



Offering Parking with Tickets **Cross Country Events**

September 9, 2025





Audience: Timers

Join us for this Timer Tip Tuesday session where we'll explore how timers are leveraging **RunSignup's Ticketing technology** at cross country events. During this webinar, we'll showcase examples of timers and events currently using this technology to enhance the participant experience and improve event-day operations. Whether you're looking to add value to your timer services and/or revenue, this session will give you actionable insights and best practices.

Key Takeaways:

1. How RunSignup's Ticketing platform works for parking management
2. Benefits for both timers and event organizers
3. Examples of successful cross country events using the system
4. Tips to get started with offering parking solutions at your events

Don't miss this chance to learn how timers are expanding their services and helping events run more smoothly with RunSignup's innovative ticketing tools.





Example Customers, presentations

<https://www.ticketsignup.io/TicketEvent/MYACrossCountryParking2025>

<https://www.ticketsignup.io/TicketEvent/VAXCShowcaseParking25>

Tickets for Timers: Similar one you did previously:



Similar Deck

Note: I pulled in some of the slides from this to get things rolling.

https://docs.google.com/presentation/d/1pp1OQ00OA_5joOqshvJYC4GXNeGZJwC9dlaFFdz0c-8Y/edit?usp=sharing

Today's Agenda

- A Brief (re)Introduction to TicketSignup
- The Problem - and Solution!
- Timer Input
- Examples
- Pricing Strategies
- Questions?

with a full priced ticket of any type

3 Day Pass - Youth (6-12 years old)

\$69.90

- 0 +

ival Pass

kets must be purchased with a full priced ticket of any type

aturday

Saturday - Sunday

\$112.30

- 0 +

- 0 +

Friday - Saturday Youth (6-12 years old)

\$32.80

- 0 +

Saturday - Sun

\$43.40

- 0 +

Single Day Festival Pass

outh tickets must be purchased with a full priced ticket of any type

lay

\$1.90

- 0 +

Saturday

\$96.40

- 0 +

Sunday

\$85.80

- 0 +

Friday Youth (6-12 years old)

\$27.50

- 0 +

Friday Youth (6-12 years old)

\$0

- 0 +

Sunday Youth (6-12 years old)

\$27.50

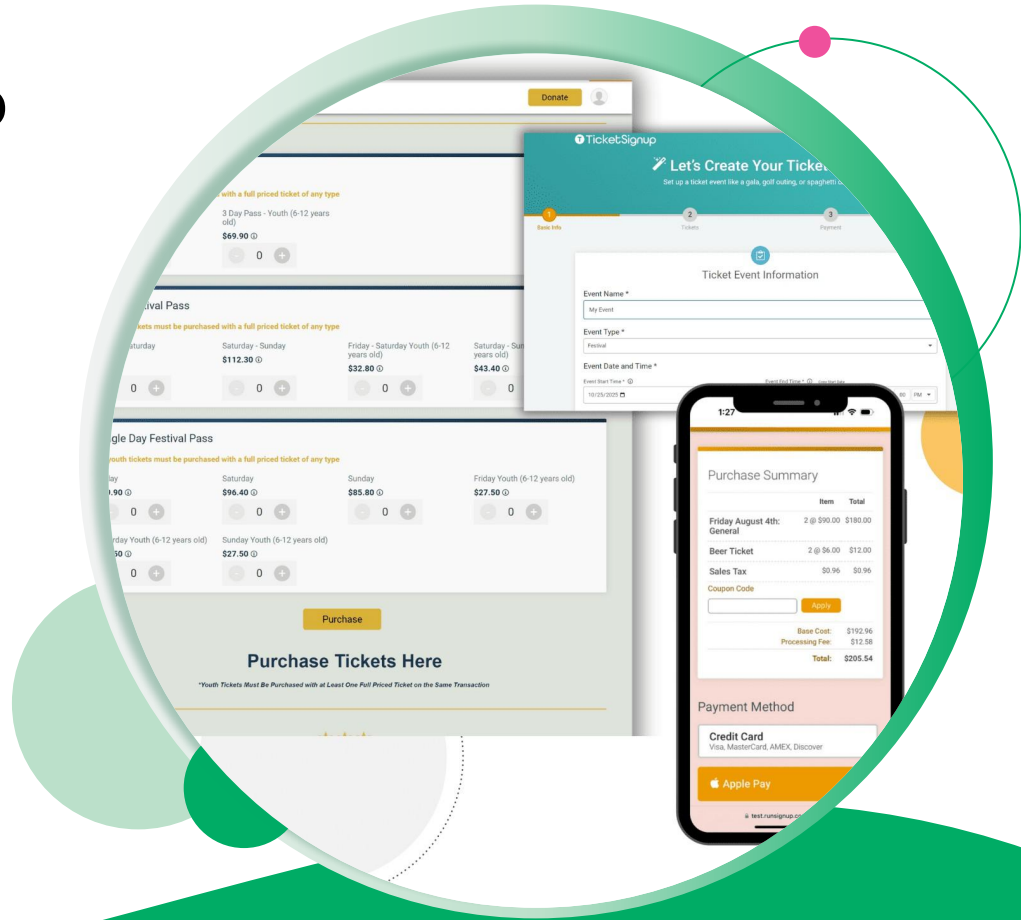
- 0 +

Purchase

Purchase Tickets Here

*Youth Tickets Must Be Purchased with at Least One Full Priced Ticket on the Same Transaction

