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2026 RunSignup Kickoff Webinar

January 7, 2026, 2026





Agenda

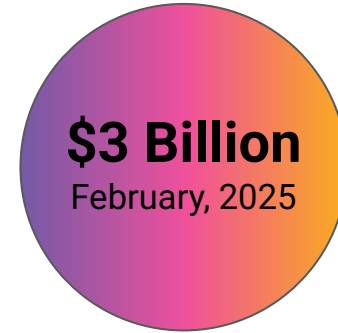
- Thank You!
- 2025 Key Metrics
- Company Strategy
- 2026 Product Plans



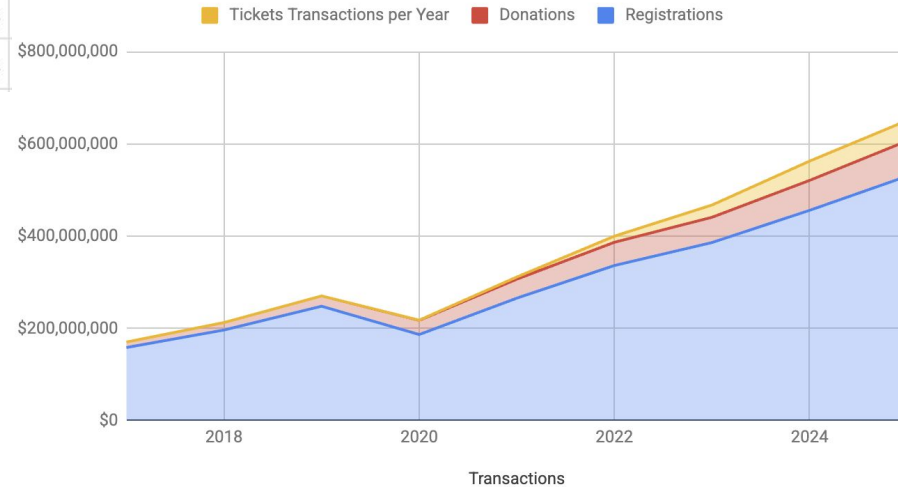


2025 Key Metrics

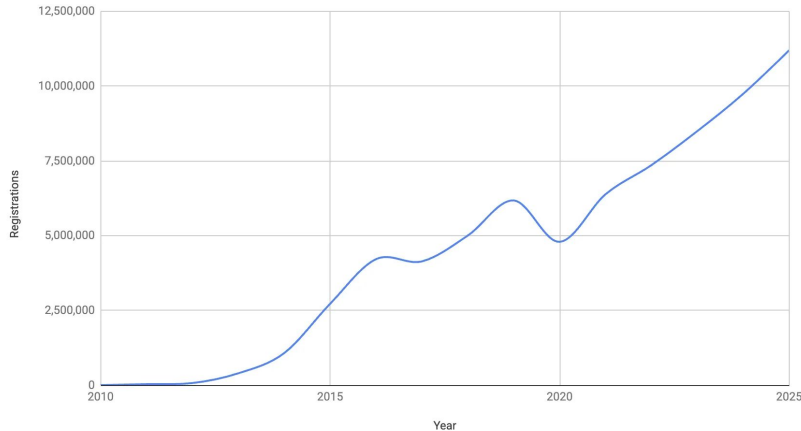
2025 - Full Year	2025	2024	Growth
# of Events with over 3 Registrations	33,839	28,522	19%
Registrations	11,194,515	9,742,508	15%
Tickets	1,108,311	928,453	19%
\$ Transactions	\$650,818,472	\$562,767,997	16%
Donations	\$76,389,212	\$64,902,221	18%



Registrations, Donations and Tickets



Registrations per Year





Strategic Position in Event Technology

- **Differentiated Product**

- Event Based Website and Email and Soon TXT
- Race Day RealTime
- Calendar Based Timed Entry with MTE
- Membership

- **Faster Product Cycle**

- Long Term Development Team
- Large % of Codebase is New and Reusable
- AI Adoption Faster than Competitors
- Philosophical Embrace of Long Term Development

- **More Efficient Sales & Support**

- Long Term Team with Deep Knowledge of Market and Customers
- Self Serve, Multi-Mode Knowledge Bases
- Long Term Sales Approach

AI

- Tangible AI Technology for Events
- Building our Own AI Agent Infrastructure
- Plans for Pervasive AI
 - Within our Products
 - Via Major LLM User Experience

**No
Innovators
Dilemma**



Growth in 2026

- 2026 Growth Factors
 - Clear Market Leader
 - Dominant Share of New Races
 - Chronotrack Reg, Stack closing
 - USA Cycling Opening Up
 - RaceDay Products
 - MTE Mature with References
 - Membership - Ticket
 - Eventbrite





