



RUNSIGNUP WEBINAR · MAY 7, 2026

# RaceJoy

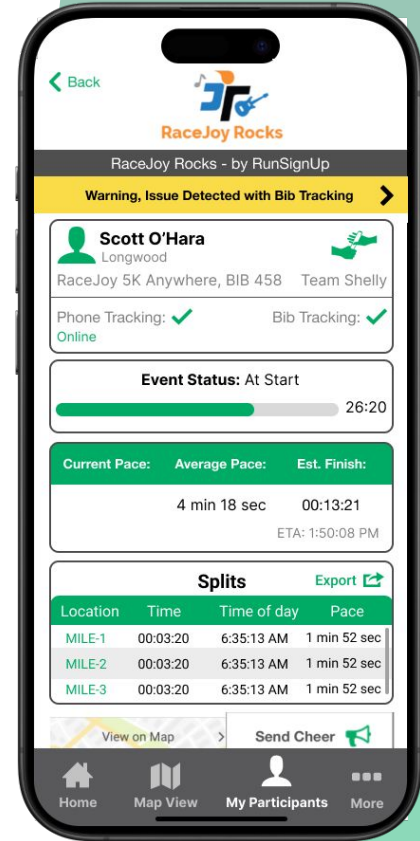
## Advanced Participant Tracking

*Real-time tracking, smart alerts, and live engagement—for every race.*

PRESENTED BY

**James Harris**

RunSignup · RaceDay · RaceJoy





TODAY'S WEBINAR

# What we'll cover



## Why RaceJoy

The case for advanced tracking



01

## Tracking Options

GPS phone & chip-based upgrade



02

## Participant Experience

Live map, alerts, SOS, results



03

## Spectator Engagement

Cheers, audio messages, geo-cues



04

## Race Day Monitoring

Tools for organizers & timers



05

## Getting Started

Certified timer & next steps



## INTRODUCTION

# RunSignup's live tracking app

## An interactive race experience.

RaceJoy delivers real-time GPS tracking, mile-by-mile progress alerts, live audio cheers, and on-course safety tools—benefiting participants, spectators, race organizers, and timers.

GPS Tracking

Chip-Based Alerts

Live Map

Send-a-Cheer

2025 BY THE NUMBERS

5.4M

Progress alerts issued

850K

Audio cheers sent

Breaking records in 2026



# Built for everyone on race day



## Participants

Real-time progress updates, an interactive course map (works without cell), audio off-course alerts, and instant connection to family.



## Spectators

Plan meet-up locations, follow live, send audio cheers from anywhere, and stay informed about your participant



## Race Organizers

Affordable advanced tracking, live monitoring console, leaderboard, off-course alerts, and direct race-day comms.



## Timers

Expanded services and revenue, GPS verification of progress, and chip-based progress alerts and results delivered in-app.

# 01

## Tracking Options

*How RaceJoy locates participants on course—from GPS phone tracking to chip-based predictive map positions.*

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## TRACKING OPTIONS

# Two levels, one powerful experience

INCLUDED

## GPS Phone Tracking

*Continuous tracking via the participant's phone—no extra equipment.*

- Live blue-dot location on course map
- Mile-by-mile progress alerts
- Audio off-course alerts on participant's phone
- Most affordable option