A Brief (re)Introduction to TicketSignup

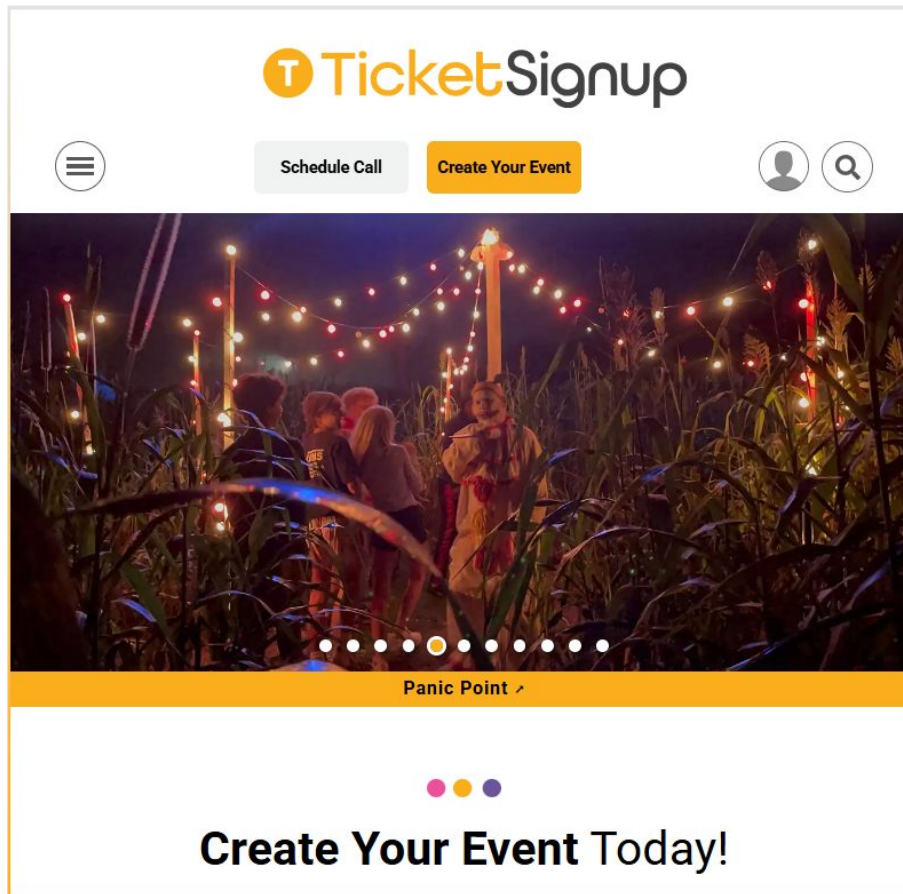




TicketSignup

Different than Registration (RunSignup)

- General Admission & Timed Ticketing
- Fast Purchase
 - **Tickets Not People**
 - Don't need lots of information from each person attending (although options to collect per purchase/ticket)
 - No account/login
 - Apple Pay, Apple Wallet





A lot of the same features as RunSignup

- Simple Wizard to create events
- Notifications
- Insights & Dashboard Analytics
- Store
- Integrated Donations
- Photos
- Email (V2)
- Referral Rewards
- Custom Source Tracking
- Pricing
- GA4, Facebook Conversion API, TikTok Pixel
- Text
- Import offline tickets
- Coupons
- Caps (ticket specific)
- Tile Display customization options
- Ticket Management (self-serve transfer)
- Info Collection and Custom Questions
- Apple Pay, Apple Wallet
- CheckIn App





With some differences

- No logins, passwords
 - ***Tickets not people***
- Reports: Purchases and Individual Tickets
- Advanced Ticket features
 - Combo tickets, Grouping, Advanced caps, ticket numbers
- Ticket Tiles and Calendar
- Website V2
- Store and Warehouse (inventory sharing)



Parking

Ticketing Events are quite simply events where people buy tickets instead of register people.

Parking is a great example - buying a parking pass doesn't involve someone's age or what distance they're running, one person might buy multiple passes, and the person buying them might not even be part of the event.

Because there aren't scored elements, these can be simplified much further than registration events can be





How to Create a Ticketing Event



Create Your Event

Creating a Ticket Event

To create an event:

- Go to your profile links -> Ticket Events and Create a New Ticket Event
- Go to [THIS](#) link
- Create a Ticket Event from your Partner page - more on this later

The first steps will be very familiar to anyone who has created a Race on RunSignup.

The screenshot shows the 'Create Event' form in RunSignup. The form is titled 'Event Name *' and contains the following fields:

- Event Name ***: A text input field containing 'Track Meets for Timers'.
- Event Type ***: A dropdown menu with 'Track Meet' selected.
- Event Date and Time ***: Two date and time pickers. The first is 'Event Start Time *' with a date of '05/20/2025' and a time of '12:00 PM'. The second is 'Event End Time *' with a date of '05/20/2025' and a time of '1:00 PM'. There is a 'Copy Start Date' link between the two pickers.
- Event Description ***: A rich text editor with a toolbar (File, Edit, View, Insert, Format, Tools) and a text area containing the text: 'Here's where you can put either your meet schedule, or some basic information. You can also hide a lot of this in your Website setup (if desired).'.
- Contact Information & Links ***: A section with a 'Contact Email *' field containing 'soren@runsignup.com'. Below it are two checkboxes: 'Include a link to your own external website.' and 'Include a link to your Facebook page.'.
- Location Information ***: A section with a 'Location Description' field containing 'Fieldhouse' and an 'Address Line 1 *' field.

Creating a Ticket Event

Location Information *

Location Description

Address Line 1 *

Address Line 2

Country *

Zip Code *

City *

State/Province *

Timezone * ⓘ

Event Visibility

☒ **Draft**
Your event is not live yet. The public cannot access your event.

☐ **Private**
The public can access your event, but we will not list it on public event lists.

☐ **Public**
The public can access your event, and your event is displayed on public lists.

Event URL Identifier *

The URL may only contain letters and numbers. This URL cannot be changed after creating the event.
Please don't use the event date/year or phrases such as "FirstAnnual" in the URL as this will not work well if you renew the event for future years.

Your URL will be /TicketEvent/TrackMeetsForTimersExample2

Donations

☒ **No** Accept donations for your ticket event

You can enable donations by selecting **yes** above. For more advanced settings, you can go to the donation setup page in your ticket dashboard after your ticket event is created.

Creating a Ticket Event

Instead of Registration Events, the Ticket Event wizard has “Ticket Names” that can be set up - purchase periods apply here too.

Most Track meets don't have multiple purchase periods, and while you can set up age based pricing on the back end, it might be easiest to simply create multiple ticket types (Seniors, Youth, etc.)

The screenshot displays the 'Tickets' section of the Ticket Event wizard. At the top, there's a 'Ticket Name *' field with 'General Admission' entered. Below this, there's a section for purchase periods. It includes a 'Purchase Opens *' field with a date of '05/18/2025' and a time of '11:00 PM', and a 'Purchase Ends *' field with a date of '05/20/2025' and a time of '11:59 PM'. Both fields specify 'America/Chicago Time'. A 'Ticket Price *' field shows '\$ 8.00'. An orange button labeled '+ Add Another Purchase Period' is located below these fields. A blue button labeled '+ Add Ticket' is at the bottom of the 'Tickets' section.