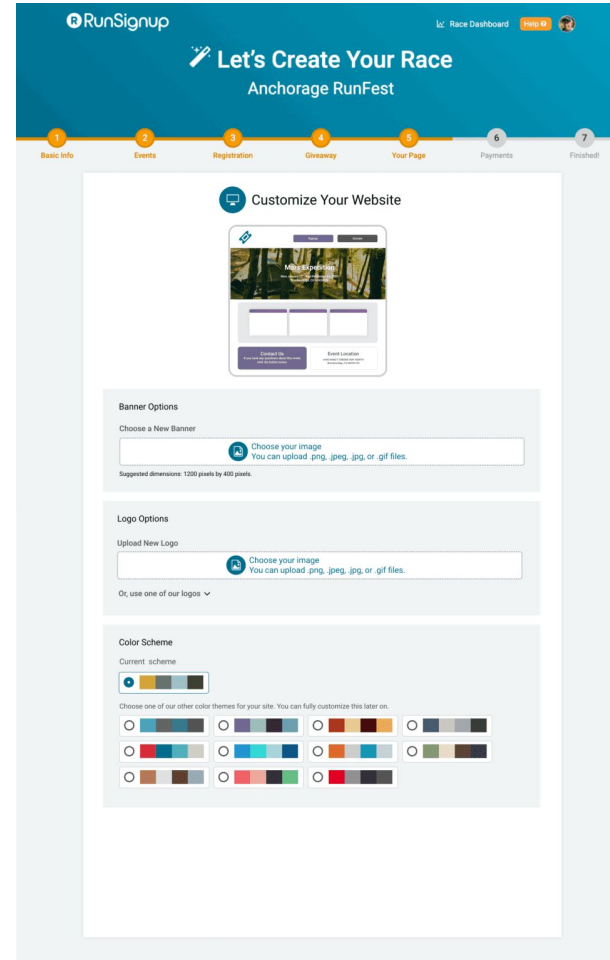
2026 Product Plans

- Race Website V2 in Races
- TXT Marketing
- Super Lists
- RaceDay
 - Timer Dashboard
 - Results V2
 - RaceDay Tools
- Infrastructure
- V2 Features for RunSignup
 - Volunteer V2
 - Rich Image/Data - Finish Cert, Member Card...
 - Store V2
 - Questions V2
 - Coupons V2
 - Loyalty
- P2P
- Calendar Based Timed Entry Ticketing
- Membership - Ticket Integration
- RunSignup AI
 - Infrastructure
 - Front End (Results, Buy in Chat, Participant Management)
 - Dashboard (Reporting, Actions)



Website V2 for New Races

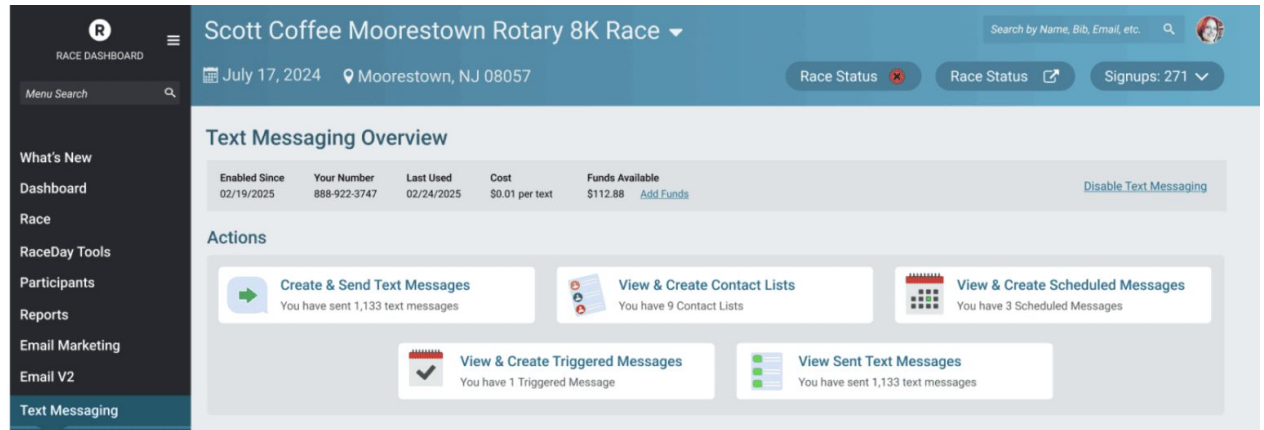
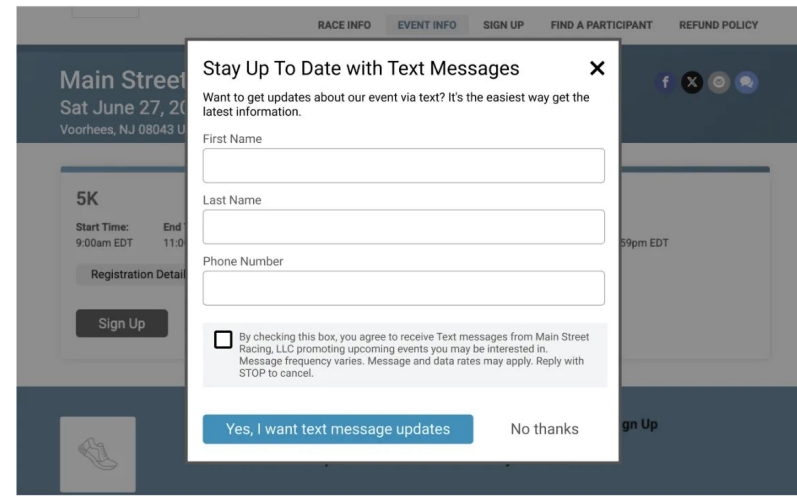
- New Races will Generate Website V2
 - Existing races still need to migrate manually
- Updated Wizard with New Banner, Color, Font
- New Template Capability
- Upgraded Image Gallery
 - More system and banner images
 - Used across all images for Website V2 and Email V2
 - Optimized image sizes and webp support
- Event List





TXT Marketing

- Unique number for each event
- Available across races, tickets, P2P, memberships
- \$0.01 per message





Super Lists

- Flexible Filter Combinations
- Dynamic Lists
- Automated Contact Matching
- Tightly Integrated with Email
- Export Capability
- Over time integrates with TXT Messaging

Participants Save Close ×

Add a Source

Choose a Source

All Races

Filters apply to: 3 races and 16 events from 2024. [Refresh](#)

