

How to Grow Revenue

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Agenda

- Pricing
- Participant Management
- Premium Experiences
- On-Site Extras
- Sponsor Engagement
- Marginal Gains





Pricing



Pricing and Revenue

Don't just think about price increases.

Look for small tweaks that make a meaningful difference

Other types of pricing changes can include:

- Add one more price increase
- Shift the timing of price increases to capture more runners at a higher price
- Increase all prices by a dollar
- Increase one event distance (but not others)

Understand The Pricing Landscape

Race Distance	2021 Avg Minimum Price	2022 Avg Minimum Price	2023 Avg Minimum Price	2024 Avg Minimum Price	2025 Avg Minimum Price	Change 2024-2025
1 mile	\$18.31	\$18.52	\$19.21	\$19.86	\$19.98	0.6%
5K	\$25.59	\$26.67	\$27.51	\$27.86	\$28.49	2.3%
10K	\$31.97	\$34.45	\$36.06	\$38.09	\$39.63	4.0%
Half Marathon	\$52.74	\$57.95	\$59.17	\$59.86	\$60.96	1.8%
Marathon	\$67.08	\$76.64	\$80.24	\$80.57	\$84.01	4.3%
Ultra	\$65.52	\$87.87	\$88.85	\$92.31	\$95.22	3.2%
Triathlon	\$86.13	\$86.74	\$88.78	\$90.25	\$95.24	5.5%

Average Minimum Prices

Also take into account:

- Length of registration → How **many** price increases
- Local trends → research races in **your area**

Average Maximum Prices

Race Distance	2021 Avg Maximum Price	2022 Avg Maximum Price	2023 Avg Maximum Price	2024 Avg Maximum Price	2025 Avg Maximum Price	Change 2024-2025
1 mile	\$20.91	\$21.59	\$22.23	\$22.99	\$23.18	0.8%
5K	\$29.21	\$31.22	\$32.43	\$33.10	\$33.95	2.6%
10K	\$37.14	\$41.77	\$43.45	\$45.66	\$47.19	3.4%
Half Marathon	\$64.00	\$72.64	\$73.68	\$73.30	\$74.64	1.8%
Marathon	\$81.75	\$96.67	\$103.00	\$104.65	\$111.22	6.3%
Ultra	\$76.47	\$103.56	\$106.18	\$111.68	\$114.45	2.5%
Triathlon	\$108.30	\$112.45	\$117.68	\$118.28	\$124.08	4.9%

Know Your Pricing Inputs

Fixed Costs (may include variability)

- Venue/permitting
- Police/road closures
- Professional Timing
- EMS/First Aid
- Liability Insurance
- Cancellation Insurance
- Video/Photos
- Signage
- Marketing
- Staff/Overhead
- Equipment
- Runner Tracking

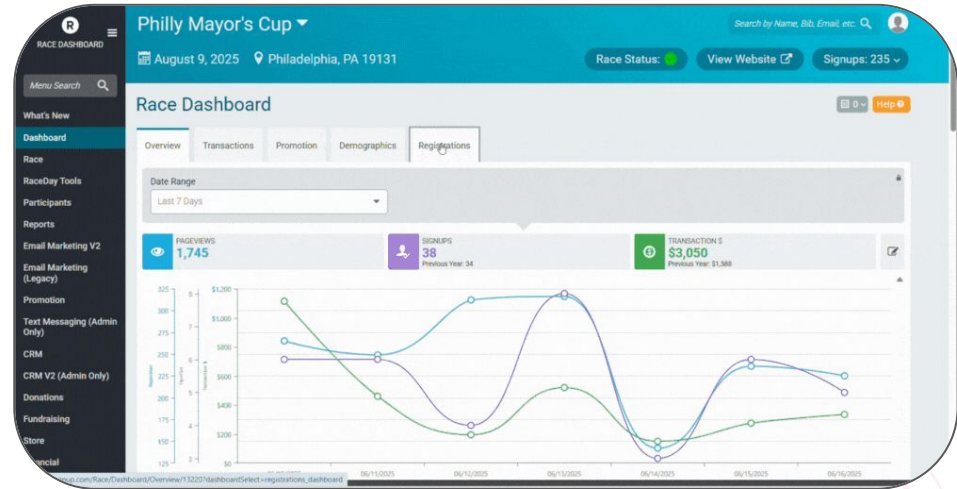
Variable Costs

- Giveaways (shirts, etc)
- Finisher prizes (medals)
- Bibs & pins
- Awards
- Water
- Food
- Porta-Potty Rentals

Evaluate Your Registration Behavior

See a breakdown of your registrations by registration period (for each event)

- On-screen can be overwhelming – **EXPORT to Excel**
- Gives you a true view by revenue
- Ask AI to help make recommendations for price increases that would make the biggest positive revenue change based on **your** registration pattern
 - Run comparisons of different changes to understand the impact



Example: Get New Ideas For Your Pricing Structure

Ask an LLM for Options

- Explain what you're uploading
- Give guidance around your goals
- Include details specific to your race (I.E., needs to be family-friendly, don't want to raise early pricing, etc).
- Get different options
- Ask for the math.

I want to re-configure my pricing structure to increase my revenue in 2026. I attached the revenue from 2025 by event & pricing period.

My goal is to boost overall revenue by ~\$3,000-\$6,000. A few things to keep in mind:

- Registration for the race opens 3 months before race day
- We cannot increase the price of 5K due to sponsorship requirements.
- The half marathon cannot be more than \$15 more than the 10 miler at any point.

Give me three options, along with an explanation of the pros and cons of each choice.



