serve Options
 - Less questions to your race directors is less support for you
- Build Your Timing Brand
 - Similar to a contractor yard sign





Make Your Website Work For You 24/7

Make sure all info can be self-serve!

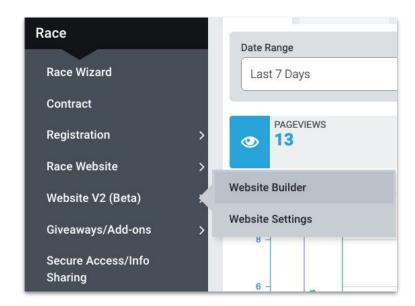
- Add all important race information such as Packet Pickup, Directions, Parking, Course Map, and other FAQs
- Build content about the cause or core features of the race such as Referral Refunds or Fundraising Incentives
- Add snippets of content on the main page that link to more info (highlights)



Quick Intro to the **Website Builder**

Race >> Website V2 >> Website Builder

- Website Builder is a one-stop-shop
- Templates will be introduced over time
- Website Settings to go live with new version
- Cover pages will be going away in the not so distant future. We will let you know when we have a sunset date for cover pages.



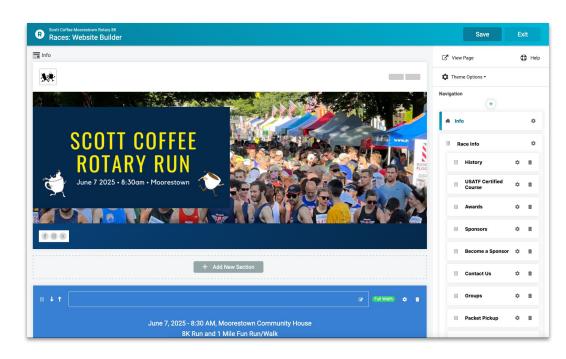


Websites as a Service

Full Screen **Layout**

Everything is all in one place!

- Sidebar
 - Theme Options
 - Navigation Menu
- Content Area
 - Customize the selected page
 - Add sections and components



Website Templates

Use what works for a simple, but effective website supports self-serve solutions!



Your event ticket (running or atherwise) isolude a free beverage (beer, soda, or canned cocktail) and a plate of food from Drake's BBQ stand.

5:30pm: After Party Starts

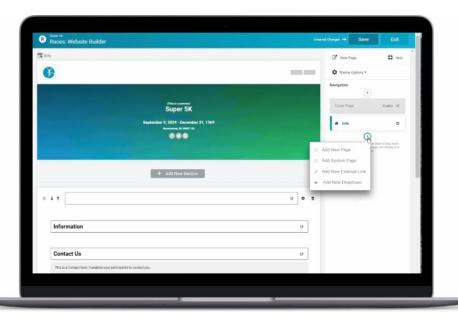


Sundraise for the Lycomps Parl

Start with Templates & System Pages

Create a few options and then fill in race specific content!

- Setup your menu (Dropdowns, external links, new pages, and system pages are the core structure of the website)
- Add all important race information such as Packet Pickup, Directions, Parking, Course Map, and other FAQs
- Build content about the cause or core features of the race such as Referral Refunds or Fundraising Incentives
- Add snippets of content on the main page that link to more info
- Add a link to Results this is not a system default!

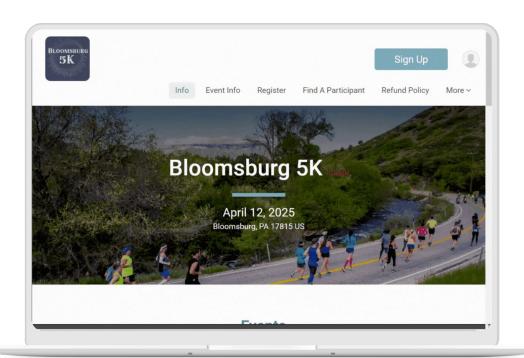


• • • Website Templates

Sample **Templates**

Simple Race Template

- Event Tiles
- Divider
- Race Description
- Countdown Clock
- 2 Column Race Location & Directions
- Contact Us