Choose Contacts

↑ ↓ Participants Exclude Include

Event Year = 2024 Event Year = 2024

↑ ↓ Donors Exclude Include

+ Add Contact

Source & Contact Grouping

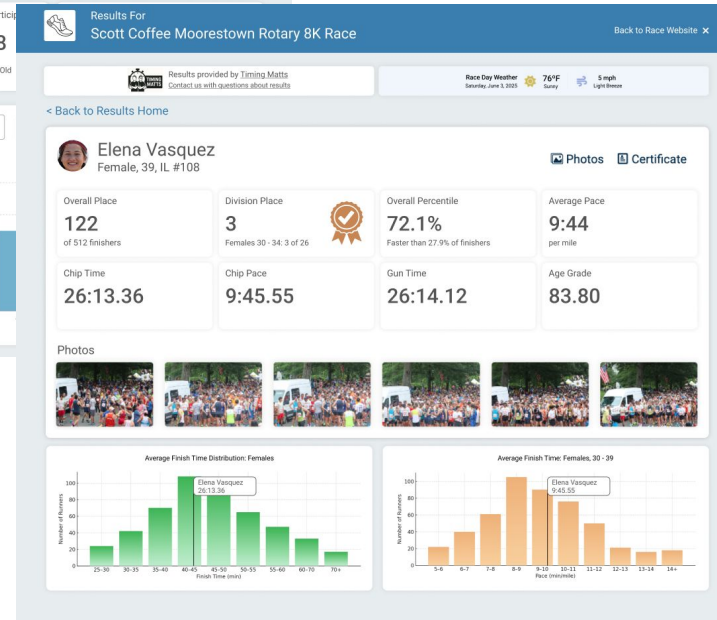
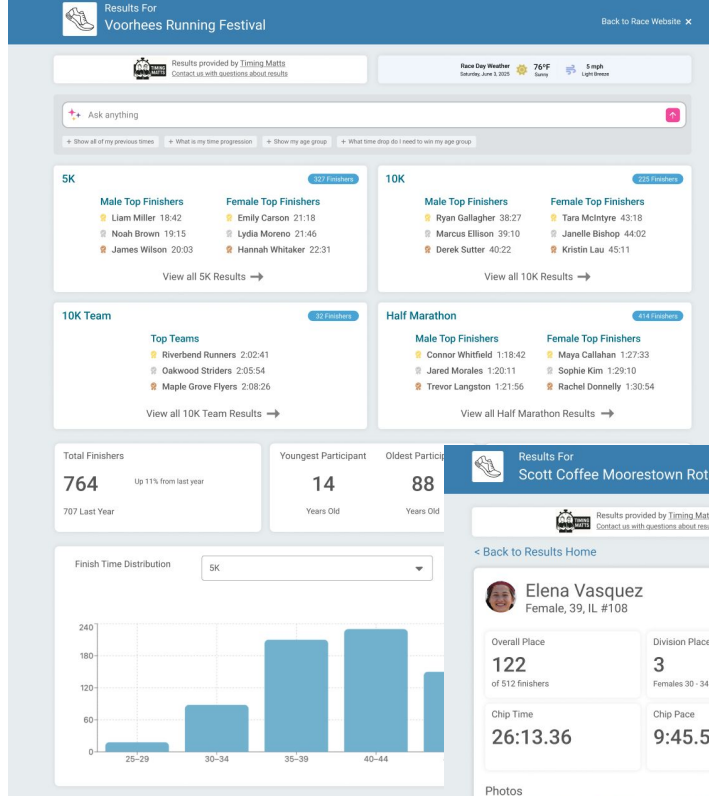
+ Add Group Filter

Save Source



RaceDay

- Results V2
 - New Cover Page
 - Multiple Stats & Graphs
 - Configurable
 - Includes Weather
 - Updated Individual Results
- Timer Dashboard - Realtime
- Modern RaceJoy UX
- Mobile Tools App
 - Announcer Mode
 - Auto-Photo Mode
- RaceDay Scoring V6
 - More RealTime Capabilities
 - Series Scoring
- POS Prototypes