Show less ^

Estimated total revenue boost: \$3,060 (7.8%)

Event	Pricing Period	Registration Opens	Registration Closes	Registrations	2025 Price	2025 Gross	2026 Price	Projected 2026 Gross	Incremental Revenue
5K Trail	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	23	\$35	\$805	\$35	\$805	\$0
5K Trail	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	87	\$40	\$3,480	\$40	\$3,480	\$0
5K Trail	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	83	\$50	\$4,150	\$50	\$4,150	\$0
Roadkill 5 Mile	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	15	\$40	\$600	\$45	\$675	\$75
Roadkill 5 Mile	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	107	\$45	\$4,815	\$50	\$5,350	\$535
Roadkill 5 Mile	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	68	\$55	\$3,740	\$60	\$4,080	\$340
10K Trail	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	21	\$40	\$840	\$45	\$945	\$105
10K Trail	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	92	\$45	\$4,140	\$50	\$4,600	\$460
10K Trail	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	56	\$55	\$3,080	\$60	\$3,360	\$280
Roadkill 10 Mile	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	10	\$45	\$450	\$50	\$500	\$50
Roadkill 10 Mile	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	76	\$50	\$3,800	\$55	\$4,180	\$380
Roadkill 10 Mile	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	50	\$60	\$3,000	\$65	\$3,250	\$250
Half Marathon Trail	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	14	\$45	\$630	\$50	\$700	\$70
Half Marathon Trail	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	64	\$50	\$3,200	\$55	\$3,520	\$320
Half Marathon Trail	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	39	\$60	\$2,340	\$65	\$2,535	\$195
Kids Run	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	1	\$0	\$0	\$0	\$0	\$0
Kids Run	Regular/Late	2025-05-23 10:00:00 EDT	2025-08-07 23:59:59 EDT	21	\$0	\$0	\$0	\$0	\$0
							Totals	\$42,130	\$3,060

Opening prices stay flat, regular prices increase by \$5, late prices increase by \$10

Estimated total revenue boost: \$3,825 (9.8%)

Event	Pricing Period	Registration Opens	Registration Closes	Registrations	2025 Price	2025 Gross	2026 Price	Projected 2026 Gross	Incremental Revenue
5K Trail	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	23	\$35	\$805	\$35	\$805	\$0
5K Trail	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	87	\$40	\$3,480	\$40	\$3,480	\$0
5K Trail	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	83	\$50	\$4,150	\$50	\$4,150	\$0
Roadkill 5 Mile	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	15	\$40	\$600	\$40	\$600	\$0
Roadkill 5 Mile	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	107	\$45	\$4,815	\$50	\$5,350	\$535
Roadkill 5 Mile	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	68	\$55	\$3,740	\$65	\$4,420	\$680
10K Trail	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	21	\$40	\$840	\$40	\$840	\$0
10K Trail	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	92	\$45	\$4,140	\$50	\$4,600	\$460
10K Trail	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	56	\$55	\$3,080	\$65	\$3,640	\$560
Roadkill 10 Mile	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	10	\$45	\$450	\$45	\$450	\$0
Roadkill 10 Mile	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	76	\$50	\$3,800	\$55	\$4,180	\$380
Roadkill 10 Mile	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	50	\$60	\$3,000	\$70	\$3,500	\$500
Half Marathon Trail	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	14	\$45	\$630	\$45	\$630	\$0
Half Marathon Trail	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	64	\$50	\$3,200	\$55	\$3,520	\$320
Half Marathon Trail	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	39	\$60	\$2,340	\$70	\$2,730	\$390
Kids Run	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	1	\$0	\$0	\$0	\$0	\$0
Kids Run	Regular/Late	2025-05-23 10:00:00 EDT	2025-08-07 23:59:59 EDT	21	\$0	\$0	\$0	\$0	\$0
							Totals	\$42,895	\$3,825

Estimated total revenue boost: \$5,820 (14.9%)

Option 4: Add a Price Increase

Existing prices remain flat. However, add a final price increase (\$10/event) for the last week of registration.

Estimated total revenue boost: \$1,350 (3.5%)

Option 4: Add a Price Increase										
Prices stay the same, but an additional price increase is added on race week (only)										
Event	Pricing Period	Registration Opens	Registration Closes	Registrations	2025 Price	2025 Gross	2026 Price	Projected 2026 Gross	Incremental Revenue	
5K Trail	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	23	\$35	\$805	\$35	\$805	\$0	
5K Trail	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	87	\$40	\$3,480	\$40	\$3,480	\$0	
5K Trail	Late	2025-07-12 00:00:00 EDT	2025-07-31 23:59:59 EDT	48	\$50	\$4,150	\$50	\$2,400	-\$1,750	
5K Trail	Race Week	2025-08-01 00:00:00 EDT	2025-08-07 23:59:59 EDT	35			\$60	\$2,100	\$2,100	
Roadkill 5 Mile	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	15	\$40	\$600	\$40	\$600	\$0	
Roadkill 5 Mile	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	107	\$45	\$4,815	\$45	\$4,815	\$0	
Roadkill 5 Mile	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	33	\$55	\$3,740	\$55	\$1,815	-\$1,925	
Roadkill 5 Mile	Race Week	2025-08-01 00:00:00 EDT	2025-08-07 23:59:59 EDT	35			\$65	\$2,275	\$2,275	
10K Trail	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	21	\$40	\$840	\$40	\$840	\$0	
10K Trail	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	92	\$45	\$4,140	\$45	\$4,140	\$0	
10K Trail	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	26	\$55	\$3,080	\$55	\$1,430	-\$1,650	
10K Trail	Race Week	2025-08-01 00:00:00 EDT	2025-08-07 23:59:59 EDT	30			\$65	\$1,950	\$1,950	
Roadkill 10 Mile	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	10	\$45	\$450	\$45	\$450	\$0	
Roadkill 10 Mile	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	76	\$50	\$3,800	\$50	\$3,800	\$0	
Roadkill 10 Mile	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	30	\$60	\$3,000	\$60	\$1,800	-\$1,200	
Roadkill 10 Mile	Race Week	2025-08-01 00:00:00 EDT	2025-08-07 23:59:59 EDT	20			\$70	\$1,400	\$1,400	
Half Marathon Trail	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	14	\$45	\$630	\$45	\$630	\$0	
Half Marathon Trail	Regular	2025-05-23 10:00:00 EDT	2025-07-11 23:59:59 EDT	64	\$50	\$3,200	\$50	\$3,200	\$0	
Half Marathon Trail	Late	2025-07-12 00:00:00 EDT	2025-08-07 23:59:59 EDT	24	\$60	\$2,340	\$60	\$1,440	-\$900	
Half Marathon Trail	Race Week	2025-08-01 00:00:00 EDT	2025-08-07 23:59:59 EDT	15			\$70	\$1,050	\$1,050	
Kids Run	Opening	2025-05-22 17:00:00 EDT	2025-05-22 22:00:59 EDT	1	\$0	\$0	\$0	\$0	\$0	
Kids Run	Regular/Late	2025-05-23 10:00:00 EDT	2025-08-07 23:59:59 EDT	21	\$0	\$0	\$0	\$0	\$0	
Totals								\$40,420	\$1,350	