The 'Waivers' section is also visible. It has a title 'Waiver or Refund Policy *' and a rich text editor with a menu bar (File, Edit, View, Insert, Format, Tools). The editor contains the following text: 'This event follows the standard industry policy: All ticket purchases are non-refundable. We reserve the right to postpone or cancel the event due to circumstances beyond our control such as a natural disaster or emergency or as required to protect the safety of attendees and staff. No refunds will be issued under these circumstances. We reserve the right to change the details of the event without prior notice. I understand that my purchase is nonrefundable.' Below this, there's a line of text: 'By completing this purchase, I acknowledge (or a parent or adult guardian for all children under 18 years) having read and agreed to the above release and waiver including the refund policy.' A 'tiny' logo is visible in the bottom right corner of the editor.

At the bottom of the 'Waivers' section, there's a note: 'If you need to add more than one waiver, you can do so after this setup by going to Event Dashboard » Event » Waiver / Refund Policy.'

Creating a Ticket Event

Take the time to make the page look good - even if it's as simple as having a good Banner that you've customized and a logo for the host school.

Other ADs and coaches will notice these things if going to a meet you set up, and spending 5 more minutes on the setup can be the difference maker.

Customize Your Website

Banner Options

Choose one of our banners or upload your own.

☒ Current Banner

☐

☐

☐

Choose your image
You can upload .png, .jpeg, .jpg, or .gif files.
Suggested image dimensions: 2400x800 pixels

Logo Options

Upload new logo

Choose your image
You can upload .png, .jpeg, .jpg, or .gif files.

Color Scheme

Current Scheme

☒

Choose one of our other color schemes for your website. You can fully customize this later on.

☐

☐

☐

☐

☐

☐

☐

Creating a Ticket Event

Just a reminder that setting up a Payment Account is often the step that's the trickiest and the biggest hurdle for organizations like high school athletic departments.

Crediting the money to your invoice can go a long way to getting events to use your services for ticketing.

Reminder: It's always good practice to allow Apple Pay!

Accept Payments
How would you like to get paid?

Create New Payment Account Use Existing Payment Account Other Options ⓘ

Let's Get Started!
In order to get paid on RunSignup, you must create a payment account so we can pay you. This is essentially the same as setting up a retail banking account.

Create New Payment Account

PCI Security Standards Council
Process Your Payments With Confidence
RunSignup has processed over \$1,000,000,000 in transactions for our customers since 2010. We are PCI Level 1 compliant and a payment facilitator. Know your information is secure.

How would you like to handle processing fees?

Ticket Purchase *

☒ Processing fee paid by ticket purchaser.

☐ Processing fee comes out of the charge.

Customize the statement description for your event's transactions to help ticket purchasers identify them on their card/bank statement. ▼

What additional payment methods are allowed?

☒ Allow Apple Pay ⓘ

Save & Continue



Parking for XC



Tickets for XC Parking

Parking is an ideal candidate for using Tickets for events.

- Limited spaces solved by ticket limits
- Can do cashless payments and take payment at the “door”
- Helps offset cost of a rented parking area for organizers
- Can allow for “VIP” parking spaces
- Make fulfillment easier by selling merchandise and event programs in the Store





Timer Input



Roll Call



Examples

Events

Premium Parking

\$6.30 - \$43.40

incl. \$3.40 Fee ⓘ

**Friday Aug 1, 2025 12:00am -
Thursday Oct 30, 2025 11:59pm CDT**

Ticket sales open on Thursday
August 1, 2024 at 12:00am CDT.

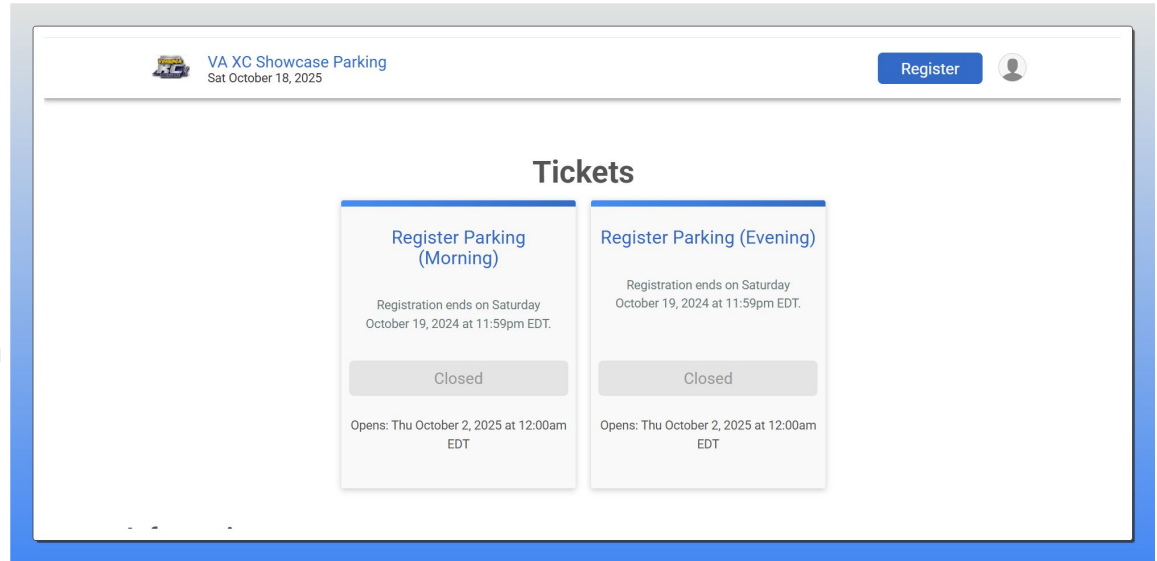
Tickets: 181

Purchase Tickets

VA XC Showcase

- Simple page
- Multiple time slot options
- Has a Ticket Lookup
- If you have a more complex setup, you could consider MTE