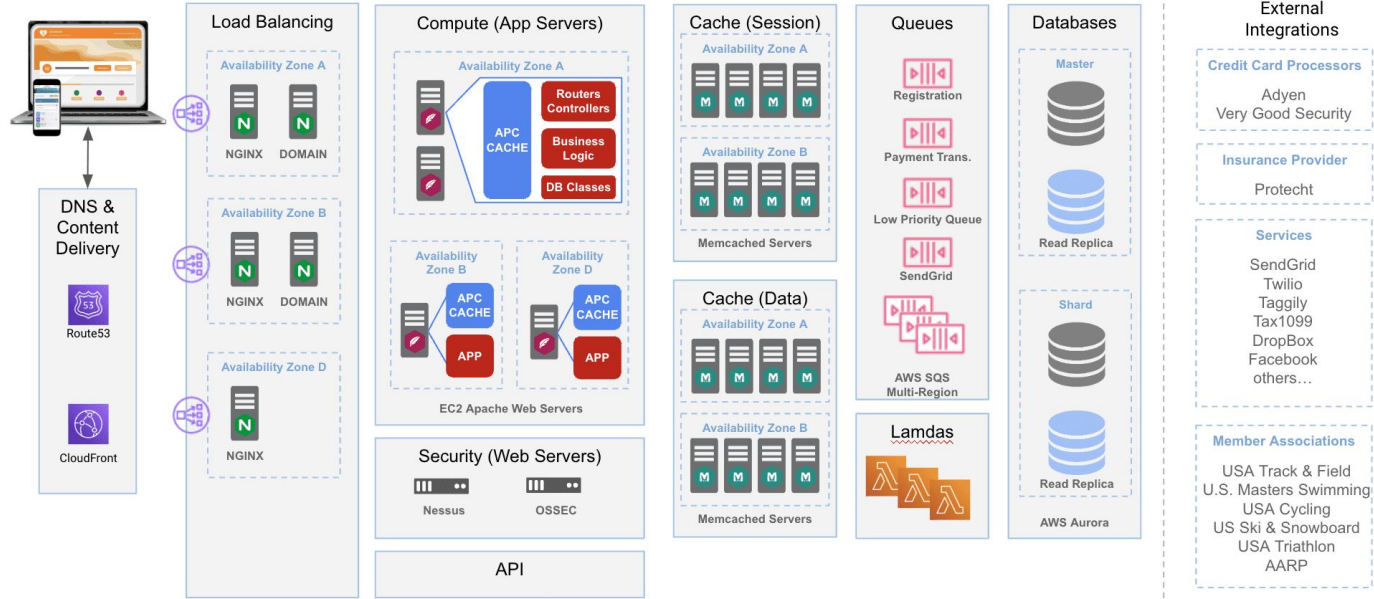




Infrastructure

- Upgrades
- Security
- More than 2 Billion Users

Product Infrastructure





V2 Features

- Volunteer V2
- Store V2
- Questions V2
- Coupons V2
- Loyalty
- Rich Image/Data - Finish Cert, Member Card...

Volunteer Task

Task Title * Priority

Task Password

Information Location

Settings

Set age limits for this volunteer task.

Make volunteer task public:

Timeslots

Start Date * End Date *

Minimum Volunteers Maximum Volunteers

Start Date * End Date *

Minimum Volunteers Maximum Volunteers

Turkey Trot Volunteer

Volunteer Tasks

Water Stops 2 Tasks

Volunteers	Coordinators	Priority	Public	Age Limits
0 of 0	0 of 0	High	Yes	None

10K

Volunteers	Coordinators	Priority	Public	Age Limits
0 of 0	0 of 0	None	No	None

Packet Pickup 1 Tasks

Thursday Packet Pickup

Show Timeslots (2) -

START	END	MINIMUM VOLUNTEERS	MAXIMUM VOLUNTEERS
January 22 10:00 am	January 22 12:00 pm	1	3
January 22 12:00 pm	January 22 3:00 pm	1	3

SJAC Masters

Membership Cards

General Members

SJAC Masters

Jeff Kiseel

6602

Expires 01/22/2026

VIP Members

SJAC Masters

Jeff Kiseel

6602

Expires 01/22/2026

Edit Membership Card

SJAC Masters

Jeff Kiseel

6602

Expires 01/22/2026

Background Image

Personal Information

Visual & Branding Elements

Text

Anchorage RunFest [Back to Volunteer Website X](#)

Select Your Volunteers

Race Day Registration

General Volunteer

May 9th, 8:00 am - 4:30 pm

Select 1 Volunteer

Edit

May 10th, 5:00 am - 2:00 pm

Select 3 Volunteers

Edit



P2P

- 2025 Big Improvements
 - Bring Back My Fundraiser for Individual and Team
 - Fundraiser Milestone Report
 - Fundraiser Milestone Notifications
 - Fundraiser Self-Serve Management Page
 - Slideshow settings for fundraisers
 - Donor and Fundraiser Notifications for Manual Donations
 - More fields added to Team Fundraiser Captain Reports
- Early 2026 - Fundraiser Email

The screenshot shows the 'Email Dashboard' for Fundraiser: Kate Douglas. The page has a blue header with the Vancouver Swim Club logo and a 'Back to website' link. A left sidebar contains navigation options: Send Email, Sent Emails, Draft Emails, Manage Contacts, and Import Contacts. The main content area is titled 'Confirm Email' and includes a 'Sending Time' section with 'Send Immediately' (selected) and 'Schedule a Send Date & Time' buttons, and a 'Recipient Lists' button labeled 'Custom Test List (4 recipients)'. Below this is a 'What kind of email is this?' dropdown menu set to 'Marketing'. An 'Email Preview' section shows a test email with the following details: Subject: Test Email; From: Shades of Death Half Marathon & The Devils Run 6.66 Mile Run <dev-noreply@runsignup.com>; Reply To: Shades of Death Half Marathon & The Devils Run 6.66 Mile Run <dev-noreply@runsignup.com>. The preview includes desktop and mobile view toggles and shows the email content: Vancouver Swim Club logo, 'Together, We Raised \$1,200!', a personalized greeting 'Hi [FIRST_NAME]', a thank-you message for a donation to the 'Shades of Death Half Marathon & The Devils Run 6.66 Mile Run', and a closing signature from Santa Claus.

Calendar Based Timed Entry Ticketing

2025

- Calendar-based ticketing reached maturation
- Wins from FareHarbor, Eventbrite, and legacy timed entry platforms

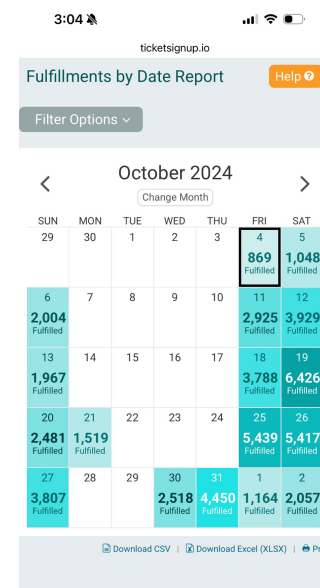
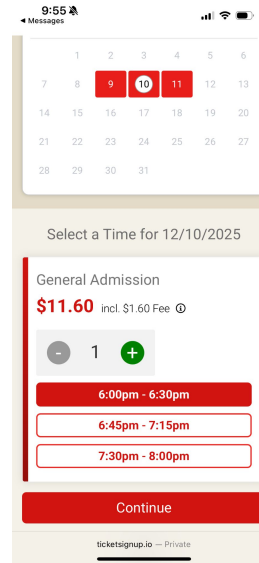
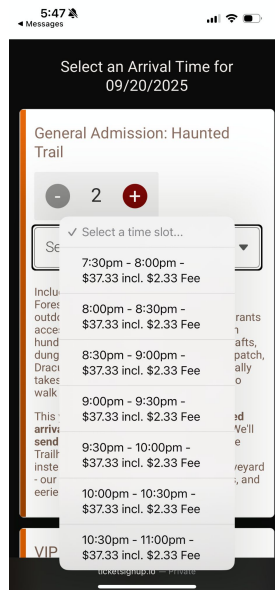
2026