Comparing Options

Make a final (human) decision:

- Projections assume the *same* registration pattern
 - Changing prices and the timing of price increases can *shift* the timing of registrations
 - Higher projected income is useless if you lose registrants by jumping *too much, too fast*

Option	Description	Projected 2026 Gross	Incremental Revenue	% Lift	Target Fit
Option 1	Low-risk increase	\$42,130	\$3,060	7.8%	Within target
Option 2	Deadline-focused increase	\$42,895	\$3,825	9.8%	Within target
Option 3	Revenue-maximizing balanced increase	\$44,890	\$5,820	14.9%	Within target
Option 4	Additional late increase; starting prices flat	\$40,420	\$1,350	3.5%	Below target



Calculator: Test Your Own Inputs

How to Use:

Go to File → Copy. This creates your own, editable version.

Enter your current pricing and registrations on the first sheet. Use the subsequent sheets to test different pricing updates based on your own inputs.



Add a Price Increase					Total Revenue Increase	\$12,750.00
This is a more complex sheet. If you don't touch anything, this adds a price increase between regular registration and late registration, with half of the participants from regular registration moving to the NEW LEVEL. You can adjust the percent that moves to the NEW LEVEL in the yellow cell B7. This assumes the early and regular prices, stay the same, the NEW LEVEL is \$5 more than your regular registration, and late registration is \$5 more than originally. You can adjust these increases below.						
Amount to Increase Early Reg (over Original Pricing)		\$0.00				
Amount to Increase Regular Reg (over Original Pricing)		\$0.00				
Amount NEW LEVEL Increases over Regular Reg		\$5.00				
Amount to Increase Late Reg over (over Original Pricing)		\$5.00				
Percent of Registrations that Shift from Regular Reg to NEW LEVEL		50%				
Event	Price Level	Date Open	Date Close	Number of Regs	Registration Cost	Total Revenue
Event 1	Early Bird			600	\$25.00	\$15,000.00
Event 1	Regular Registration			600	\$30.00	\$18,000.00
Event 1	NEW LEVEL			600	\$35.00	\$21,000.00
Event 1	Late Registration			500	\$40.00	\$20,000.00
Event 2	Early Bird			400	\$35.00	\$14,000.00
Event 2	Regular Registration			400	\$40.00	\$16,000.00
Event 2	NEW LEVEL			400	\$45.00	\$18,000.00
Event 2	Late Registration			300	\$50.00	\$15,000.00
Event 3	Early Bird			300	\$50.00	\$15,000.00
Event 3	Regular Registration			350	\$60.00	\$21,000.00
Event 3	NEW LEVEL			350	\$65.00	\$22,750.00
Event 3	Late Registration			400	\$70.00	\$28,000.00
						\$223,750.00

<https://docs.google.com/spreadsheets/d/13PBHigBbhwboKyeo93XiD4awB8g81Nbn7hDxLNvAAxs/edit?gid=739181903#gid=739181903>

Tiered Pricing

Best for **sell-out** or **reliably large crowds**

- Take the guesswork out of price projections with a set number of registrations at each price
- Increase the number of registrants at higher price points.

Registration Opens *
04/23/2025 
10 : 51 PM 
America/New_York Time

Registration Closes *
06/13/2026 
11 : 59 PM 
America/New_York Time

Set to Event Start Time

Event Fee *
\$ 20.00 

Strikethrough Pricing 
\$ 

Event Size Price Increases

You can use the table below to automate price increases based on the number of people registered. [Before using this feature, ensure that you understand the following:](#)

- If you enter a price after 1,000 participants, RunSignup will automatically update the event price for this registration price to the value listed. However, if multiple people are registering within a few seconds of the 1,000th registrant, more than 1,000 may get the original price. We do this to reduce customer frustration that might occur if the price changes just as they check out. However, this does not guarantee that those who start the registration process at the lower price will get the lower price.
- All registrations within a single transaction will receive the same price.
- We will not automatically reset the old price if a registration is cleared or refunded.
- By default, event sizes are based on this event only. You can change this to consider all events by updating the [overall race options](#).
- If you already have more participants than the event size you enter below, the price change will never occur.
- You should consider enabling the "Locked In Event Pricing" setting in [Misc Settings](#).

EVENT SIZE		NEW PRICE	
Update price after participant #	100	\$ 25.00	
Update price after participant #	500	\$ 35.00	
Update price after participant #	1000	\$ 50.00	

Add a Row

+ Add Another Registration Period

More Than Price Increases

Prices have been increasing for a long time. Raise prices where you need to, but look for ways to boost revenue *beyond* a wholesale price increase.