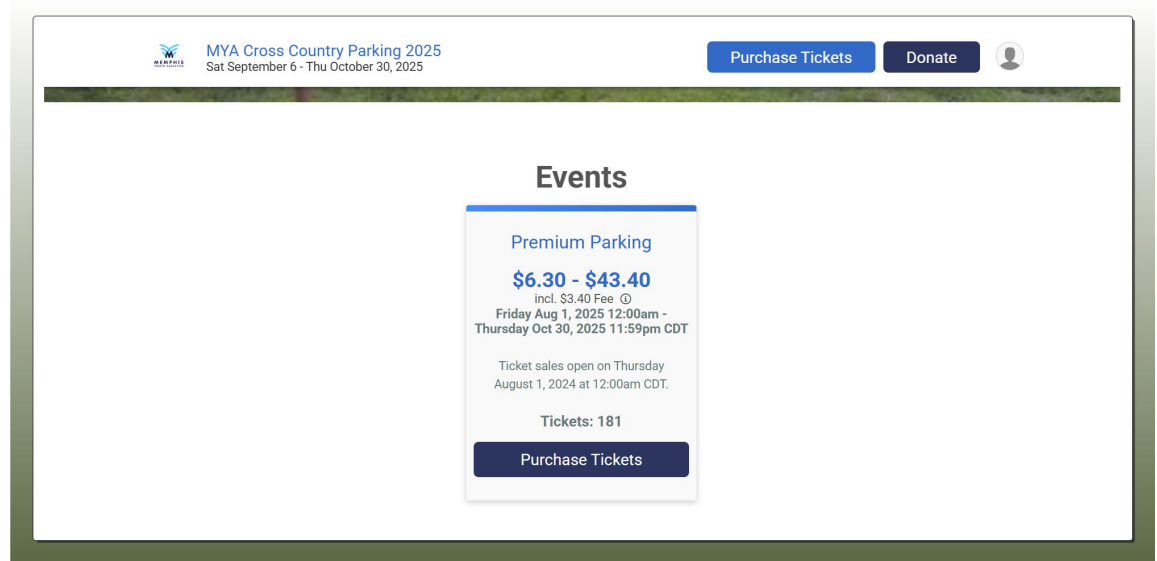
<https://www.ticketsignup.io/TicketEvent/VAXCShowcaseParking25>



MYA Cross Country

- Specific parking options for different races
- Set up to allow for adding on different options to your primary option using “Combo” option
- Shows the remaining spots to drive urgency and prevent overselling

<https://www.ticketsignup.io/TicketEvent/MYACrossCountryParking2025/Registrar>





Pricing Strategies for **Ticketing Events**



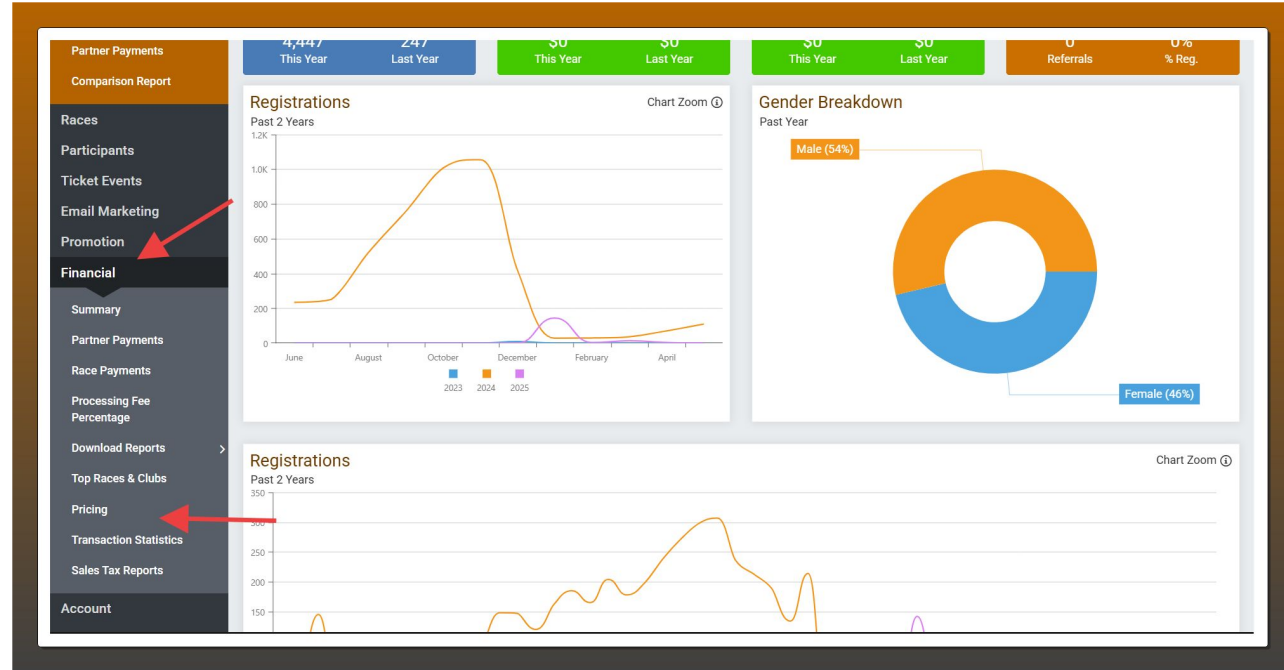
Pricing Ticket Events

The Partner program applies to Ticket Events and has the same fee structure as RunSignup, with 6% + \$1 fee **per transaction** and a flat 4% donation fee.

You can customize your fees to make more money on the partner level. Keep in mind this applies to the pricing for that entire Partner account; it may make more sense to create a secondary Partner account for your ticketing events that has a different price structure.

Pricing Ticket Events

To edit your pricing in your Partner account, navigate to your Partner page, then go to Financial -> Pricing



Pricing Ticket Events

The default pricing appears below - to make a different pricing structure, go to “Add New Pricing”

The screenshot shows the Thornhill Records software interface. The left sidebar contains a menu with options: Dashboard, Races, Participants, Ticket Events, Email Marketing, Promotion, Financial, Summary, Partner Payments, Race Payments, Processing Fee Percentage, Download Reports, Top Races & Clubs, and Pricing. The main content area is titled 'Thornhill Records' and 'Minneapolis, MN'. It features a search bar and buttons for 'Race List' and 'Dashboard'. The 'Partner Pricing' section is active, showing 'Adyen' pricing. A red arrow points to the 'Add New Pricing' button. Below this, the 'RunSignup Pricing' section is visible, showing a table of pricing details.