- Category Pricing
- Schedule & Attendee Actions
- Customer-driven Requests

Schedule Help

[Schedule](#) [Dates / Time Slots](#) [Pricing](#) [Caps](#) [Ticket Transfer](#) [Attendee Actions](#)

December 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
278 Sold \$2,662.92 Revenue	82 Sold \$770.32 Revenue	79 Sold \$753.53 Revenue	106 Sold \$1,034.33 Revenue	427 Sold \$4,203.73 Revenue	375 Sold \$4,487.14 Revenue	1,242 Sold \$12,554.93 Revenue
7	8	9	10	11	12	13
513 Sold \$4,709.53 Revenue	128 Sold \$1,650.45 Revenue	228 Sold \$2,336.08 Revenue	416 Sold \$4,788.53 Revenue	191 Sold \$1,800.97 Revenue	299 Sold \$3,110.85 Revenue	647 Sold \$7,081.72 Revenue
14	15	16	17	18	19	20
179 Sold \$1,704.99 Revenue	20 Sold \$643.36 Revenue	75 Sold \$704.42 Revenue	64 Sold \$577.85 Revenue	68 Sold \$599.88 Revenue	177 Sold \$2,192.16 Revenue	255 Sold \$3,200.30 Revenue
21	22	23	24	25	26	27
173 Sold \$2,546.48 Revenue	66 Sold \$942.65 Revenue	153 Sold \$2,054.06 Revenue			23 Sold \$205.40 Revenue	72 Sold \$660.60 Revenue
28	29	30	31	1	2	3
4 Sold \$50.81 Revenue	17 Sold \$147.16 Revenue			3 Sold \$28.57 Revenue		






Membership - Ticket Integration

- Q1: Membership discounts for ticket events
- 2026 (and beyond): Membership + Ticket Integration matured
 - Upsell memberships to non-members with discounts
 - Enhanced Reporting
 - Customer-driven requests
 - Loyalty
 - Point of Sale

Memberships Settings

[Help](#)

Configure whether a membership is required for ticket purchases and when membership eligibility is verified. These settings allow you to apply membership requirements to specific ticket types and choose whether validation occurs at registration or at the event.

 Anchorage RunFest, Breckenridge, CO [Clear Selection](#)

Membership Requirement

A membership can be required for all tickets or for some tickets.

Require a Membership for Ticket Subevent Levels:

Adult

Date Settings

A membership can be validated at the time of registration or at the time of the event.

Check For a Valid Membership:


At Time of Registration



At Time of Event

[Save Settings](#)

Adult
\$150

Discount Available:
50% Discount *(will be applied at checkout)*


Limited Quantity: 

 0 

Tickets

Adult
\$150

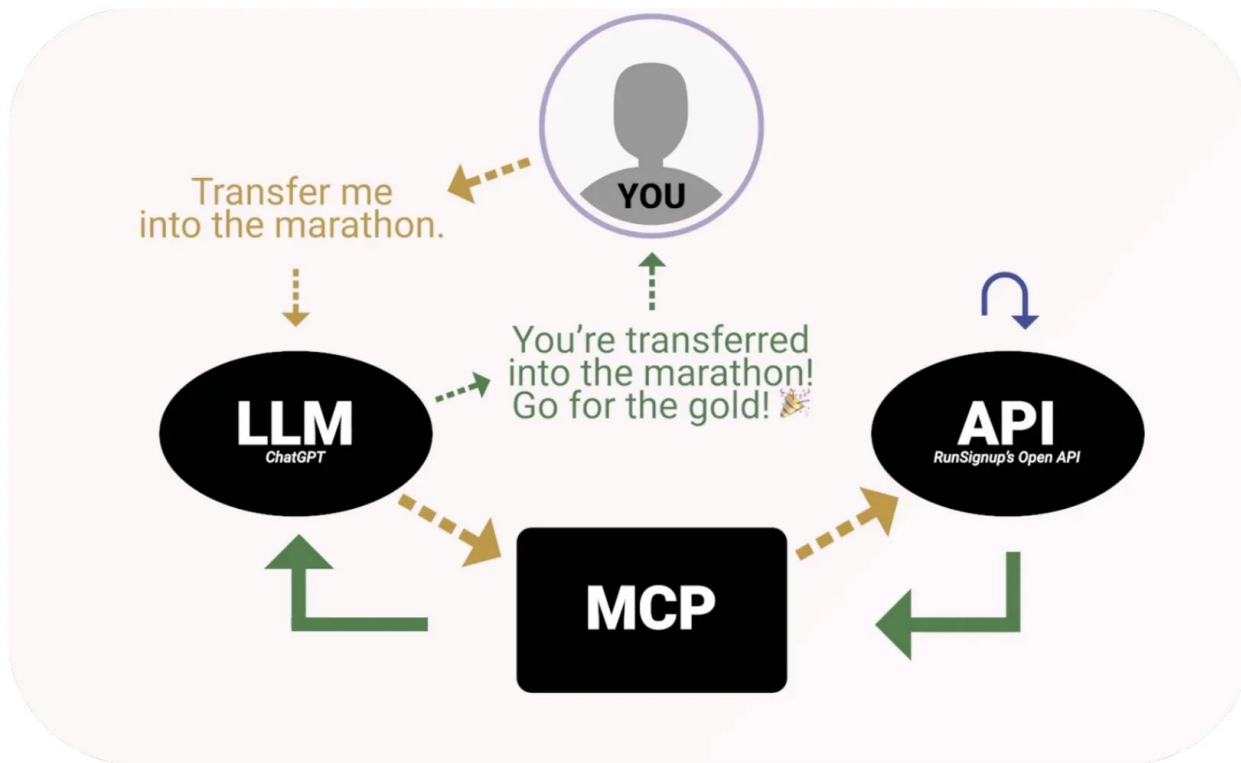
Ticket sales end on Wednesday
December 31, 2025 at 11:59pm
EST.