Race Distance	Change 2019-2020	Change 2020-2021	Change 2021-2022	Change 2022-2023	Change 2023-2024	Change 2024-2025	Total Change 2019-2025
1 mile	-1.4%	10.5%	2.3%	3.3%	0.8%	0.8%	20.0%
5K	-6.3%	3.8%	5.6%	3.6%	2.6%	2.5%	11.3%
10K	-13.4%	10.5%	10.2%	4.4%	3.4%	3.7%	20.7%
Half Marathon	-18.2%	9.9%	11.8%	1.8%	1.8%	1.8%	7.4%
Marathon	-23.1%	3.1%	16.3%	5.8%	6.3%	5.3%	9.0%
Ultra	-38.5%	-2.3%	34.9%	2.0%	2.5%	2.8%	-5.7%
Triathlon	-3.1%	9.9%	2.6%	3.8%	4.9%	5.0%	21.0%

Participant Management



Flexibility Wins

- Flexible policies for participant management encourage earlier registrations
- Fees for flexibility can be a win-win: participants don't feel stuck; races get more revenue.





Fees for Bib Transfers

Keep runners legal with bib transfers – and make money on the exchange

- Ensure accurate information about who's *actually* on your course
- Add a transfer fee to boost the revenue from transfers

Enable Participant to Participant Transfers as a Gift *

☒ Yes
 ☐ No

Race "Gift" Processing Fee

\$ 0.00

Paid By Original Registrant

Race "Gift" Processing Fee Paid By Recipient

\$ 25.00

☐ Transfer Add-ons add-ons from the previous registration.

The Math

Race with 5,100 Participants

6% (306) Transfer for a \$7 Fee

Revenue: \$2,142





Fees For Deferrals

Allow deferrals for a fee.

- Bring people back next year
- Cover sunk costs for this year (plus some)

The Math

Race with 2,100 Participants

2% (42) Defer for a \$30 Fee

Revenue: \$1,260

Overall Deferral Settings

These settings apply to all events. You can set event specific settings below.

Deferral Fee

\$ 30.00

Cutoff Date ⓘ

01/09/2026 

Allow Second Year Deferrals * ⓘ

☒ Yes ☐ No

Allow \$0 Deferrals * ⓘ

☒ Yes ☐ No



DASHBOARD
LOCATION

Participants >> Participant Management >> Deferrals

Tiered Refunds

- If offering a flat refund option, *RunSignup* doesn't charge a processing fee on refunds – but *you* can.

For Tiered Refunds

- Allow refunds, but, decrease the amount of the refund as race day approaches.
- Give runners the confidence to register early.
- Reduce the amount of refund as race day approaches
 - Cover your sunk costs at that point, and then add a little more

Please note, the initial registration's processing fee is non-refundable. In addition to the \$0.00 RunSignup fee, a race may charge an additional fee for issuing refunds. The race will keep this additional fee.

Race Refund Processing Fee Cutoff Date (at 11:59pm) *

☐ Full Refund
 Issue registrants a full refund.
 This refunds the registrant for their original processing fee. You will be responsible for paying those fees. The fee you entered above still applies when this setting is checked.

Percentage Refunds

NUMBER OF DAYS PRIOR TO 05/30/2026	REFUND PERCENTAGE
120 120 days or fewer	90 %
90 90 days or fewer	75 %
60 60 days or fewer	50 %
30 30 days or fewer	25 %
7 7 days or fewer	0 %

[Add a Row](#)

☐ Do NOT Refund for Add-ons
 Do not refund for add-ons purchased.

...

Premium Experiences



Higher Prices For Higher Value

Create a limited-quantity VIP Event

People have different price points (and expectations) for events. **A VIP Event** allows you to keep prices reasonable for most while still boosting revenue.

- Offer high end experiences for high prices
- Include things like:
 - VIP Shuttle for point-to-point events
 - Premium parking
 - Limited-access porta-potty
 - Tented area
 - Catered food
 - VIP access to the finish line for supporters

Charge **MORE** than the added costs!



Register For a Race Below

In Person Event!	In Person Event!	In Person Event!	In Person Event!
Marathon- Guthrie Wineglass Marathon	VIP Marathon - Guthrie Wineglass Marathon	Half Marathon- Wegmans Half Marathon	VIP Half Marathon - Wegmans Half Marathon
\$188.06 incl. \$13.06 Fee ⓘ	\$372 incl. \$22 Fee ⓘ	\$177.39 incl. \$12.39 Fee ⓘ	\$372 incl. \$22 Fee ⓘ
10/04 8:15AM EDT 11:59PM EDT	10/04 8:15AM EDT 11:59PM EDT	10/04 7:45AM EDT 11:59PM EDT	10/04 7:45AM EDT 11:59PM EDT
Sorry! This event is full. Join the Waiting List Registration ends October 1, 2026 at 11:59pm EDT Open to ages 18+.	Sorry! This event is full. Join the Waiting List Registration ends October 1, 2026 at 11:59pm EDT Open to ages 18+.	Registration ends October 1, 2026 at 3:15pm EDT Open to ages 16+.	Registration ends October 1, 2026 at 11:59pm EDT Open to ages 16+.
Waiting List	Waiting List	Sign Up	Sign Up



WINEGLASS! VIP BUS

wgmarathon 64w
Have you considered the Wineglass VIP experience? All VIPs board buses separately, experiencing a quieter race morning. Coach buses charter all VIPs to the start and offer a warm place to relax until race time! Other unique perks include:
Private porta-potties by the start line!
Unique race day bibs!
Breakfast items!
Half of each VIP entry goes to the Wineglass Scholarship Fund, which supports local high schoolers as they pursue academic and athletic excellence at the next level.
Our VIP experience is popular, so sign up now!
Liked by ojodeazul_chaos4all and others
March 10, 2023
Add a comment...

Offer Experiential Upgrades

Use Add-ons to sell a full **VIP Experience**, or break up your luxury with a-la-carte experiential upgrades.

Pre - Race Yoga

Friday, December 11th, 5pm - 6pm - Sanctuary Hotel Ballroom

Join us the evening before your run to celebrate with some yoga! This class will release your muscles and get you ready for the race.

No yoga experience required, open to everyone. All purchases are final, no refunds.