UPGRADE

## Chip-Based Tracking

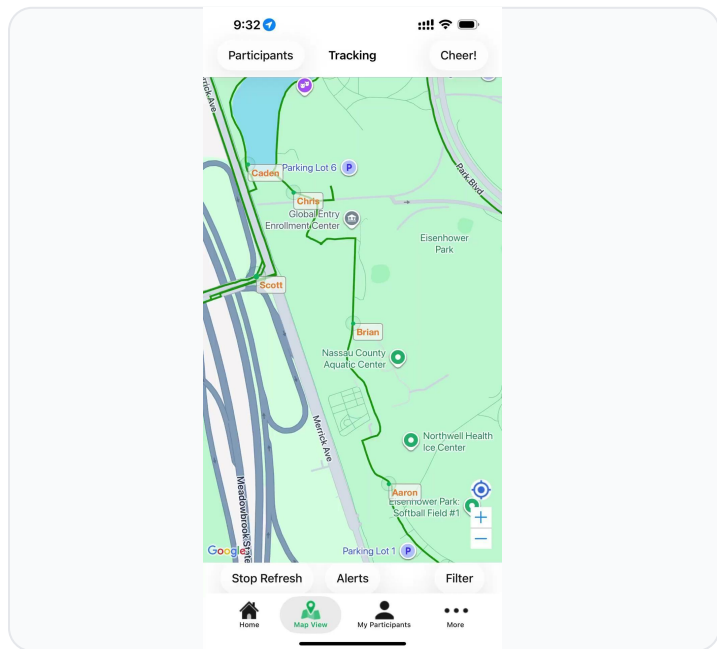
*Powered by your timing equipment. Includes everything in GPS plus:*

- Chip-based alerts for ALL participants (no opt-in needed)
- Predictive map tracking using timing data and expected pace
- Requires a few timing splits on course
- Set up with your RaceJoy certified timer



## TRACKING OPTIONS

# GPS phone tracking, in detail



### Continuous live tracking

Participants appear as a live dot on the interactive course map.



### Mile-by-mile progress alerts

Automated push notifications at every mile (or custom intervals).



### Audio off-course alerts

Spoken warnings on the participant's phone if they leave the route.



### No extra equipment

Phone-based GPS—nothing for the timer to install on course.



## UPGRADE OPTION

# Chip-based tracking: two levels

### LEVEL 1

## Alert Notifications

Notifications for **every participant** as they cross timing splits on course. GPS map shows only opted-in phone trackers.

- Chip-based alerts for ALL registrants
- Map view: GPS opt-ins only
- Includes GPS phone tracking

### LEVEL 2

## Predictive Tracking

Advanced algorithms using timing data and estimated pace to plot ALL participants on the live course map—even without a phone.

- ALL participants visible on the map
- Pace-based location prediction
- Includes alert notifications



## RELIABILITY

# What happens in low-cell zones?

*Participants experience uninterrupted tracking. Spectators briefly see a gray dot until coverage resumes.*

STEP 1



### Participant runs

Phone GPS continues to record location and play any audio cues.

STEP 2



### Signal drops

Spectator's blue dot turns gray.  
Alerts queue on the device.

STEP 3



### Coverage resumes

Phone reconnects automatically—no participant action required.

STEP 4



### Updates delivered

Queued alerts and positions push to spectators and monitoring.

*Timing systems using satellite tech: tracking and alerts are processed and delivered immediately—no cell required.*

# 02

## Participant Experience

*Tools to manage pace, stay on course, and feel the cheers from supporters following along live.*

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# Three steps to live tracking

1

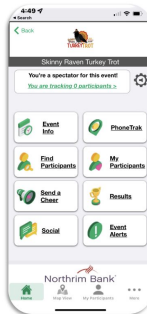
Download RaceJoy



Free on iOS & Android

2

Find your race



Search and select race event

3

Track & engage



Live updates, cheers, results



DEMO · PARTICIPANT

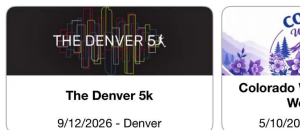
# Find your race

9:25

Welcome, Shelly

Search for Race

Recent Races



Races



DEMO

## Search, find, follow.

From the home screen, participants can browse their recent races, search for an upcoming event, and tap to add it to their list. Once selected, registration data and course details flow in automatically.



## PARTICIPANT EXPERIENCE

# Live race experience, in one app



### Participant List

Browse all registrants.  
Anonymous tracking profiles supported.



### Progress Alerts

Updates at every mile (or custom interval) on course.



### Live Course Map

Interactive map downloaded to phone—no cell required.



### Audio Cheers

Friends and family send live audio support from anywhere.