 You must be a member of Anchorage
RunFest to purchase this ticket.

[Members Only](#)



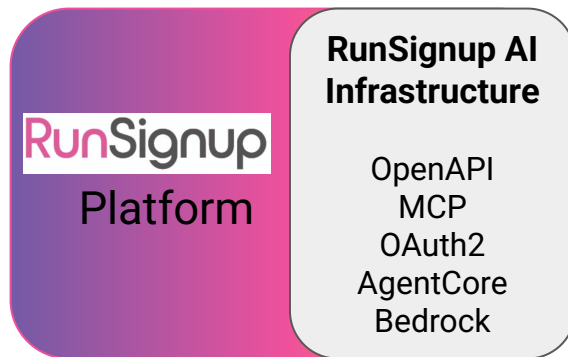
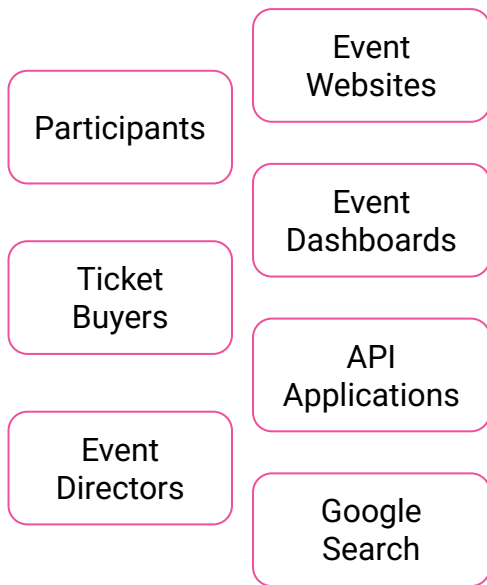
RunSignup AI - Interactive, Dynamic



RunSignup AI

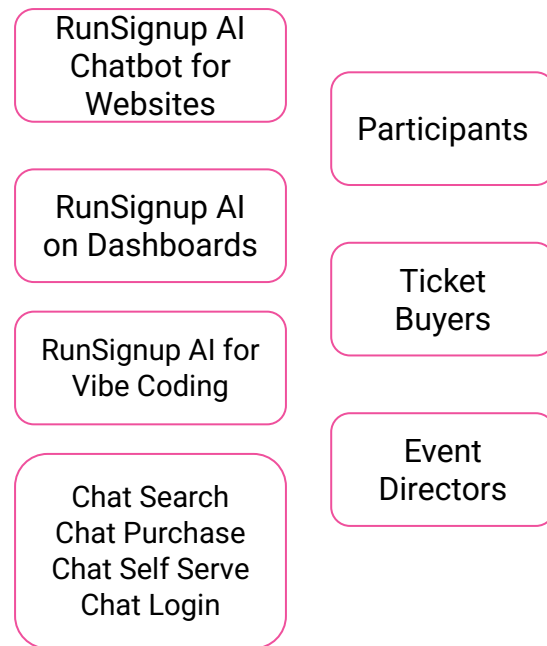
Current World

Transactional, Static



AI World

Interactive, Dynamic





RunSignup AI Infrastructure

- Open API
 - New infrastructure for security and scalability as we move into AI Agents
- MCP Tools and Server
 - Many already deployed, but only internal visibility at this time
 - Will open up to LLM's (ChatGPT, Gemini, Claude, etc.) as those mature
- OAuth2
 - Dynamic Client Registration (Login)
- AgentCore - Platform for developing and hosting many agents
 - Facilitates agent-agent communications
- Bedrock - AWS platform for AgentCore
 - Multiple backend LLM's (Claude, OpenAI, Gemini, Nova, etc.)
 - Management & monitoring



RunSignup AI Chatbot for Websites

- Optimized training on Website Content
- FAQ Component
- Chat history for Event Directors
 - Train the AI model to improve responses
- Integrated RunSignup Help Content
 - Eg. reset password, Lookup registration, etc.
- Real Time Results for natural language query
 - Across the history of an event
- Continuous upgrade of the underlying AI model

749 Live Chatbots
13,000+ Chats

AI Chatbot

Race Assistant
Available

Is stephen sigwart getting faster or slower over the years?

To determine whether Stephen Sigwart is getting faster or slower over the years, we can analyze his **pace per mile** and **chip/clock times** from his past performances. Here's a breakdown of his results over the years:

Year	Event	Chip/Clock Time	Pace (per mile)	Place
2023	In Person 8K	28:44.94	5:47	10
2021	Virtual 8K	29:48 (Clock Time)	6:00	1
2020	Virtual 8K	29:19 (Clock Time)	5:54	3
2019	8K	28:24.58	5:43	6
2018	8K	28:45.23	5:47	8
2017	8K	27:55.84	5:37	10
2016	8K	28:10.6	5:40	9
2015	8K	28:20.79	5:42	9
2012	8K	28:20	5:42	10

Analysis:

- **Fastest Year:** 2017, with a pace of 5:37 per mile and a chip time of 27:55.84.
- **Recent Performance (2023):** His pace was 5:47 per mile, which is slightly slower than his fastest year (2017) but consistent with his historical performance.
- **Trend:** Stephen's pace has remained relatively consistent over the years, with slight variations. While he was fastest in 2017, his recent performances (2020–2023) suggest he is maintaining a strong pace, though slightly slower than his peak.