Pre - Race Yoga — \$20.00

Recovery Alignment Yoga

Sunday December 13th, 9:30-10:30am - West Beach Conference Center

Recovery Alignment Yoga is highly beneficial for your post-race day when your post-race body doesn't feel inclined to do very much yoga. This subtle movement session will go a long way towards getting you back on your next starting line or regaining that regular bounce in your step on a run.

No yoga experience required, open to everyone. All purchases are final, no refunds.

Recovery Alignment Yoga — \$20.00

[Upgrade to a Lexus Premier VIP Experience Ticket](#)

Go ahead... You deserve the VIP treatment.

***Now offering two options--with and without swag**

You've trained hard for the moment. You're psyched and ready for the 2025 Bethlehem Running Festival. What more do you need to do?

Take the stress out of the early morning routine with private restrooms, gear check, light continental breakfast items and more before your big moment.

Offering exclusive access to perks and conveniences, this registration add-on includes:

- VIP packet pick-up area at expo
- Dedicated free VIP parking
- Dedicated indoor VIP room with refreshments right next to the start/finish line--open before, during, and after all races
- Reserved indoor VIP restrooms
- Separate VIP bag check
- VIP Bethlehem Running Festival welcome bag
- Saturday afternoon coffee and course preview with the Mayor of Running, Bart Yasso
- Pre-race continental breakfast for Sunday's half marathon
- The "With Swag" option comes with an **embroidered Bethlehem Running Festival quarter-zip** (\$65 value) and our **all-new Bethlehem Running Festival In-Training full-tech short sleeve** (new for 2025)

— Select Option —

Quantity



— Select Option —

No Swag : \$89.00

With Swag : \$149.00



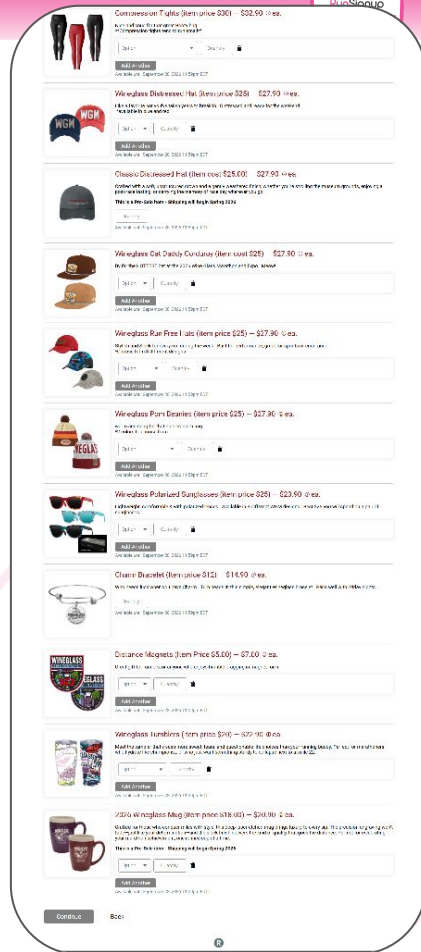
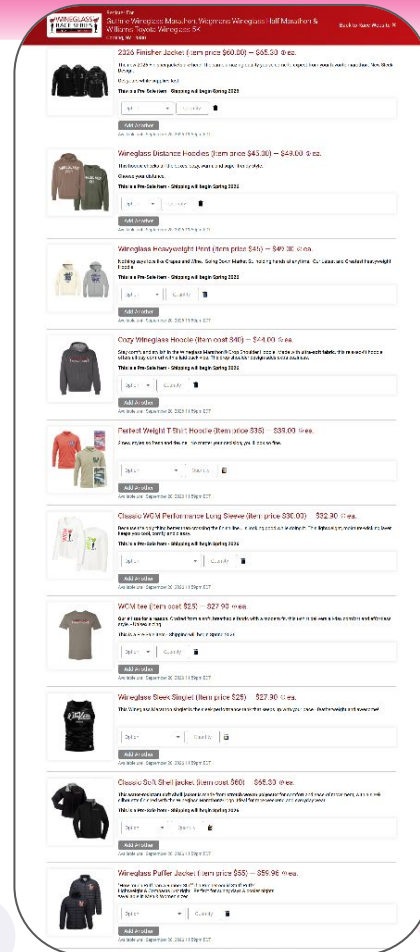
DASHBOARD
LOCATION

Race >> Giveaways/Add-Ons >> Add-Ons

Offer High-End Add-Ons

Use Add-ons & store to increase the **per-registration revenue.**

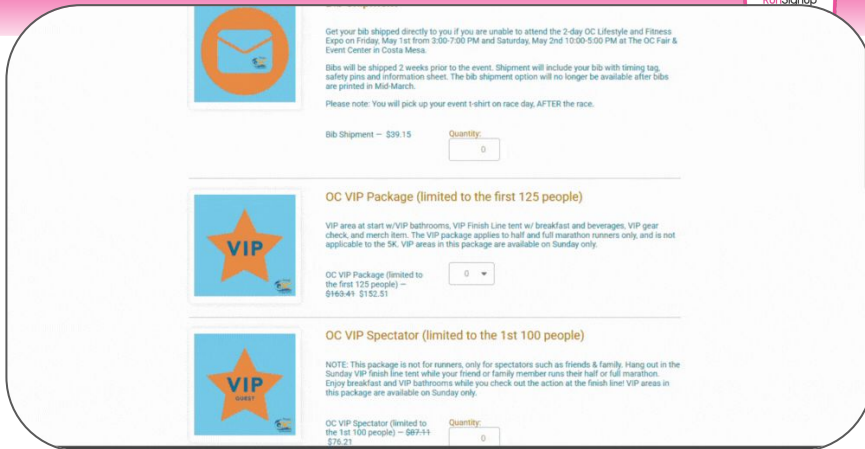
- Offer upgrades to the standard giveaway shirt (tech shirt, long sleeve, etc)
- Sell limited-run premium items like jackets & hoodies
- Promote cheap experience-boosters that sell in large quantities (glow sticks, sunglasses, cowbells)





Go A La Carte

- Offer a low-frills event at baseline, with upgrades for shirts, medals, finish line party, VIP experience, etc.
- Use add-ons to manage, and enable add-on management to allow (encourage) people to upgrade *after* the initial purchase
 - Alternatively use separate events for different perk levels. Works best with single distance races; enable event transfers to allow people to upgrade later
- Lower costs for the average participant, with the ability to increase per-participant revenue when they buy more



Mail My Packet

Ease your race day crowds *and* increase revenue by mailing packets (for a price).

