

Keep Your Races:

Offer Free, Integrated Photos

Results Integrated Photos Differentiate Your Services

 *Presenter: Matt Avery*

• RaceDay | • RunSignup





Today's Agenda

- Why Offer Photos?
- RunSignup Photo Platform Basics
- RunSignup Photos: Next Level
- Photo Based Timing
- Best Practices
- Keep Your Races Series
- Roadmap
- Q&A



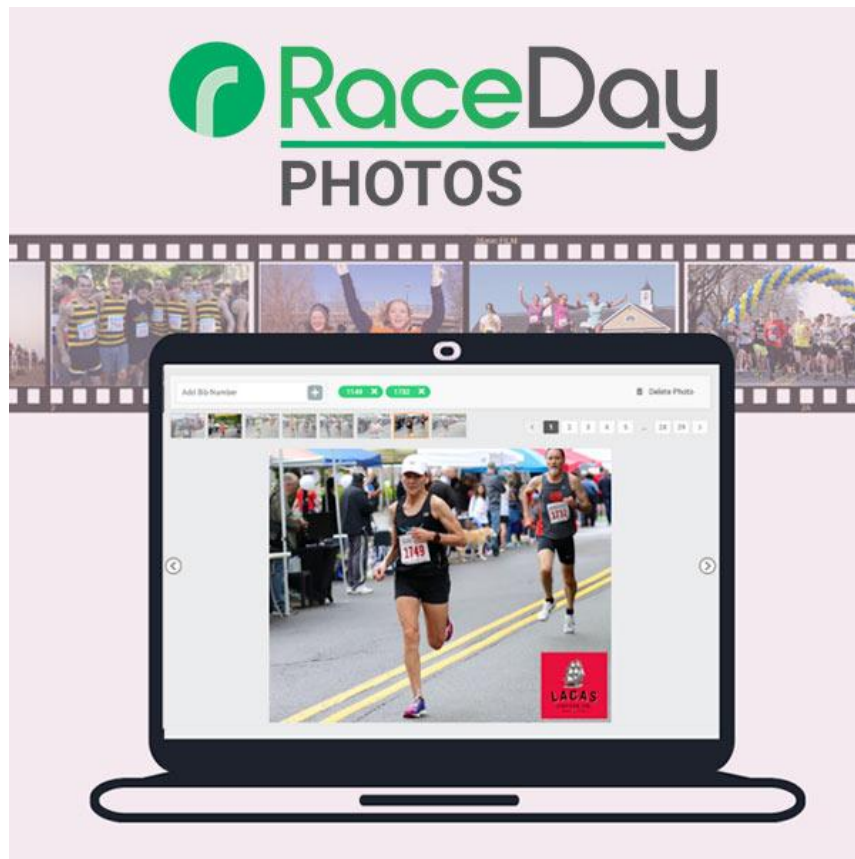


Why Offer Photos?



Why Offer Photos?

- Photos are a premium feature for runners - having tagged photos elevates a race the same way medals for shorter distances used to be
- Photos are a valued activation for sponsors
- Participants share photos on social media - giving them a tagged photo quickly extends your reach
- ***NEW*** photo data supports your timing data and can be run as a backup against chip reads





Why Offer Photos?

**“Photos are cheap for you to deliver
and hard for a race to give up”
-Matt Avery**





Photos Next Level



Granting Photo only Access

Select the pages this person should see.

Simple Advanced

Select All Clear All

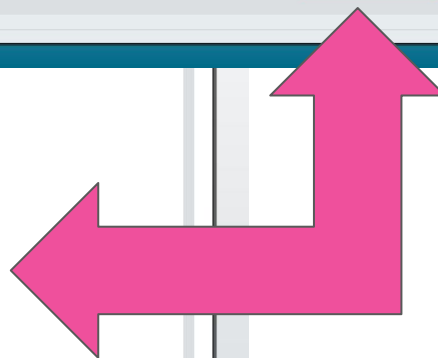
- ☐ What's New
- ☒ Dashboard
- ☐ Race
- ☐ Website V2
- ☐ RaceDay Tools
- ☐ Participants
- ☐ Reports
- ☐ Email Marketing V2
- ☐ Email Marketing (Legacy)
- ☐ Promotion
- ☐ Text Messaging (Admin Only)
- ☐ AI Chatbot (BETA)
- ☐ CRM
- ☐ CRM V2 (Admin Only)
- ☐ Donations
- ☐ Fundraising
- ☐ Store
- ☐ Financial
- ☐ Volunteers
- ☐ Sponsors
- ☒ Photos
- ☐ Multi-Race Registration

Dashboard Page Access

You can use this section to provide RunSignup Users with partial access to certain pages of your Race Dashboard. If you would like to give a user access to your entire Race Dashboard, you should use the Add a Race Director section above.