### SOS Alerts

Emergency location and message sent to race organizers.



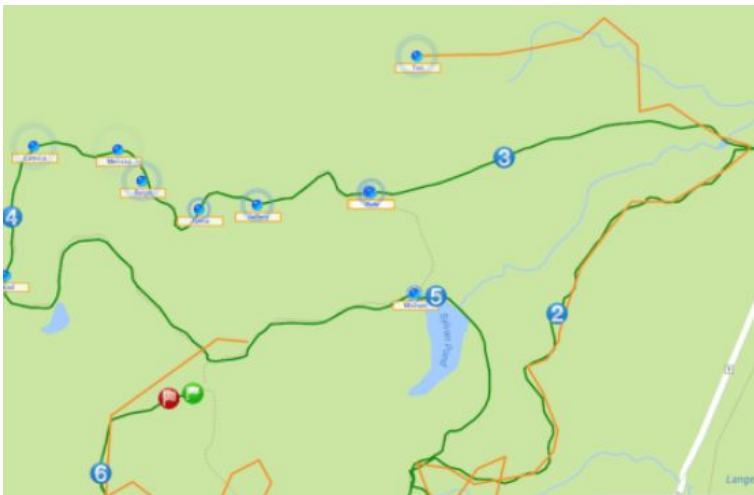
### On-Site Results

Real-time officially-timed splits and finishes in-app.



ON COURSE

# Live map & off-course alerts



## Maps download to the phone

Cell-independent. Course displays even in dead zones, helping participants stay on the line. Google Maps Partner!



## Audio off-course alerts

Spoken warnings the moment a participant strays from the route—save runners and reduce race-day issues.



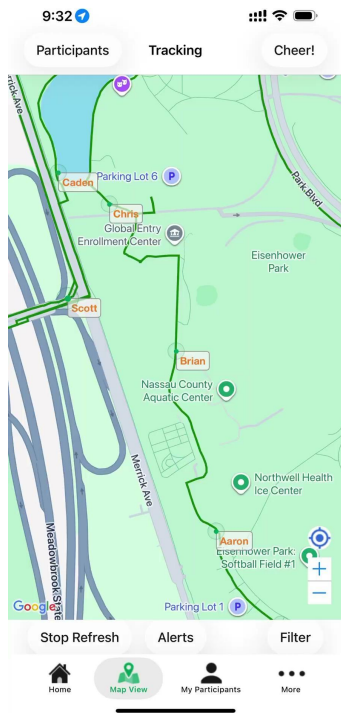
## Built for tricky courses

Especially helpful on remote, trail, and ultra events where signage and signal vary.



DEMO · PARTICIPANT

# Tracking progress, live



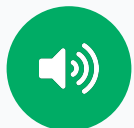
DEMO

The active dot moves with the participant.

Watch the live course map update as a participant moves through the route. Mile-by-mile alerts fire automatically, the trail draws as they go, and supporters back home see exactly where their participant is in real time.



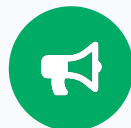
# Geo-based audio & cheer points



## Geo-based audio messages

*Custom audio plays automatically at designated points on the course.*

- Pre-record or use text-to-audio
- Navigation cues (e.g., "Railroad Track Ahead!")
- Race-themed messages or sponsor moments



## Geo & distance cheer points

*Trigger cheers when participants reach a location or a mile marker.*

- Geo-based: cheers fire near a coordinate
- Distance-based: cheers fire at, e.g., mile 3
- Used by spectators, organizers, and sponsors



## SAFETY

# SOS emergency alerts



SOS

In an emergency

**Drop a pin. Send a message.  
Get help.**

*Even if connectivity is poor in a canyon, the pin transmits as soon as the phone returns to coverage on a ridge!*



### Transmits live location

Exact GPS pin sent to race organizers via the monitoring console.



### Custom message field

Participant can describe the situation—injury, lost, medical.



### Works in low-signal zones

Drop the pin, move to better coverage, and the alert sends automatically.