- Use an add-on to offer mailing
- Enable RunSignup's shipping address validation

Can also do a charge for **race-day pickup** if you typically do advance packet pickup

The screenshot shows the 'Shipping Setup' page in the RunSignup dashboard. It is divided into two main sections: 'Add-ons' and 'Advanced Settings'. In the 'Add-ons' section, there are three radio button options for shipping address prompts: 'Do not ask', 'Always ask', and 'Only ask for shipping address for certain add-ons'. The 'Only ask for shipping address for certain add-ons' option is selected. Below this, there is a 'Select Applicable Add-ons' box with checkboxes for 'Mail My Packet' and 'Premium Shirt'. The 'Store Items' section has similar radio button options, with 'Do not ask' selected. The 'Advanced Settings' section contains several checkboxes for shipping validation and a note about changing registrant shipping addresses. The RunSignup logo is in the top right corner.

Shipping Setup

Add-ons

- ☐ Do not ask for shipping address when an add-on is selected.
- ☐ Always ask for shipping address when an add-on is selected.
- ☒ Only ask for shipping address for **certain add-ons**.
- ☐ Only ask for shipping address for **certain add-ons when a specific shipping add-on is selected.**

Select Applicable Add-ons

- ☐ Mail My Packet
- ☐ Premium Shirt

Store Items

- ☒ Do not ask for shipping address when a store item is selected.
- ☐ Always ask for shipping address when a store item is selected.
- ☐ Only ask for shipping address for **certain store items**.
- ☐ Only ask for shipping address for **certain store items when a specific shipping add-on is selected.**

Advanced Settings

- ☐ Require valid United States shipping addresses.
- ☐ Suggest standardized United States shipping addresses.
- ☐ Allow addresses outside of the United States.
ⓘ Non-US addresses will not be validated.
- ☐ Ask for one shipping address, regardless of number of registrants.
ⓘ Country Shipping Charges will be determined on a per cart basis, not per registrant.

Changing Registrant Shipping Addresses
If you want to allow race participants to update their shipping address, you can enable that on the [Shipping Management](#) page.
Country Shipping Charges
You can modify these settings from the [Country Shipping Charges](#) page.

Half Marathon Race Day Packet Pick up - RDPPU

A **limited number** of Race Day Packet collection opportunities are being offered for the 2026 DC Half race. These packets can be collected Sunday race morning from 5:00 AM thru 6:45 AM in the main festival area.
This option is available for purchase up thru September 1, 2026 or until sold out.

Half Marathon Race Day Packet Pick up - RDPPU — \$40.00

No ▾

Continue

Back

Race Day Packet Pickup

There are 6 days of packet pickup prior to race day. There is a \$20 charge to pickup your packet on race morning. No exceptions!

--- Select Option --- ▾

--- Select Option ---

- I am picking up my packet early : \$0.00
- I am picking up my packet on race morning : \$20.00

Continue Back



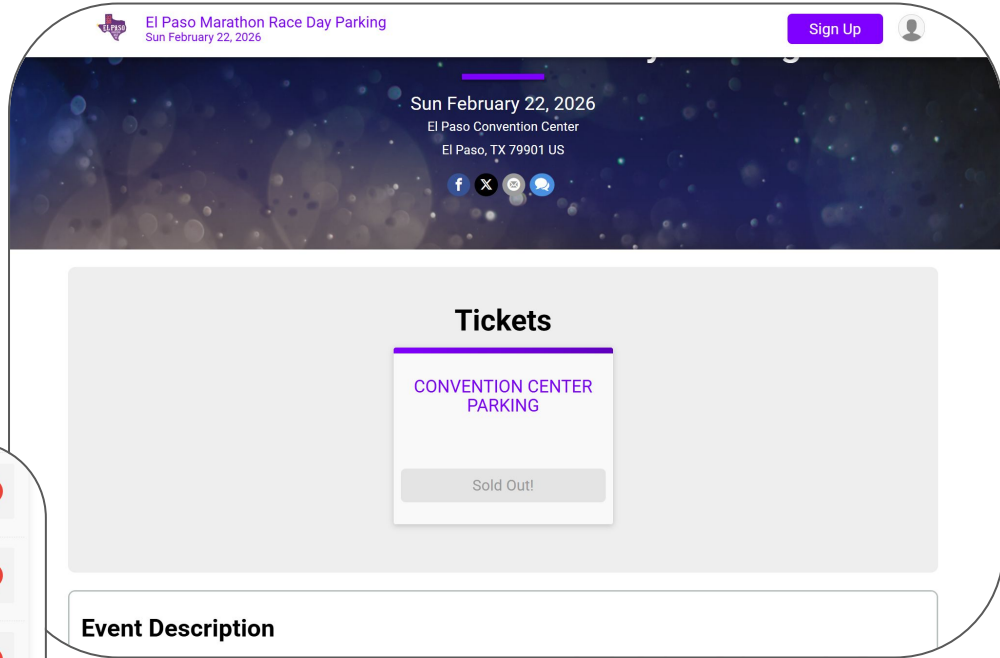
DASHBOARD
LOCATION

Race >> Registration >> Shipping

Tickets for Parking

Use **TicketSignup** for easy (paid) parking.