BASE AMOUNT	FEE CALCULATION	DONATION FEE CALCULATION
\$0 - \$249.99	6% + \$1.00	4%
\$250 - \$999.99	5% + \$1.00	4%
\$1,000+	4% + \$1.00	4%

Pricing Ticket Events

In the case of Tickets, it might make the most sense to increase the dollar amount of the Fee Calculation as this may be easier to explain and price out to customers.

Do **NOT** add a “Per Registration Fee” (at the bottom of this image) as this only applies to races

Your Last Pricing Scheme








Not set up.

RunSignup Pricing

BASE AMOUNT	FEE CALCULATION	DONATION FEE CALCULATION
\$0 -- \$249.99	6% + \$1.00	4%
\$250 -- \$999.99	5% + \$1.00	4%
\$1,000+	4% + \$1.00	4%

Effective Date *

mm/dd/yyyy 12 : 00 AM

BASE AMOUNT	FEE CALCULATION	DONATION FEE CALCULATION
\$ 0.00 → \$ 30.00  	6 % + \$ 2.99  Fee Range: \$2.99 to \$4.79	4 % + \$ 0.00 Fee Range: \$0.00 to \$1.20
\$ 30.01 → \$ 999.99  	6 % + \$ 1.00 Fee Range: \$2.80 to \$61.00	4 % + \$ 0.00 Fee Range: \$1.20 to \$40.00
\$ 1000.00 →  	4 % + \$ 1.00 Fee Range: \$41.00+	4 % + \$ 0.00 Fee Range: \$40.00+

Per Registration Fee

Plus \$ per registration

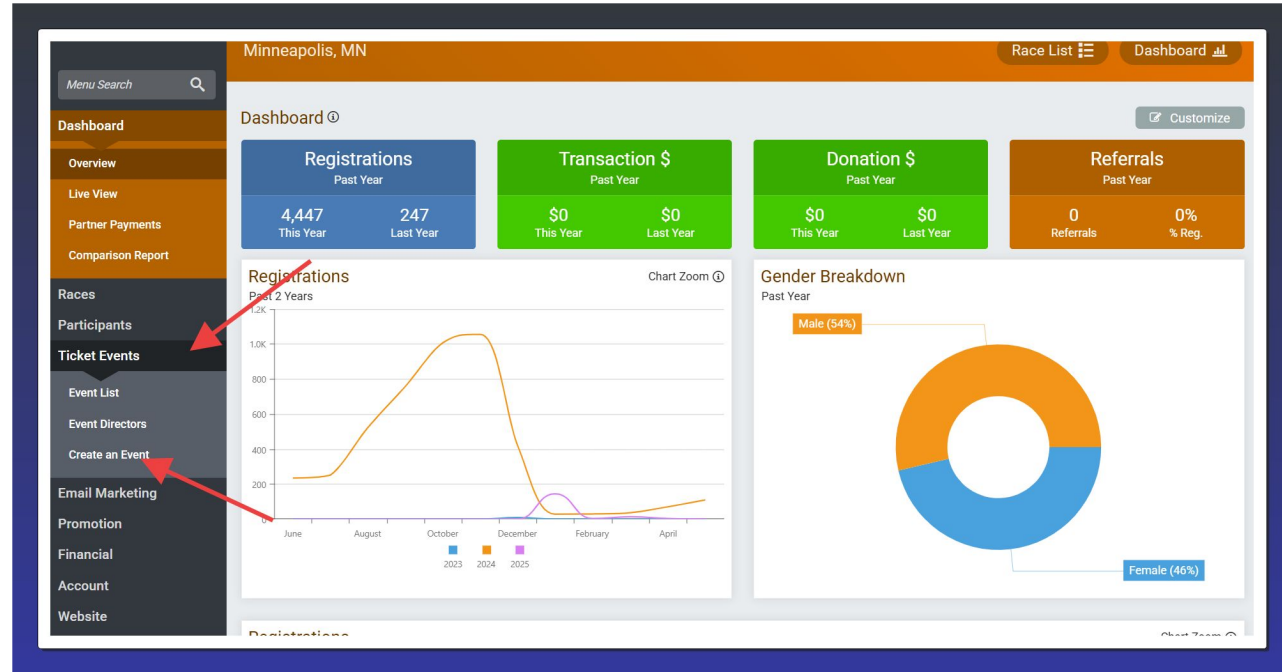
This fee is added to the above fees.

☐ I am 100% sure I want to make this change to Adyen pricing.

Pricing Ticket Events

To make sure a Ticket event is added to your Partner pricing, you can create the event directly from your Partner Dashboard.