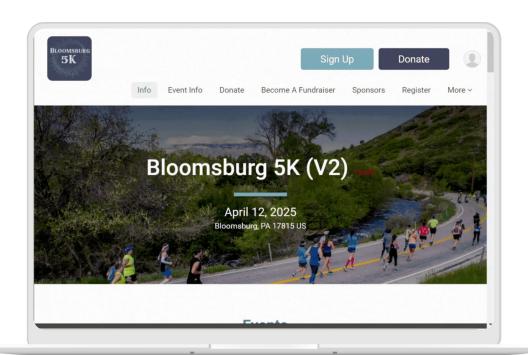


Website Templates

Sample **Templates**

Donation Focused Race

- Event Tiles
- Dividers
- Race Description
- Donation Thermometer
- Divider
- Top Fundraisers
- 2 Column Race Location & Directions
- 2 Column Video & Contact Us
- Slideshow
- Sponsor Grid

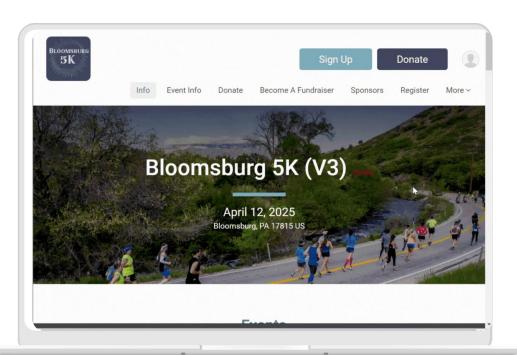


• • • Website Templates

Sample **Templates**

Runner Focused Race

- Event Tiles
- Divider
- Race Description
- 2 Column Swag Description & Image
- Countdown Clock
- 2 Column Race Location & Directions
- Strava Map
- 2 Column Text & Image
 - Timer Promotion!
- Slideshow
- Contact Us



Branding & Color Schemes

Promote each of your clients' races with their custom colors and branding elements!

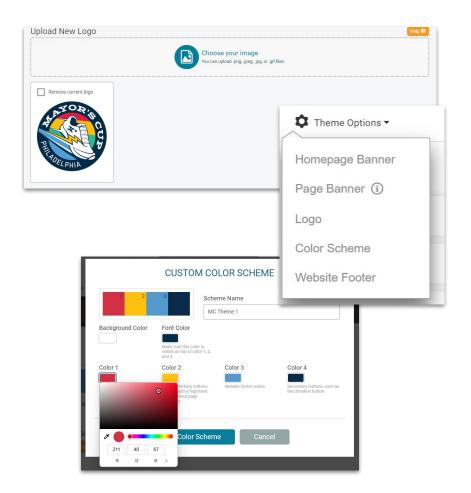


Branding & Color Schemes

Update Your Theme Logo & Color Scheme

Complimentary colors say more than just "Hey, nice Website!"

- Use evergreen logo
- Add optional favicon for branding
- Choose a color scheme that ties everything together
- Set a Favicon
 (Theme Options -> Logo -> Custom Favicon)

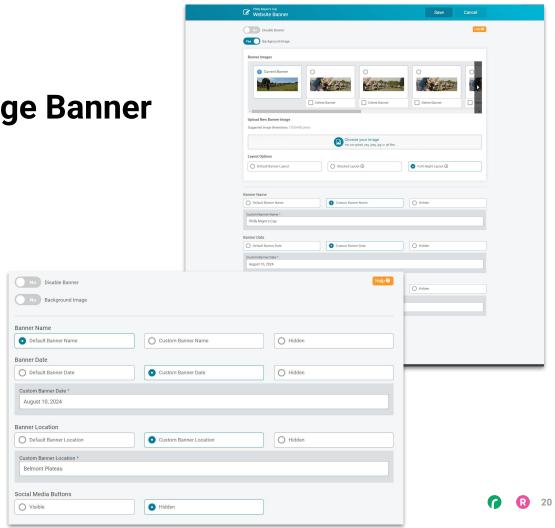


Branding & Color Schemes

Update Your Theme Homepage Banner & Page Banner

Additional Theme Options for branding.