- Encourage (or require) pre-payment for efficiency
- Easy check-in app for volunteers/staff at the gate to verify parking payment
- Offer and track multiple lots, premium spots, etc.



Parking Lot B		
\$16.15 incl. \$1.15 Fee ⓘ	- 0 +	
ADA Parking Lot B		
\$16.15 incl. \$1.15 Fee ⓘ	- 0 +	
Parking Lot C		
\$11 incl. \$1 Fee ⓘ	- 0 +	
Parking Lot D		
\$11 incl. \$1 Fee ⓘ	- 0 +	
ADA Parking Lot D		
\$11 incl. \$1 Fee ⓘ	- 0 +	

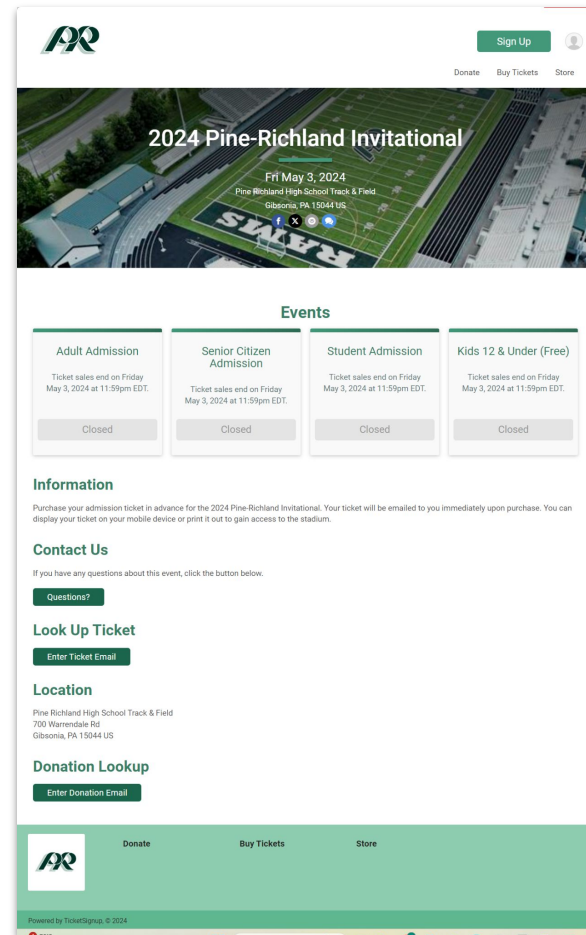


Tickets for Spectators

For events with true spectators, sell tickets in advance.

Example: Pineland Richland Invitational (Wolf Creek Race Management)

- Four Ticket Types (Adult, Senior, Student, Kids 12 & Under)
- Easy Ticket Look Up on website to confirm previous purchase and access QR code
- Sold Programs through Store
 - 26% of purchasers added a program
- Checked in 85% of tickets via Tickets App for CheckIn





Sponsor Engagement



Photo Watermarks

- Get a sponsor to cover the costs of a photographer (and more) by adding their logo/watermark to all photos
- Reporting makes it easy to tell sponsors how many times their logo has been viewed on photos (and elsewhere)



DASHBOARD
LOCATION

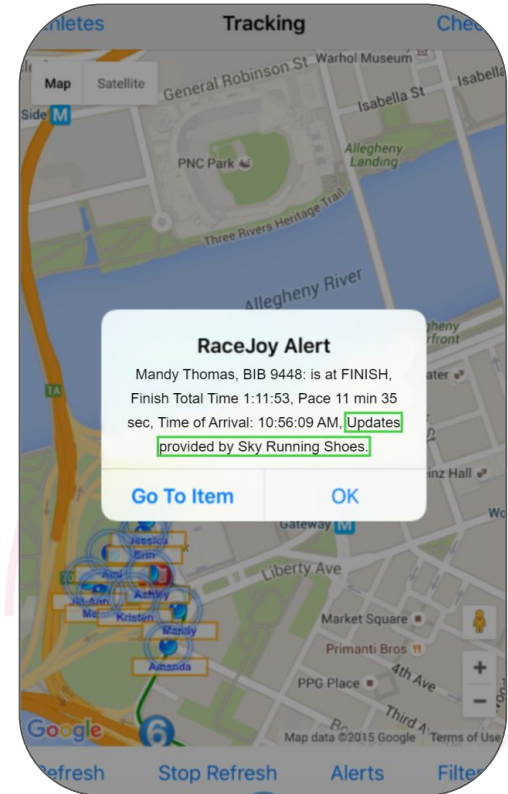
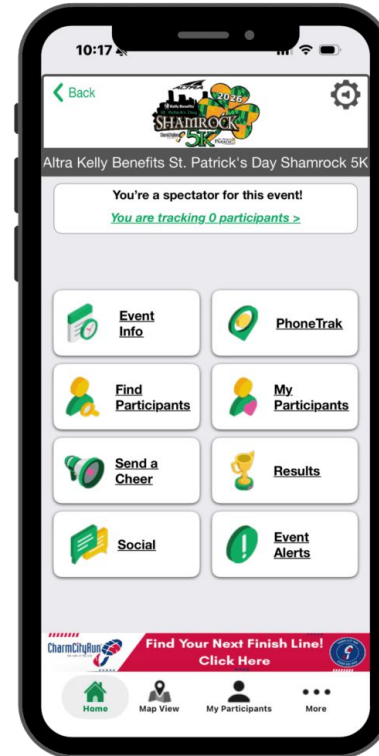
Photos >> Photos Setup >> **Apply Watermark**

RaceJoy Runner Tracking

Boost sponsor engagement (and prices) through RaceJoy's Runner Tracking

- Sponsored progress alerts
- Banner ads in app
- Call out sponsors on map
- Use custom audio experience to highlight a sponsor

Use **Carefully**. Pick limited places to highlight sponsors as your race doesn't feel like **just an Ad**.



Invoicing

Work seamlessly with sponsors and large groups who want to cover the costs of a number of runners.