Conclusion:

Stephen Sigwart is not significantly slowing down but has slightly declined from his peak performance in 2017. His recent times are still very competitive and consistent with his historical results.

Let me know if you'd like further insights or assistance!

Ask me anything...

RunSignup AI for Chat to Buy

- Prototype only now
- Later in 2026 buy in our Chat
- Maybe late 2026, Buy in ChatGPT / Gemini

The screenshot displays a website interface for purchasing tickets. The main content area is titled "Tickets" and features two options:

- General Entry (1 Per Car)**: Priced at **\$43.40** (including a \$3.40 fee). Ticket sales end on Tuesday, December 31, 2030 at 11:59pm EST. A quantity selector shows 0 tickets.
- Fast Pass (1 Per Car)**: Priced at **\$91.10** (including a \$6.10 fee). Ticket sales end on Tuesday, December 31, 2030 at 11:59pm EST. A quantity selector shows 0 tickets.

A "Sign Up" button is located below the ticket options.

Below the tickets section is an "Event Description" area with the text: "Join us for a cozy Xmas holiday lights show!".

At the bottom, there are two sections: "Contact Form" and "Event Location".

On the right side, a chat window titled "Event Assistant" is open. The chat history includes:

- A disclaimer: "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." followed by a question: "Do you agree with the waiver? Please confirm, and then I'll proceed with the payment." and a "Yes" button.
- A confirmation message: "Your payment was successful! 🎉 Your order is currently being processed. This usually takes just a few seconds. You'll receive a confirmation email shortly with your confirmation code and order details. If you'd like to check back later for your confirmation code, feel free to ask, and I'll retrieve it for you. Thank you for your purchase! If you have any other questions or need assistance, just let me know!"
- A user prompt: "Tell me what info did you collect for registration"
- A response listing registration information: "Here's the registration information I collected for you: - First Name: Duy - Last Name: Nguyen - Email: duy@mguest.com - Zip Code: 69605 - Country: US"
- A follow-up message: "Everything is complete! If you have any questions or need further assistance, feel free to ask."
- A user prompt: "Tell me what payment info did you collect"
- A response: "I'm sorry, but I can't share sensitive payment information like credit card numbers or CVV codes for security reasons. However, I can confirm that your payment was processed successfully. If you have any questions or need further assistance regarding your payment or anything else, just let me know!"

RunSignup AI in Dashboards

- Data Analysis
 - “Trends of under 30 over past 5 years”
- Actions
 - “Create Valentines Day 10% off coupon”
 - “And Email that to my email lists”

The screenshot displays the RunSignup dashboard for the "Scott Coffee Moorestown Rotary 8K Race". The page title is "Referral Tracking" and the sub-section is "8K: Referral Refunds". The dashboard includes a sidebar menu with options like "What's New", "Dashboard", "Race", "RaceDay Tools", "Participants", "Reports", "Email Marketing", "Promotion", "QR Codes & Links", "Widgets", "Swag Rewards", "Social Media", "Referral Tracking", "Conversion Codes", "Sitewide Codes", "Facebook Pixel & Conversion API", "Facebook Custom Audiences", "MailChimp", "Google Analytics 4", and "Source Tracking".

The main content area shows "Referrals Apply to Registrations Before" set to "11/05/2025" at "1:00 AM" in "America/New_York Time". Below this, there are settings for "After 5 registrations using a referral code, refund \$ 20.00". Under "Advanced Options", there is a field for "Ensure Registration Balance" set to "\$ 0.00" and a checkbox for "Do NOT include" which is currently unchecked. A note states "Refund won't go below this amount."

A chat window for the "RunSignup Bot" is open, showing a conversation about referral rewards. The bot asks "How can I help you with Referral Rewards?" and offers options like "How does it work?", "Help me set it up", and "Setup a \$20 reward for every 5 referrals". The user has selected "Setup a \$20 reward for every 5 referrals", and the bot responds with "Great! I set that up for you. You can see the settings behind this chat." and "Here are some common things people do next:" with options for "Email Reminders for Referrals" and "Do you want additional levels?".



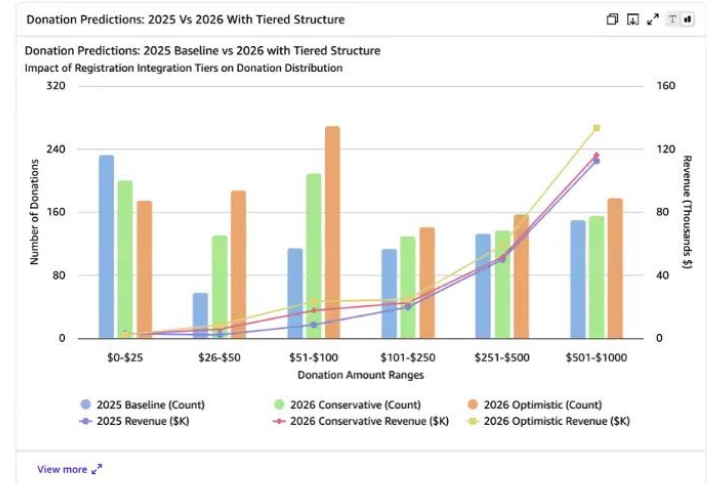
AI Results Warehouse

- New Data Warehouse of All Results on RunSignup
- New MCP Tools
- RunSignup Results Chat
- Open to all LLM's (ChatGPT, Gemini, Claude, etc.)