- Homepage Banner Options
 - Stacked, Full Screen, Disable
- Page Banner Options
 - Default or Stacked
 - Styles all content pages
- Key Text Options
 - Name, Date, Location
- Options to Disable or Hide



Event Tiles & Website Components

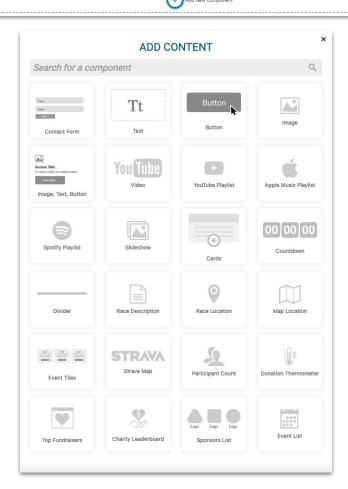
Data driven components to help automate website updates and more!



Create Content Components

The building blocks of the website!

- Custom components
 - Contact Form, Text, Button, Image, Video,
 Playlist, Slideshow, Cards, Divider, Strava
- Dynamic components
 - Countdown, Description, Location, Map, Event Tiles, Photos, Participant Count, Donation Thermometer, Top Fundraisers, Charity Leaderboard, Sponsors, Event List. Top Groups/Teams
- Sections
 - Single, Two, or Three Columns
 - Default or Full Width





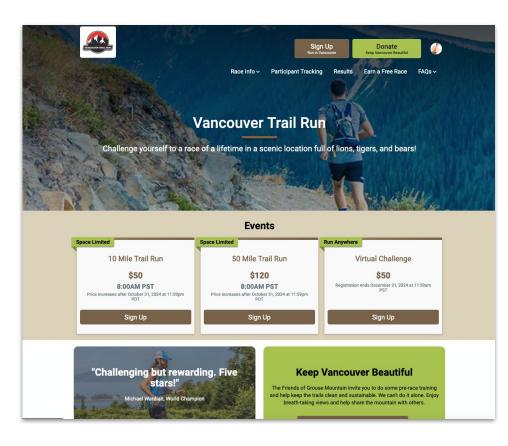


Event Tiles & Website Components

Example Race Website

Save your changes and click View Page to see how things look so far!

- Bringing it all together
 - Clear & Concise Navigation Menu
 - Homepage Banner (Full Height)
 - Separate Sections
 - Full Width & Background Color
 - Restricted Width (Default)
 - Layout Options (Padding, Rounded Corners, Section Height, & Border)
 - Event Tiles Component
 - Text Components with different Backgrounds

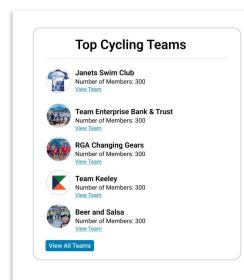


• • • Event Tiles & Website Components

More **Website Components**

Other planned components in the works!

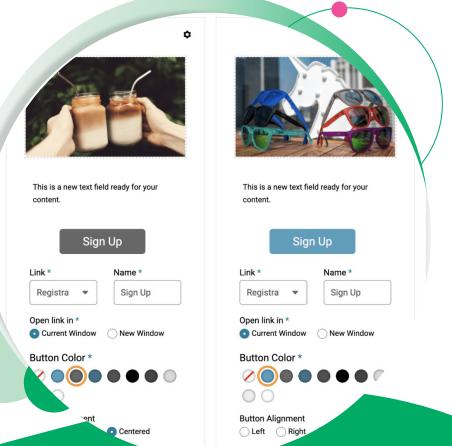
- Top Teams
- PDF
- Header Slider
- FAQ component (New!)
- Much more!





Graphics & Content Placement

A professional website can help increase registration and customer satisfaction!



Graphics & Content Placement

Using **Photography**

Make a collage of past race photography to tell the story of the race!

- Image component
- Slideshow component
- Photos component & System page
- Homepage banner
- Page banner





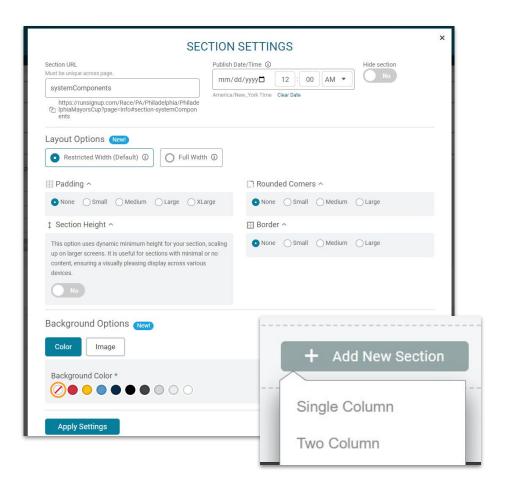


Graphics & Content Placement

Add New Section & Section Settings

Mix & match to promote the race!