# 03

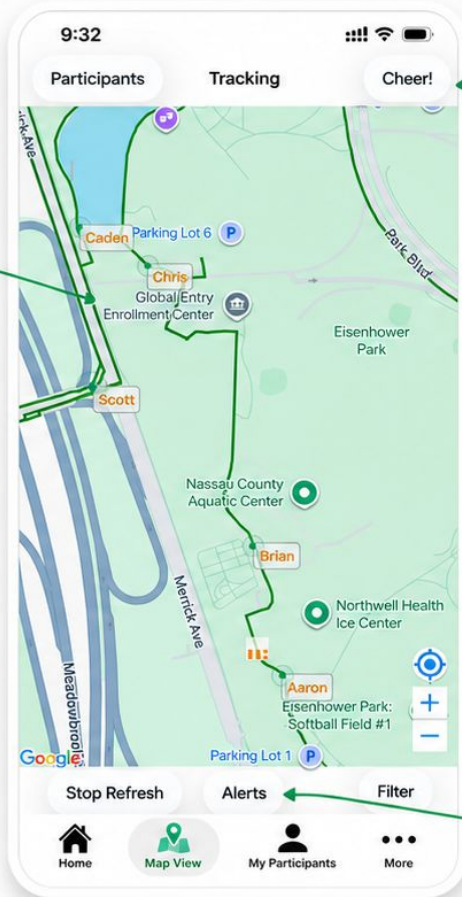
## Spectator Engagement

*Even when they can't be at the race, supporters can be present—cheering, connecting, and celebrating.*

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# Interactive Race-Day Features

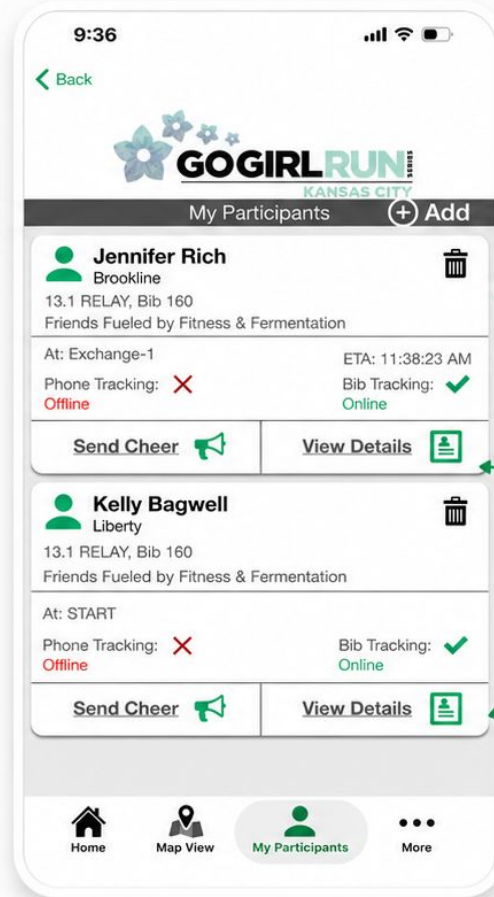
Track participants, send cheers, and manage the race-day experience in real time.



**Live participant tracking**  
See real-time locations and progress on the course.

**Cheer sending**  
Send encouragement with a tap.

**Filters & alerts**  
Customize what you see and stay informed.



**Track multiple participants**  
Monitor all your selected participants in one place.

**Send cheers instantly**  
Encourage participants with a single tap.

**View participant details**  
Access full details and real-time status.

# GPS - Chip Tracking Indicators

**Jessie Baker**  
Liberty  
Half-Marathon, Bib 67

At: START  
Phone Tracking: **Online**      Bib Tracking: **Online**

[Send Cheer](#)      [View Details](#)

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**Janine Osorio**  
Paola  
Half-Marathon, Bib 73

At: START  
Phone Tracking: **Offline**      Bib Tracking: **Online**

[Send Cheer](#)      [View Details](#)

## Both GPS and Bib Tracking

Provides high-accuracy real-time location and official timing data. Spectators see live progress on the map and ability to use Meet-up!