Set Up Dashboard Page Access ^

NAME	EMAIL	PHONE	PAGES
Add Access			





Other Options



It may be worth creating a login specific to photos for your race - think photos@milesforfiles.com or something similar.

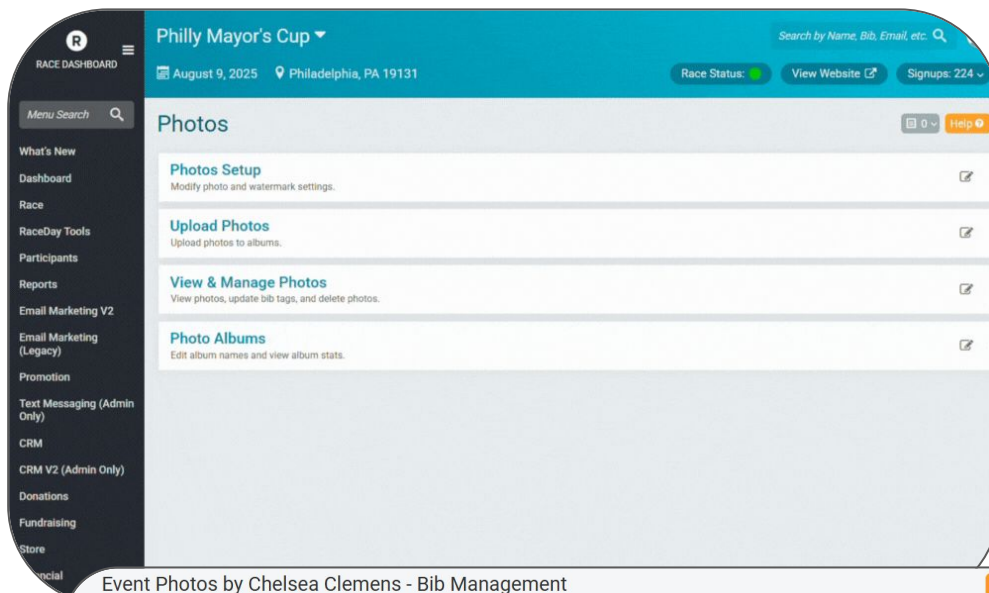
Grant access to this for photos only and it is more scalable.

One of the limitations of Mobile Timing is the access piece - publishing results and getting participant information requires access to pieces that can require care.

On the Backup Timing side, access to Dropbox is currently useful as well.

Bib Management

- Remove Unassigned Bib Numbers
- Remove Bib Numbers NOT in Valid Range
 - Set a Big Number Range
- Bib Number Recovery
- Frequent Bib Numbers
 - Things like the year, the road you're running on, etc.



Event Photos by Chelsea Clemens - Bib Management

Remove Bib Numbers

Removal Type

☐ Remove Unassigned Bib Numbers

This bib removal method removes bib numbers that are not assigned to participants.

☒ Remove Bib Numbers NOT In Valid Range

Starting Bib *
Ending Bib *

1200 1400

Remove Bibs

Bib Number Recovery

This tool allows you to recover automatically tagged bib numbers that were accidentally removed.

Recover Bibs

Frequent Bib Numbers

This tool allows you to quickly remove frequently occurring bib numbers (e.g., mile markers in the background, numbers that appear on all bibs, etc.).