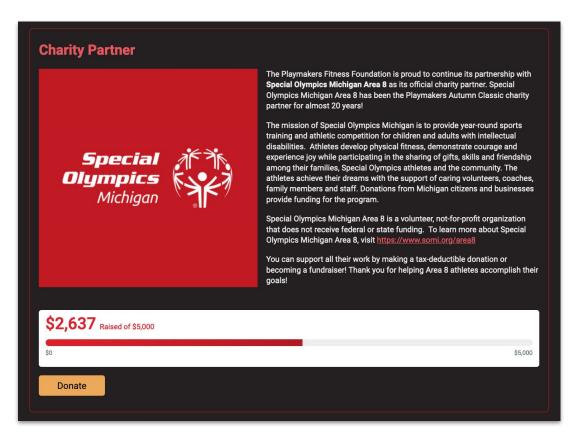
- Section URL
- Publish Date/Hide
- Layout Options
 - Padding
 - Rounded Corners
 - Section Height
 - Border
- Background Options



Content **Examples**

Add multiple visual elements for variety!

- Section with Border
- Text component with left aligned image
- Donation Thermometer component



More Content Examples

Mix & match to promote the race!



Volunteer for the Vancouver Trail Run! Click here to register!



Sponsor the Vancouver Trail Run and Adopt-A-Trail! Click here to view sponsorship opportunities!



Refer a Friend and Run for FREE! Click here to learn more!



Got questions? Check our our FAQ to get the 411 on all things Vancouver Trail Run!









Have a Club?

We are now signing up teams for our 2024 event! The requirements for a club to participate include: the club must meet primarily within the Philadelphia City Limits, the club must be have a primary purpose of running, and the club must exist for reasons beyond participation in the Philly Mayor's Cup.

If your club meets the criteria, submit our club application and we'll connect with you to get you all the information you need to participate!

Club Application

Race Day is Coming!
The Time to Build Your Team Is Now.

00 29 20 31 28

Sign Up Today

"Challenging but rewarding. Five stars!" Michael Wardian, World Champion

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

Recommended **Best Practices**

Things that every race website should include!



Things Every Race **Website Needs**

Keep self-serve in mind so your website works for you 24/7!

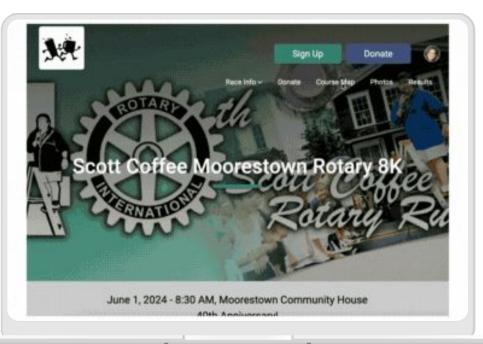
- Strava Component for Course Map
- Athlete Guide (Race Day Info)
- FAQ Page
- Donations, Volunteers, & Sponsors
- Add All Social Media Links
- Contact Form
- RESULTS Use "Publish Date"

Add a **Strava Component**

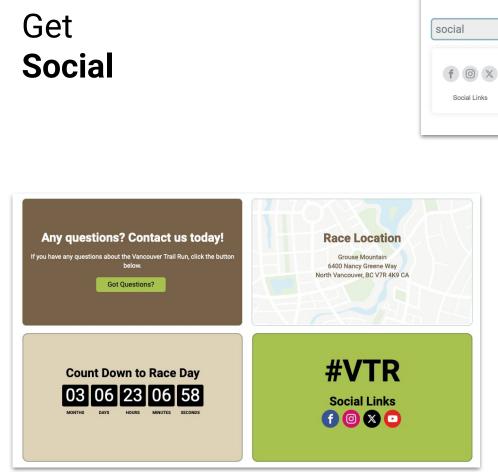
Wow your participants with an interactive course map!