## Bib Tracking Only

Relies exclusively on timing mat crossings. Tracking indicates the participant is "at start" or at specific splits, but does not show a live map location unless predictive map tracking enabled by Timer.



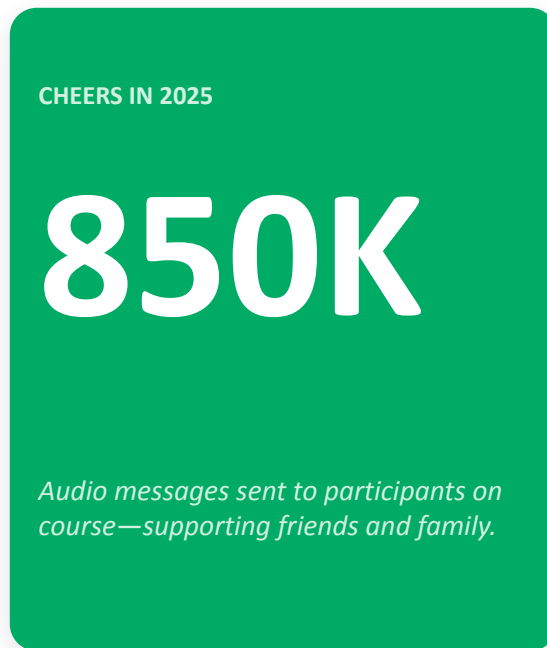
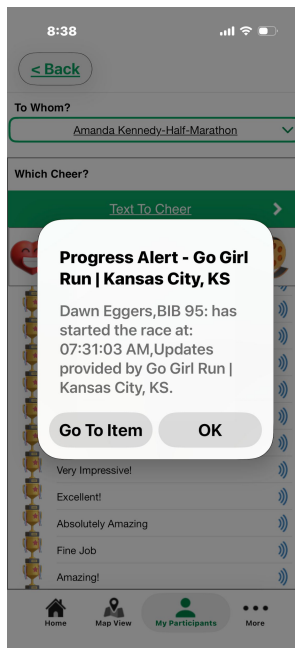
## SPECTATOR ENGAGEMENT

# Send-a-Cheer

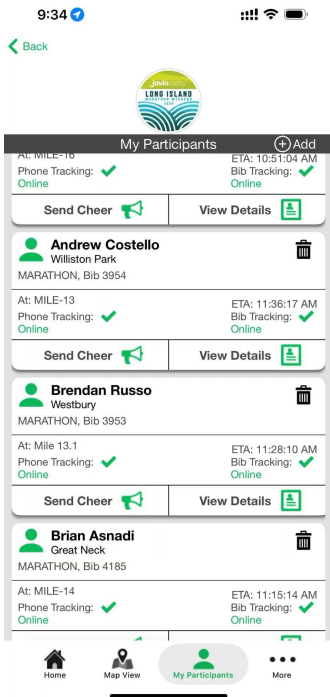
## Live audio support from anywhere.

*Spectators send brief audio messages that play instantly on the participant's phone.*

- Library of pre-recorded cheers
- Custom text-to-cheer messages
- Delivered in real time
- Available the entire race



# Send-a-Cheer in action



DEMO

## Tap. Type. Cheer delivered.

Watch a spectator pick a participant, choose from the cheer library, or type a custom message. Within seconds, it plays out loud on the participant's phone—live audio support from anywhere.