BIB #	PHOTO COUNT *	
3076	7 Photos	×
3130	7 Photos	×
3110	6 Photos	×



DASHBOARD
LOCATION

Photos



Photo Albums

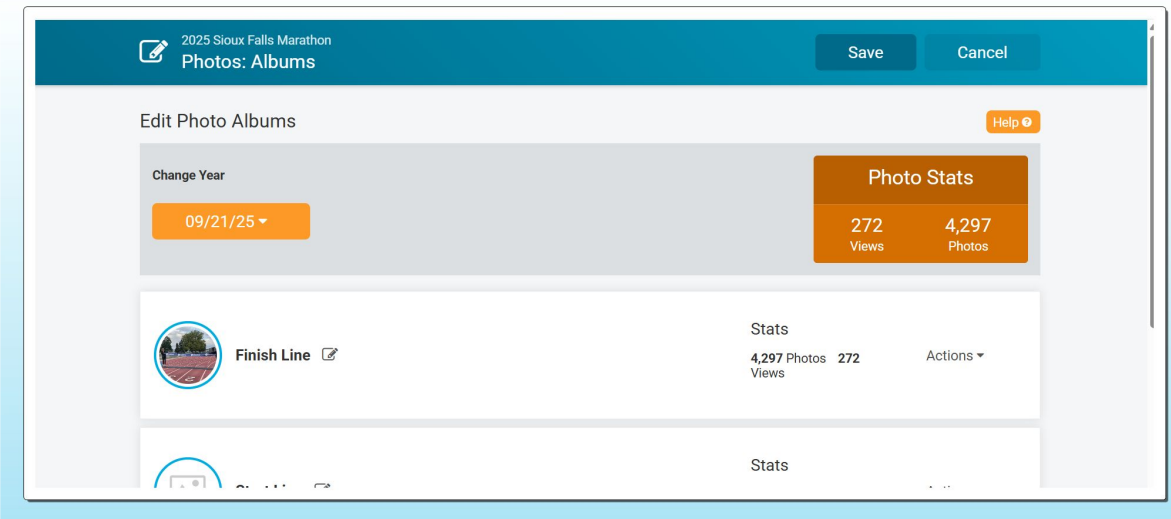


Bib Management



Upload and **Organize**

- Consider different albums for different locations
- At the very least, separate your Finish Line photos from Course photos
- Consider a good “Cover” photo for your albums
- Can have a separate album for paid photographers to upload to
 - Remember, you can give access to just Photos in Dashboard Access





Best Practices

- **ALWAYS** set at least one watermark
- Test your framing - you can set up a Test album and delete it (and the photos in it) once you have your framing and logo sizing correct
- If your logo is too big or you have an alternate logo you want to use, set up a Hidden Sponsor
 - Sponsors -> Manage -> Hide this sponsor on your race website
- If working with external photographers, make sure they have a clear understanding of expectation and timeline!



Best Practices

- Make sure your numbers are easily visible!
- 4 digit bib ranges are best, max of 5 digits
- No Letters (Except F in front)
- No Symbols (except a dash before last digit)
- Good “Kerning” helps - just don’t ask us to define it (kidding, it’s the spacing between characters)
- If you’re pulling photos, the url format is:

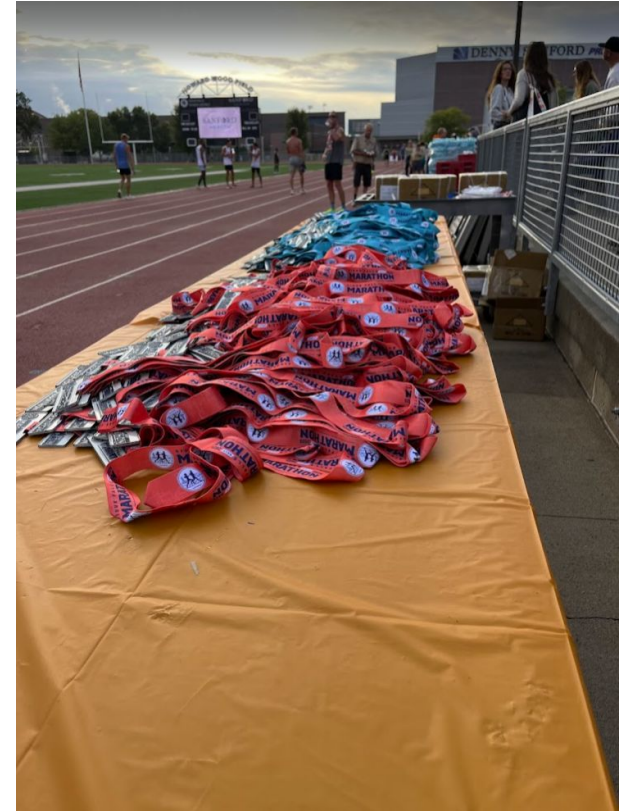
[https://runsignup.com/Race/Photos/\[raceID\]/\[set\]/\[bib\]](https://runsignup.com/Race/Photos/[raceID]/[set]/[bib])