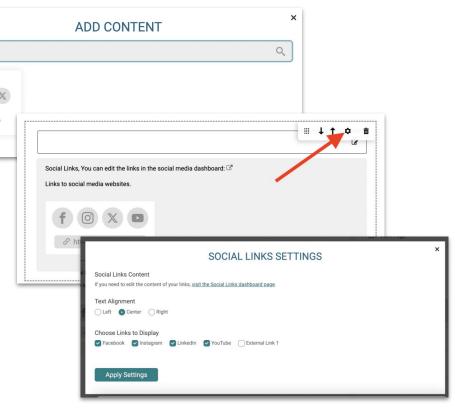
- Displays an interactive Strava route
- Can be linked to a Strava club
- View on Strava
- Send to Device





• • • Recommended Best Practices



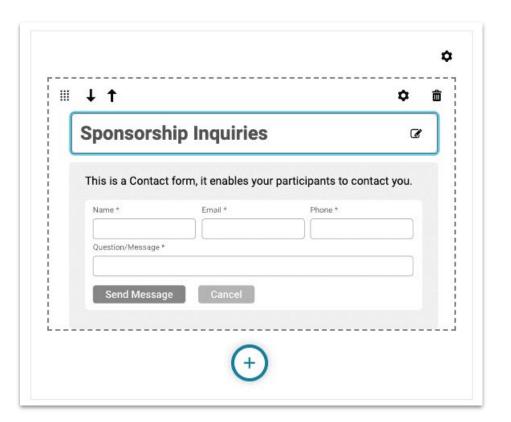




• • Recommended Best Practices

Contact **Forms**

- Race Contact
- Sponsorship Opportunities
- Volunteer Questions
- Each component can go to a different contact

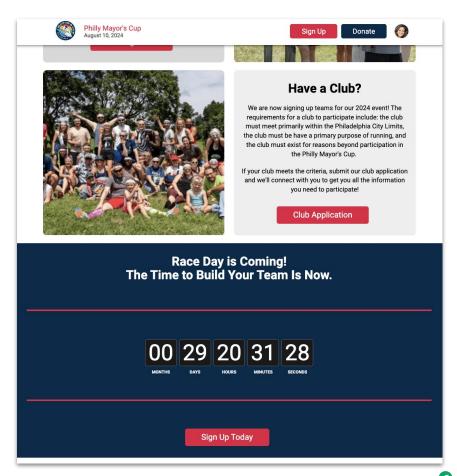


Recommended Best Practices

Advanced **Tips & Tricks**

Take your websites to the next level with these advanced solutions!

- Dividers to add visual delineation
- Section URLs
- Layout Options
- BYO Domain





Create Section URLs

Recommended Best Practices

Sponsorship example using Section URLs to jump users to a different spot on the page!

- Quickly link to Participant Demographics
- Or share link to specific Sponsorship Levels or Tiers

RACE WEEKEND SIZE

Marathon – 225 Participants Half Marathon – 800 Participants 5K – 200 Participants Over 2500 Participants & Spectators!

PARTICIPANTS AGE

Under 18 – 4% 19 – 29 – 21% 30 – 39 – 27% 40 – 49 – 22% 50 – 64 – 21% 65+ – 5%

REPRESENTATION

Pennsylvania — 53% Maryland & Virginia — 23% Northeast & Mid-Atlantic — 12% Remainder — 12%

Sponsorship Levels

Please note if you need a customized Sponsorship Package, we are happy to tailor a sponsorship that fits your budget and meets your company's information



RACE SHIRT SPONSOR

ponsor logo exclusively displayed on ace shirts

COMMEMORATIVE GLASS SPONSOR

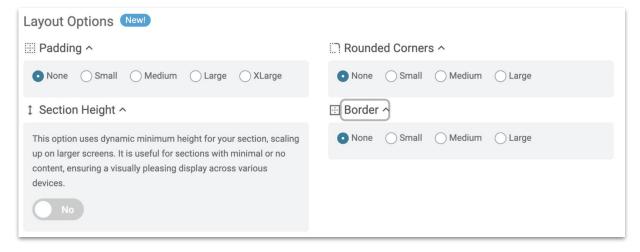
 Sponsor logo exclusively displayed on the commemorative glass given to Recommended Best Practices

Use

Layout Options

Add some subtle visuals to your sections with padding, rounded corners, and borders.





Recommended Best Practices

BYO **Domain**

MyRace.com instead of RunSignup.com/MyRace

- Keeps traffic on a legacy website
- Free SSL Certificate included
- Optimized for Search Engines
- Mobile Responsive
- Connects your race data for up-to-the-second info on price increases, participant caps, etc.
- Can also set up a subdomain



Website **Checks**

Things to review and discuss with your Race Directors.