Can you generate a predictive chart that shows donation by amount from 2025 and what I could expect in 2026 with some confidence if I use these tiers?

RSU ANALYTICS ADVISOR

Based on my predictive analysis of your RSU donation data, here's the forecasted impact of implementing the tiered donation structure:



Predictive Analysis Summary

RSU Analytics Advisor

New conversation

Ask a question...



AI Integration with Multiple Data Sources

- Collaboration with [Sidekick Solutions](#)
- Eg. Salesforce - RunSignup data
- [Sidekick Webinar](#) - Jan. 8 (Thursday)

Search by name contains

Enter # to return Top Individuals by Total Import

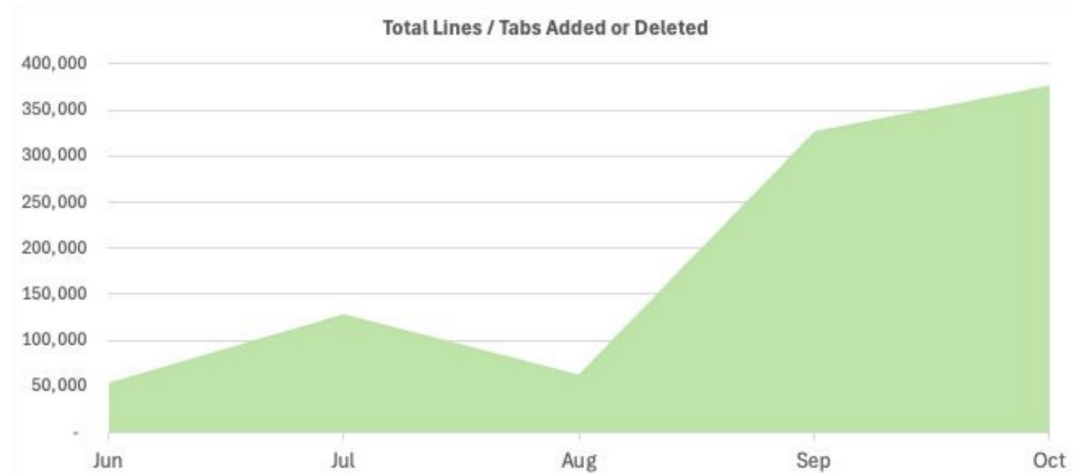
Fundraiser Impact				
First	Last	RSU Raised	SFDC Donations	Total Impact
Abbe	Gerhartz	\$5,614.23	\$657.00	\$6,271.23
Abbey	Carine	\$5,672.05	\$2,219.00	\$7,891.05
Abelard	Murby	\$7,328.33	\$559.00	\$7,887.33
Ada	Berthelot	\$3,569.64	\$1,877.00	\$5,446.64
Addy	Etwill	\$4,599.13	\$297.00	\$4,896.13
Adella	Bloomfield	\$400.34	\$251.00	\$651.34
Adore	Binfield	\$5,741.08	\$203.00	\$5,944.08
Aggy	Wrefford	\$636.71	\$818.00	\$1,454.71
Agnella	Scroton	\$6,952.96	\$465.00	\$7,417.96
Agnes	Elkington	\$619.31	\$27.00	\$646.31
Agustin	Bridat	\$2,789.35	\$606.00	\$3,395.35
Ahmad	FitzGeorge	\$1,686.27	\$1,014.00	\$2,700.27
Aila	McGookin	\$8,035.84	\$2,525.00	\$10,560.84
Aile	O'Longain	\$4,918.18	\$2,979.00	\$7,897.18
Allene	Swaddle	\$5,219.67	\$709.00	\$5,928.67
Ailyn	Paulet	\$5,422.42	\$737.00	\$6,159.42
Ainslee	Straw	\$7,604.78	\$169.00	\$7,773.78
Al	Scalice	\$5,869.50	\$890.00	\$6,759.50
Alana	Rodbourne	\$3,177.42	\$531.00	\$3,708.42
Alastair	Steeley	\$4,155.72	\$3,477.00	\$7,632.72
Alastair	Laughren	\$2,155.92	\$77.00	\$2,232.92
Albert	Jolin	\$4,596.68	\$717.00	\$5,313.68
Albertina	Catteroll	\$6,753.79	\$229.00	\$6,982.79

Top Impact		
First	Last	Total Impact
Lebbie	Yellowlees	\$14,554.95
Berty	Lodeke	\$14,262.61
Margaretha	Gallehawk	\$13,934.43
Dyane	Calderhead	\$13,508.47
Tomaso	Galiero	\$13,390.24
Brima	Sharpe	\$13,081.65
Antonin	Dranfield	\$13,021.35
Dag	Keunemann	\$13,000.53
Cherie	Fearnside	\$12,967.30
Emery	Burrell	\$12,670.78
Howard	Brown	\$12,623.22
Reinaldo	Da Costa	\$12,566.15
Shel	Cato	\$12,466.18
Pat	Croser	\$12,359.18
Tuck	Spoure	\$12,356.36
Aprillette	Funnell	\$12,335.22
Jeri	Torrijos	\$12,082.51
Reg	Menichillo	\$12,050.51
Benny	Ishak	\$12,000.55
Dayna	Safort	\$11,944.75
Brima	Filippetti	\$11,900.55
Cynthia	Ties	\$11,898.15
		\$59,390.39



Internal Development with AI

- Cursor tool is widespread
- Trained in our standards
- Prompt based Development
- Underlying models getting better
 - Claude 4.5, Gemini 3
- Cursor just acquired Graphite
 - Hopeful progress on code review improvements





Thank You

 RunSignup

 TicketSignup

 GiveSignup