Set Up Branded Activation

Setting up a “Photo Booth” or a branded backdrop in the post-finish area is a great way to provide quality, framed photos that will highlight the RunSignup Results Integration

- If you have a sponsor paying for activation, this is a great opportunity to highlight them further with a backdrop
- Have a volunteer with a good phone camera take photos, instructing participants to make sure their bib is visible
- Consider combining with a Results Kiosk or Result Display



Share The Stats

- Show the value in the volume - let organizers know how many photos you took
- Consider sharing view counts as well
- Share the number of participants who have tagged photos
- Pull out a few good examples to highlight your deployment

Edit Photo Albums Help

07/25/26 Events 5,644 Photos 3 Views

Photo Albums Created by Race Admins

↑ ↓		Runner Left	2,798 Photos 2 Views	Actions
↑ ↓		Runner Right	2,846 Photos 1 Views	Actions

+
Create New Album

Save Albums

Basic Mode Advanced Mode Search Photos

Search Photos

Album: --- All Albums --- Bibs: Untagged & Tagged Bib Number: Sort Order: Date Taken (Ascending)

Filter Photos Cancel

5644 Matching Photos

Location: All Photo Albums Bibs: Untagged & Tagged



Stream Playback

- <https://runsignup.com/MemberOrg/TimerUtilities/Page/Stream-Playback>
- Design a short video for sharing on Reels/TikTok out of the photos tagged to a participant
- Enhanced sponsor activation opportunities on the opening/closing slides and search bar