- How long does it take someone to find the Sign Up button on your site?
- Are your dates, start times, sponsors, and course maps updated?
- What event services are you offering (participant tracking, photos, training programs, etc.)?
- Are you clearing promoting pricing strategies like early bird discounts and referrals?



We're bringing Sassy back!

Your favorite Thanksgiving Day running tradition is back. The Houston Turkey Trot is under new management and we are committed to the tradition of the last 31 years while bringing improvements we know you will love.

Each year, thousands of people join us in The Galleria for this event, from experienced runners to those just starting out, as well as families and friends who have made this an annual Thanksgiving tradition.

Tying it **All Together**

Making a great first impression drives engagement!

- A great race website is not just all about aesthetics
- Focus on clarity
- Cohesive colors
- Visual variety
- Get in there and create something awesome!



Pricing Strategies

Offer Basic Setup as part of your base fee for new customers

- Set up Website
- Add logos/Race Theme
- Add basic components

Level 1 Websites - Flat Fee

- Migrate an existing external Website or RSU website that uses Cover Pages
- Combine with the Marketing options to create templates for them to use
- Bring in the content they have and add new features introduced by Websites V2

Level 2 Websites - Flat Fee

- Includes Level 1
- Build out a custom package that includes popular features like Strava, FAQs, and integrates all facets of the race



RUNSIGNUP TIMER CERTIFICATION





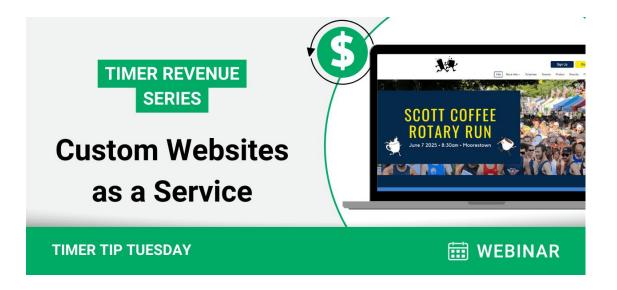
RunSignup Timer **Certification**

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



August 12 at 12pm ET

Questions?







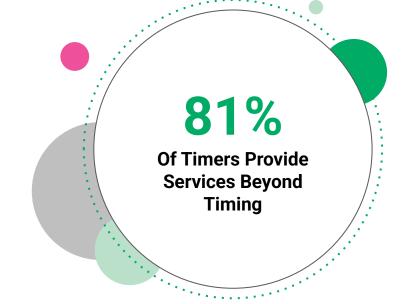
Thank You For Joining Us Today



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%+)

- 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





Watch On Demand Recorded Sessions

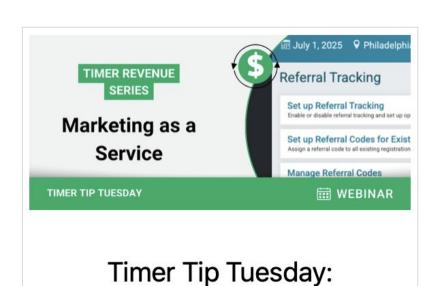


RunSignup Timer Revenue Generation Series



Timer Tip Tuesday: Registration as a Service

July 8 20 at 12pm ET



Marketing as a Service

July 22 at 12pm ET

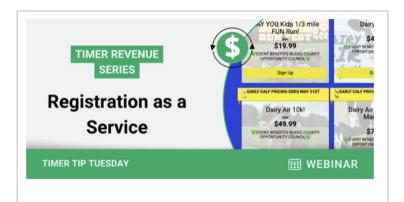


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REMINDER Upcoming RunSignup Timer Revenue Generation Series



Timer Tip Tuesday: Registration as a Service

July 8 20 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





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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."

• • • Graphic Elements For Use

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.