- Send from RunSignup
- Automatically track receipt
- Cover processing fees, pass on fees, or split fees

Invoice has been created.

Payment Pending This invoice has not been paid yet

Help

Bill To: Bob Bickel 300 Mill Street Suite 200 Moorestown, NJ 08057 US bob.bickel@runsignup.com	Due Date: 04/12/2024 11:59pm EDT	Invoice Amount: \$100.00 Sales Tax Paid: \$0.00
---	--	--

Invoice Details

Oyster Fest Sponsor Invoice - Bronze Level Sponsor. Sponsorship includes: - Logo on website and email marketing - One 10 x 10 booth space at event

Payment Details

This invoice has not been paid.

Pay Online

The link to pay this invoice online is:
<https://www.ticketsignup.io/invoice/100000/i7YinLAaMnckEAXI> [Resend Invoice](#) [Copy URL](#)

Pay Offline

[Record Offline Payment](#)

Oyster Fest - Invoice Due

TicketSignup
to me

4:01PM (17 minutes ago)

OYSTER

Invoice Due

Thank you for your support of the Oyster Fest! Please let us know if you have any questions.

Invoice Summary

Bill To: Bob Bickel (bob.bickel@runsignup.com)
Invoice Amount: \$100.00
Due Date: 04/12/2024

Invoice Details:

Oyster Fest Sponsor Invoice - Bronze Level Sponsor.
Sponsorship includes:
- Logo on website and email marketing
- One 10 x 10 booth space at event

[Pay Invoice](#)



DASHBOARD
LOCATION

Financial >> Invoicing

Marginal Gains



Participant Insurance

Teak FanShield

- Lower cost insurance - 8.1% of registration and processing fees (no add-ons, sales tax or donations)
- \$2.99 minimum
- **Event revenue share of 20% of the insurance premium (\$0.60/purchase minimum)**
- 10-20% of participants buy when offered

Register For
Protect Race 4
Moorestown, NJ 08057

Back to Race Page

Enter Your Payment Information

☒ VISA Ending in 1111 CVV (Card security code) *

[Use a new card](#)

You can clear this transaction within 15 minutes. After that all sales are final and there are no refunds.
ADMIN NOTE: [Click here](#) to see pending sales tax info.

Purchase Summary

Item	Total
Event A Milton Day	\$10.00
Base Cost:	\$10.00
Processing Fee: 0	\$1.58
Total:	\$11.58

Protect my Purchase

Protect your purchase with RegShield from unforeseen circumstances that prevent you from attending for just **\$2.99**.
[Terms & Privacy](#)

Protect Against

- ☒ Accident & Illness
- ☒ Layoffs
- ☒ Travel Interruptions
- ☒ Jury Duty
- ☒ Family Emergencies
- ☒ Work Travel Conflict

☒ Protect your purchase *Recommended*

☐ Decline protection

Offered & Administered by FanShield LLC d/b/a RegShield. By pressing "Protect your purchase" you confirm the information, Electronic Record and Signature Agreement [Terms & Conditions](#)

Confirm Payment: \$11.58
Protect my Purchase



The Math

Race with 2,000 Participants

20% buy insurance for a \$50 reg

Revenue: \$324



DASHBOARD
LOCATION

Financial >> Event Insurance



Giveaway Inventory

Limit over-buying.

- Set a deadline for guaranteed shirt size
- Use giveaway inventory to prevent over-selling your order

GIVEAWAY OPTION(S)		TOTAL QUANTITY
Summer Classic 5K Women's XS Women's S Women's M Women's L Women's XL Women's 2XL Clear All Select All	Virtual 5K Women's XS Women's S Women's M Women's L Women's XL Women's 2XL Clear All Select All	Total Quantity 84 Currently Available: 24
Summer Classic 5K Women's XS Women's S Women's M Women's L Women's XL Women's 2XL Clear All Select All	Virtual 5K Women's XS Women's S Women's M Women's L Women's XL Women's 2XL Clear All Select All	Total Quantity 357 Currently Available: 103
Summer Classic 5K Women's XS Women's S Women's M Women's L Women's XL Women's 2XL Clear All Select All	Virtual 5K Women's XS Women's S Women's M Women's L Women's XL Women's 2XL Clear All Select All	Total Quantity 405 Currently Available: 114
Summer Classic 5K Women's XS Women's S Women's M Women's L Women's XL Women's 2XL Clear All Select All	Virtual 5K Women's XS Women's S Women's M Women's L Women's XL Women's 2XL Clear All Select All	Total Quantity 240 Currently Available: 81





Cover Costs with Extra Fees

Break out specific costs with extra fees to **makes your race feel reasonably priced** (while getting runners to cover a per-person cost).

This can be things like:

- Parking fee
- State park fee
- Entrance fee
- Venue fee

Anything that you need to pay on a per-person basis (but don't add multiple extra fees)

Extra Fee Settings

Description *	Amount	Percentage
Park Entry	\$ 5	

Taxable Item Code

Optional Help Text

Applies To *

☐ Entire Registration
☒ Each Registrant
☐ Each Event





Save Money



Cutting Costs Increases Your Bottom Line

Email

1,500 Contacts:

Save \$720 per year

20,000 Contacts:

Save \$3,720 per year

Compared to MailChimp

Website

For DIY

Save \$300-\$1700 per year

For Professionally Managed

Save \$2,000-\$10,000 per year

Estimates from Forbes

AI Chabot

*Reduce Customer Support
(and the cost of that time)*

By up to 80%

From customer reports.

We know you need these tools to grow. Therefore, we made them free. Spend your money on something else!

Thank You!
Any Questions?



Up Next:



9:45am-11:00am

**Website V2:
Improving Your Site**

1514



9:45am-10:45am

**Super Lists
(Really!)**

1508



9:45am-10:45am

**AI for Everyday
(Part 2)**

1506



9:45am-11:00am

**Memberships
Setup**

1510

Study Hall is Open (1512)