# 04

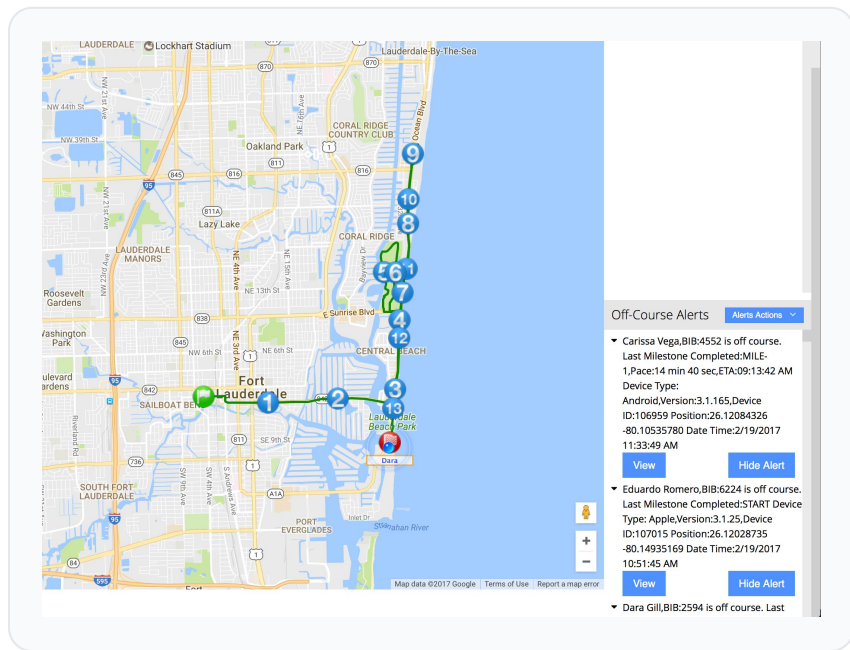
## Race Organizer Tools

*Live monitoring, communications, sponsor surfaces, and sponsor-grade reporting—built into the experience.*

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# Live monitoring console



## Global view of participants

Live web console shows every tracked participant and their position on course.



## Project to a big screen

Display the live tracking view at the race site for spectators and announcers.



## Milestone counts

See how many participants have crossed each timing point in real time.





# Monitoring tools at a glance



## Off-course alerts

Real-time notifications when a participant leaves the route.



## SOS alerts

Emergency pins and messages routed to race operations.



## Leaderboard

Live standings— by course



## Participant replay

Review a participant's path and pace after the race.



## Race comms

Text-to-speech messages to one runner or to all participants.



## Relay progress

Track relay legs, handoffs, and team standings live.





## MONETIZATION

# Sponsor opportunities



### Linkable banner ads

In-app banners that link out to sponsor sites.



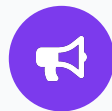
### Progress alert recognition

Brand each mile-by-mile alert with a sponsor mention.



### Logo & content in custom map

Sponsor placements directly on the live course map.



### Geo & distance cheer points

Sponsor-branded cheer moments at meaningful locations.

*Note: straight commercials and pure advertising are not permitted in cheer audio.*



WHY PAIR WITH RUNSIGNUP

# The RunSignup advantage



## Seamless registration sync

Registrant data flows automatically into RaceJoy—no manual list management.



## Real-time results integration

Officially-scored and virtual results display in the app as they're processed.



## Race info & branding

Course details, sponsors, and brand assets surface in-app for participants.



## Discounted pricing

Through RaceJoy certified providers, advanced tracking is affordable for any size race.



# RaceJoy requires a certified timer

*Exclusively available through RaceDay Certified Timers. Free online certification is available.*

1

## Verify your timer

Search at [runsignup.com/timersearch](https://runsignup.com/timersearch) to confirm your timer is certified.

2

## Plan & book early

Set up RaceJoy at least 10 days in advance. Bonus points for sharing a GPX/KML.

3

## Promote it

Tell participants and spectators ahead of race day to drive engagement.

*Have your timer email [info@racejoy.com](mailto:info@racejoy.com) to get started.*

# Thank you

*Questions? Let's talk.*

LEARN MORE

[runsignup.com](https://runsignup.com)

[info@racejoy.com](mailto:info@racejoy.com)

*RunSignup · RaceDay · RaceJoy*

*RaceJoy is RunSignup's live tracking app. Powered by RaceDay Certified Timers.*