Section Title Goes Here

Page Title Goes Here

Subtitle Goes Here

Content Label

Topic Title Goes Here:

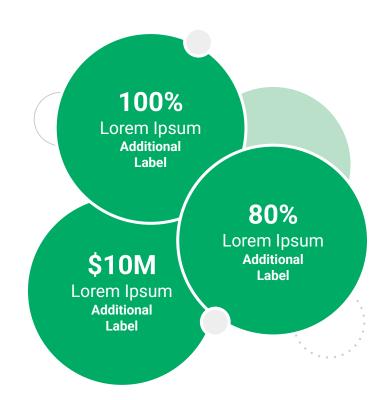
Month 00 · Lorem ipsum dolor sit amet

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Month 00 • Lorem ipsum dolor sit amet



• • • Section Title Goes Here

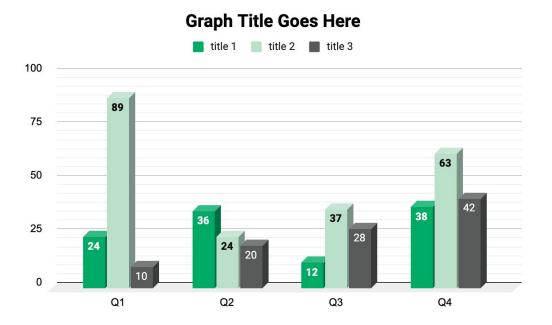
Page Title **Goes Here**

Subtitle Goes Here

Content Label

Topic Title Goes Here

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



Section 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

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

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Section Title Goes Here

Page Title Goes Here

Subtitle Goes Here

This layout is for use with one column 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

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



































































RaceDay Icons

Generic





















































Users · Customers · People











Payments







Swag Store







Endurance Events



























































RunSignup Icons

Generic





















































Users · Customers · People



























Endurance Events



































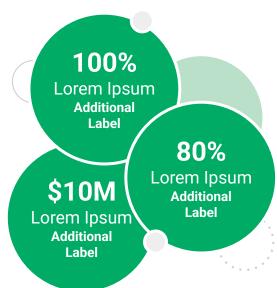




Stat **Bubbles**

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

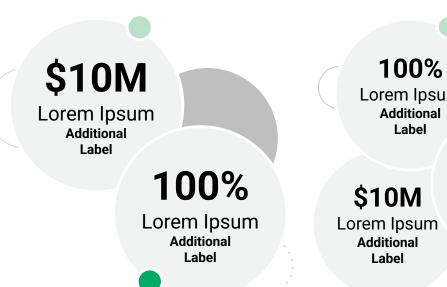


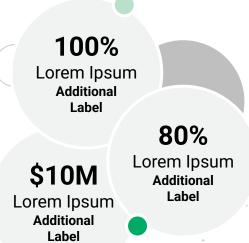


Stat **Bubbles**

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

> Sed cursus ante dapibus diam.





Stat **Bubbles**

25.2%

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Sed cursus ante dapibus diam.

25.2%

orem ipsum dolor si
amet, consectetur

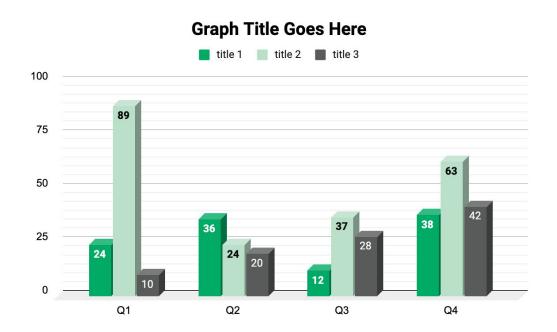
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed cursus ante dapibus diam.

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	



• • • Graphic Elements For Use

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.



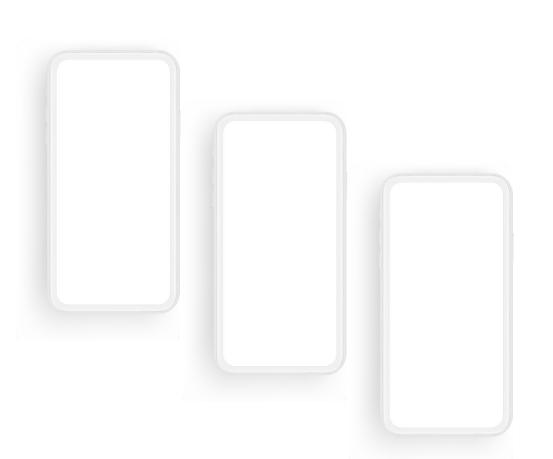
• • • Graphic Elements For Use

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.



Graphic Elements For Use

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.



• • • Graphic Elements For Use

Screenshot **Photography**

Use these devices to create your own layout(s)



Live **Photography**



