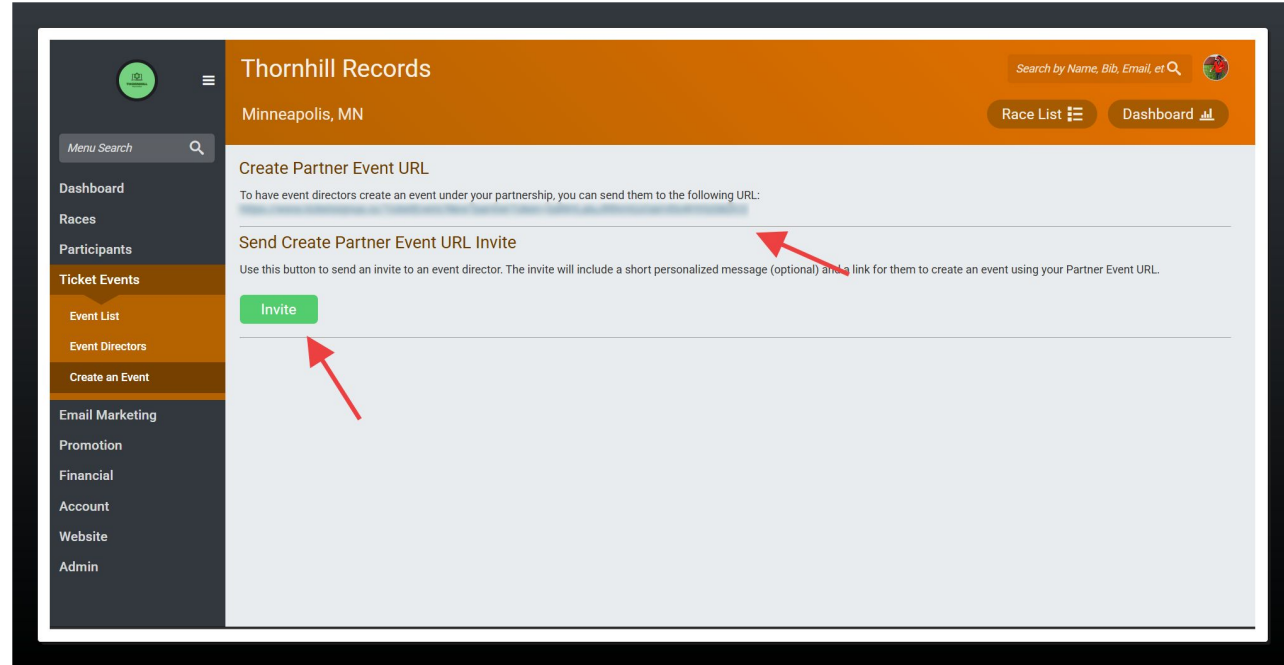
Go to Ticket Events - >
Create an Event



Pricing Ticket Events

You can then either share the link at the top with your event directors, which will allow them to create the event and link it to the Partner account, or send an Invitation to them.

If you do the introduction and need the event added to your Partner account, let us know.



Pricing Ticket Events

- Offer to set up the Ticket site for them
- In some instances, it may be easier to collect the money and credit to their invoice
- Offer equipment rental - easy income for rental tablets
- If they are selling merchandise, help set that up as a Store item
- Don't just tell them, show them - bring them a full demo or even show them their event as a TicketSignup page and simply hand it over to them if they say "yes"
- Remember that doing the legwork ahead of time doesn't require the same lift on event day

Let us Help

You can always reach out to the RunSignup sales team to help with a demo - if you think you have a good candidate for Tickets, reach out and set up an introduction with us!



...

Questions?



...

Thank You For Joining Us Today





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



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

Subtitle Goes Here • Roboto Italic 15pt



Today's **Agenda**

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Section Title Goes Here

Subtitle Goes Here

- Section Title for Topic Number One
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- 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

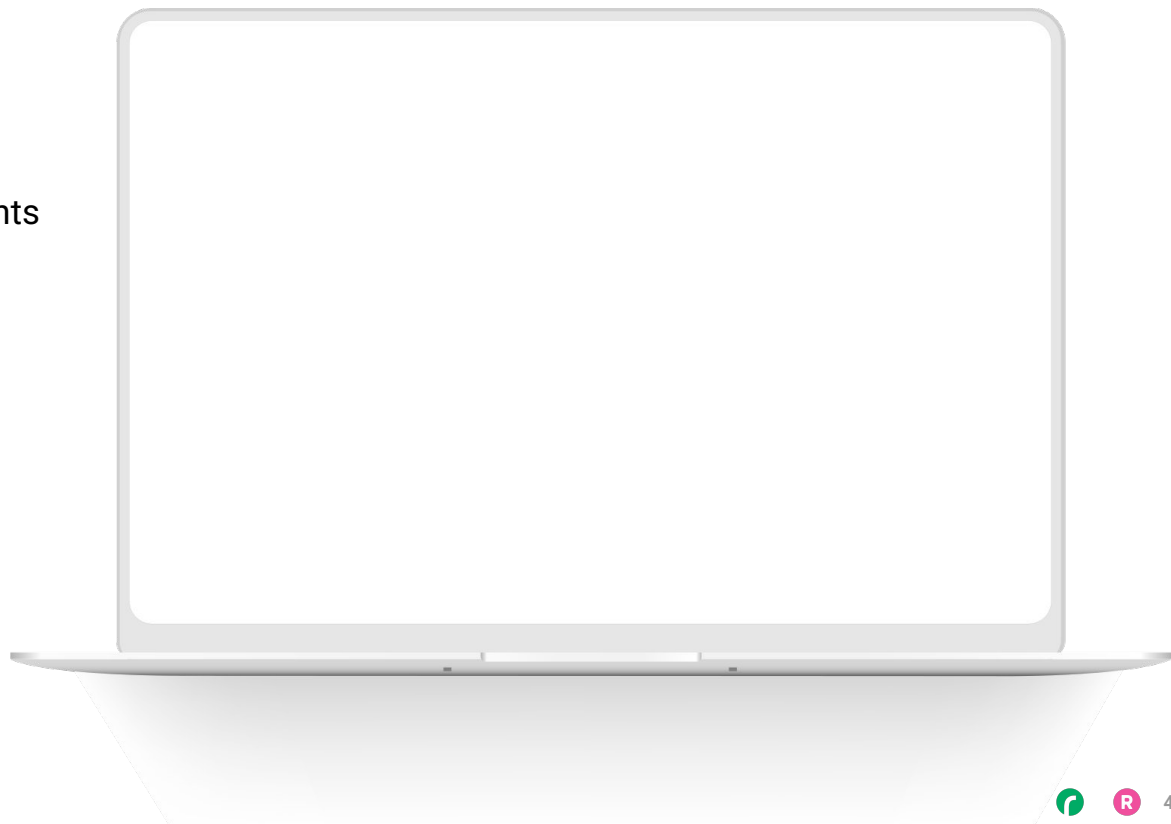
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Page Title Goes Here

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:

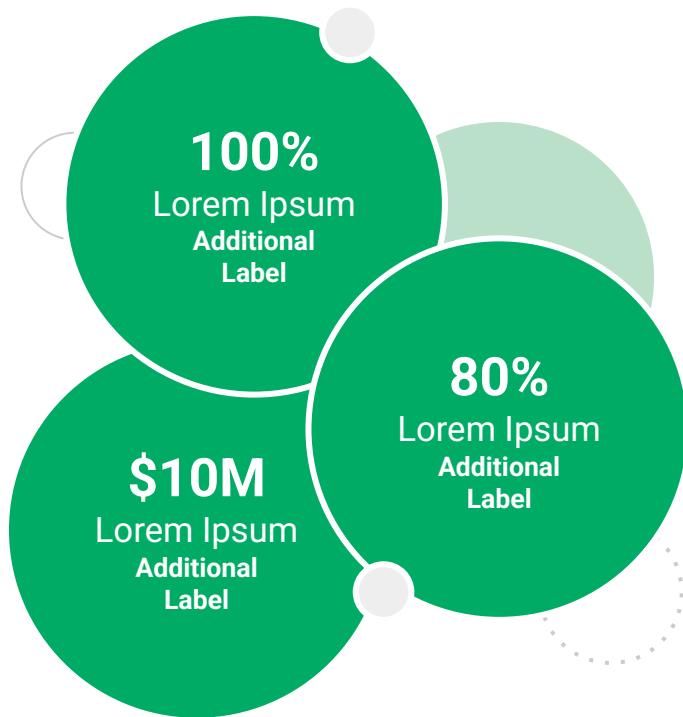
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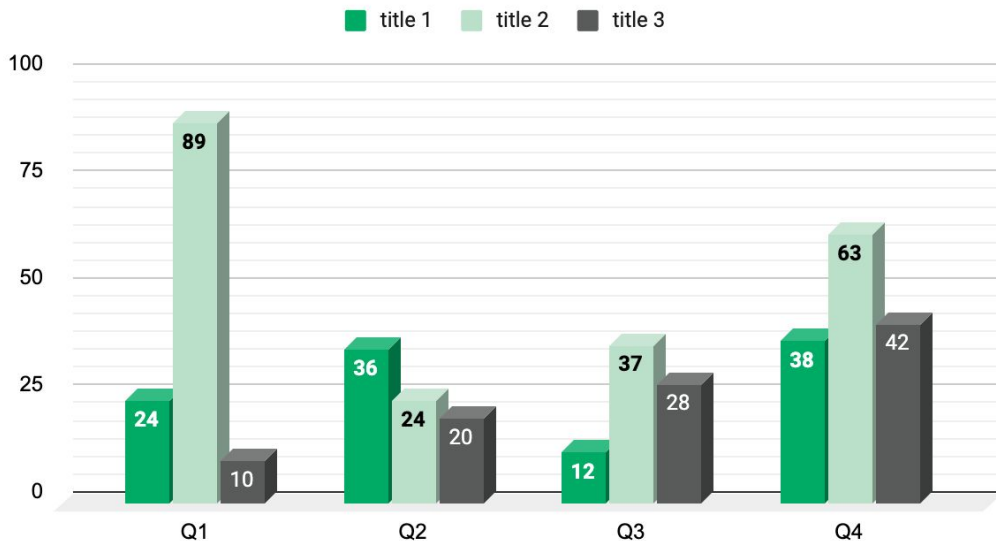
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Content Label

Topic Title Goes Here

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- Lorem ipsum dolor sit amet

Graph Title Goes Here



Page Title Goes Here

Subtitle Goes Here

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

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

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Page Title Goes Here

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Thank You For Joining Us Today

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



Graphic Elements For Use

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

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



Main Logos



RaceDay Suite Logos



General Icons



R DASHBOARD
LOCATION

R DASHBOARD
LOCATION

R SOLUTION

R SOLUTION

RaceDay Icons

Generic



Users • Customers • People



Payments



Swag Store



Endurance Events



RunSignup Icons

Generic



Users • Customers • People



Payments



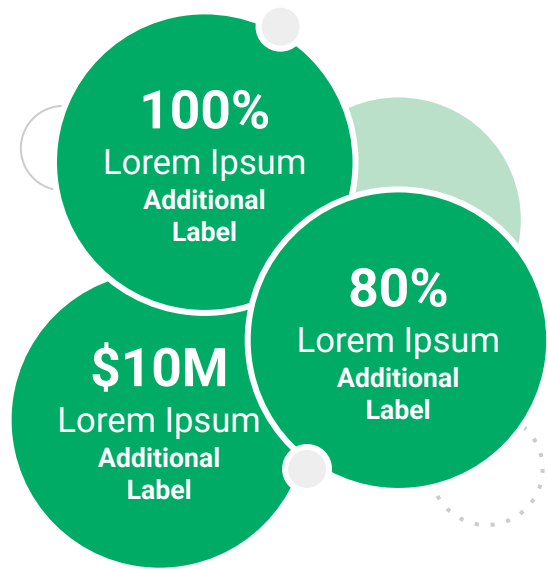
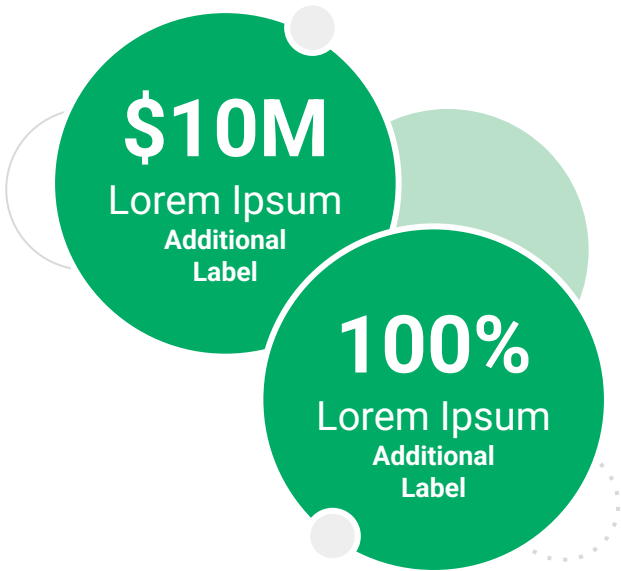
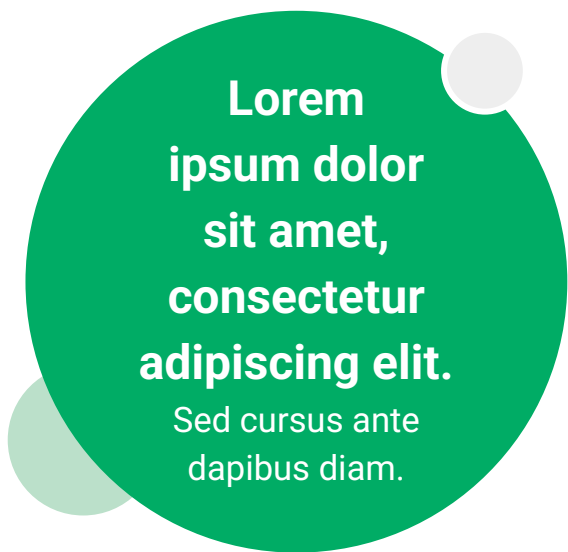
Swag Store



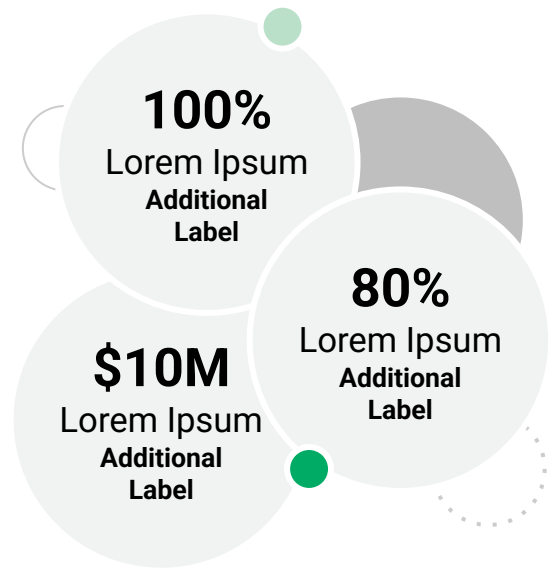
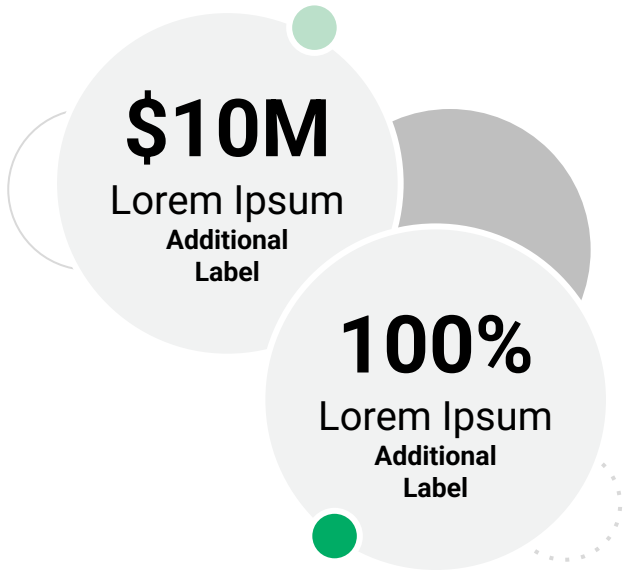
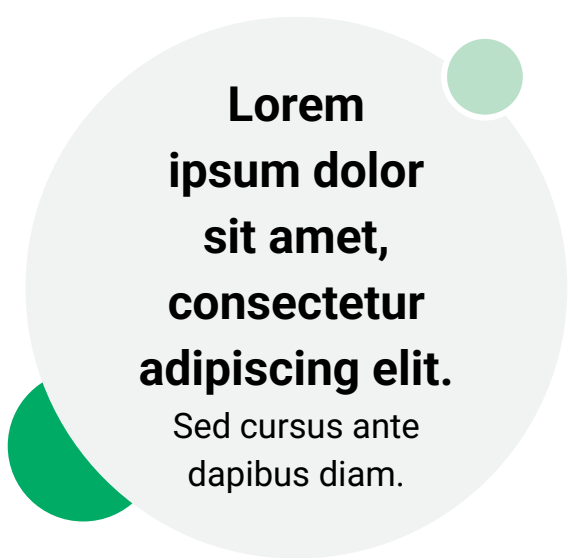
Endurance Events



Stat Bubbles



Stat Bubbles



Stat Bubbles

A large circular graphic with a solid 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%

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Sed cursus ante
dapibus diam.**

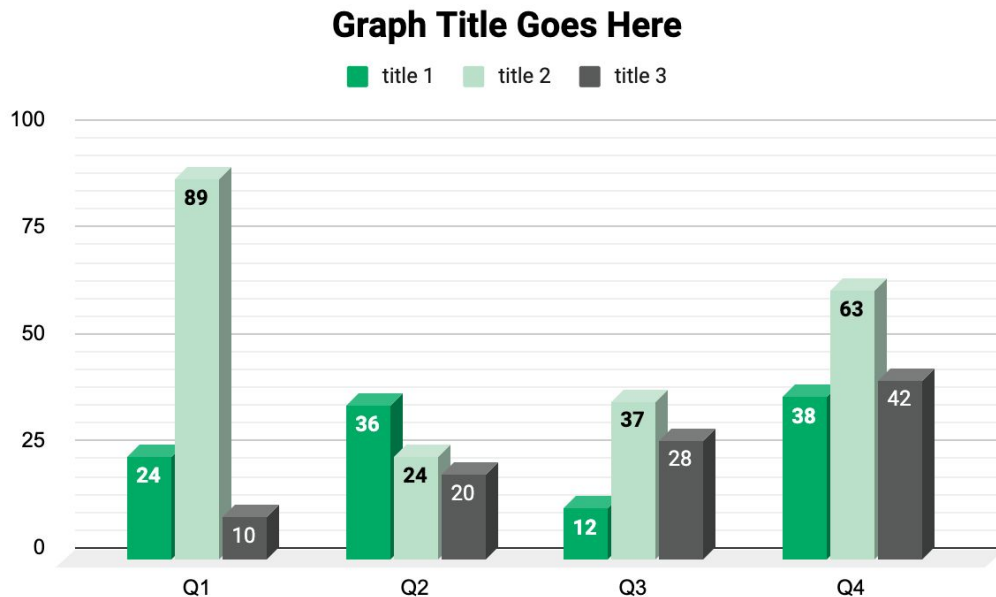
A circular graphic with a solid green border and a dotted green outer ring. It is surrounded by several overlapping circles in shades of green, pink, and grey.

25.2%

**Lorem ipsum dolor sit
amet, consectetur
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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