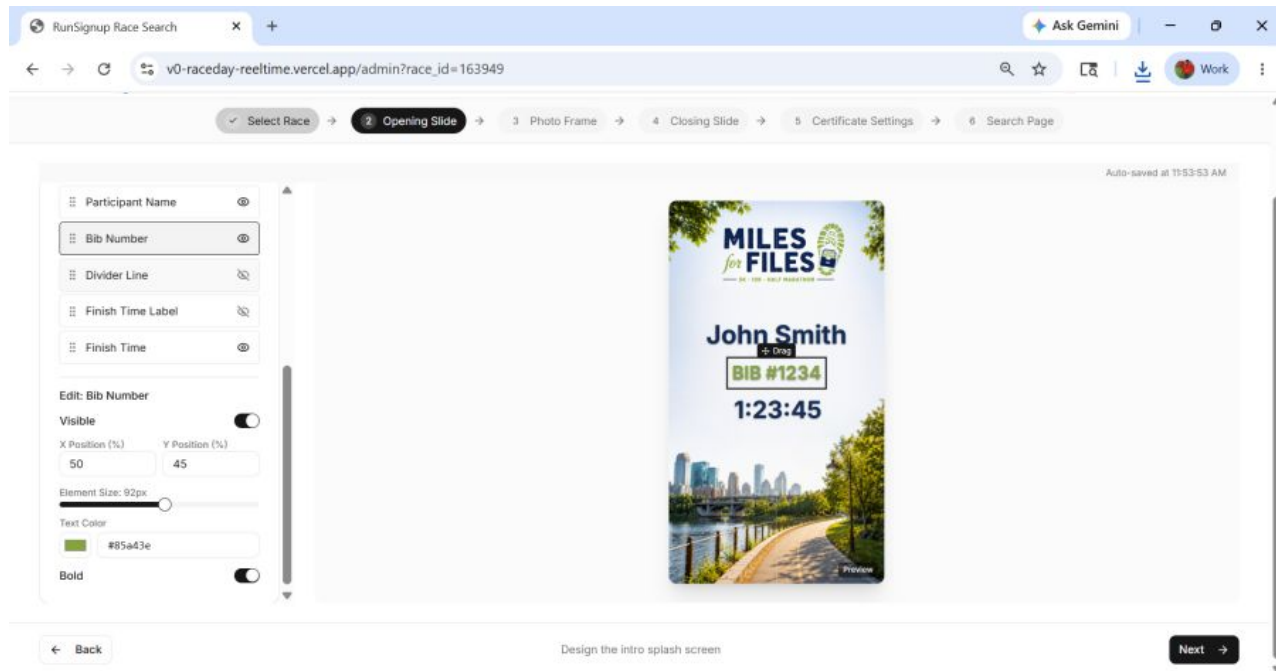




Photo-Based Timing



RunSignup Announces

PHOTO-BASED TIMING



Real-Time Splits



RFID Backup



Live Tracking



Unlimited Photos

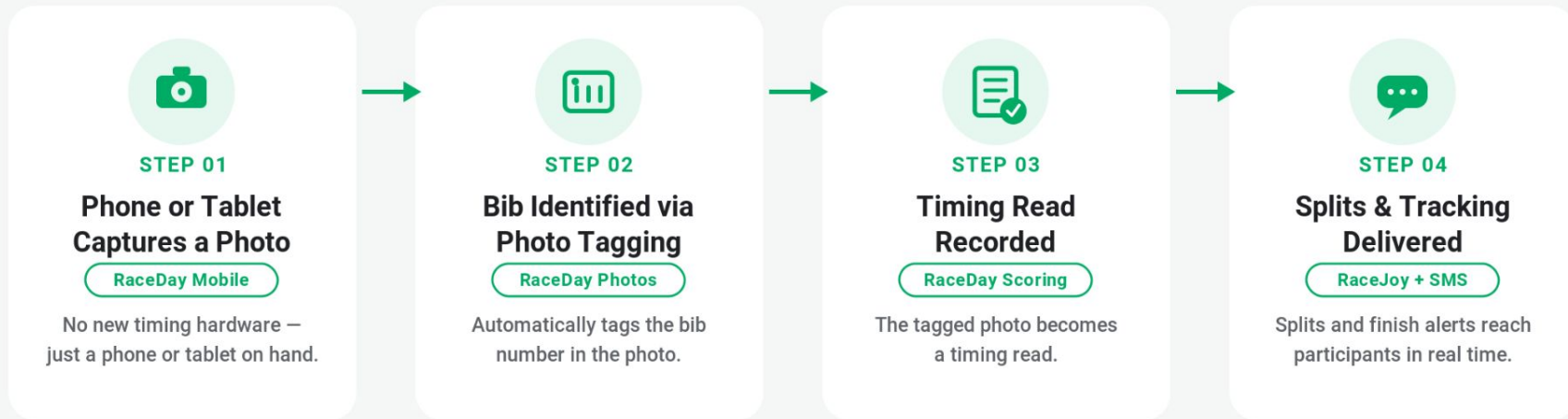


No new hardware. Minimal cost.

● HOW IT WORKS

From Phone or Tablet to Finish Line Data

RaceDay Mobile, RaceDay Photos, RaceDay Scoring & RaceJoy — one integrated platform, connected automatically.



About 30 seconds, start to finish.

Chip (RFID) reads always take priority when both exist — photos fill the gaps.

• NEW FROM RUNSIGNUP

What Photo-Based Timing Delivers

A low-cost timing upgrade every race can afford.



01 / SPLITS

Real-Time Mile Splits

Capture progress throughout the course—not just at the finish line.



02 / BACKUP

Backup for RFID Finishes

Add a visual record that helps confirm results when a chip read is missed.



03 / TRACKING

Live Participant Tracking

Power text alerts and RaceJoy updates with more course checkpoints.



04 / PHOTOS

Unlimited Race Photos

Capture every runner at every photo-based timing checkpoint.



No new timing hardware. Minimal cost.

Just the phone or tablet already on hand.

[MORE RACE DATA](#)





Tagged Photos In Results

Auto-Tagged Bibs are already a great addition to the participant experience, but now those tagged reads come in to RaceDay Scoring to support your chip reads



Captured at the finish line

AUTO-TAGGED
TO BIB 836

• SEE IT IN ACTION

Auto Photo Capturing Tied to Results

Every photo captured on course is automatically matched to the runner's bib.

 Sydney Marcuzzi
5K Run/Walk
Female Age 24 Marietta, GA

Photos Certificate **BIB 836**

Chip Time
53:30.18

Gun Time
53:49.04

Pace
17:13

Overall
233 of 279

Results provided by TriPerta LLC [Questions About Results?](#)

Female 20 - 29
20 of 23

Gender Place:
116

Split	Time	Pace
1.5	25:45.27	27:38

Photos [View All Photos](#)

Results page - Photos section



Automatically Tagged. Instantly Delivered.

No manual matching – every photo becomes part of the runner's official results.



Tagged Photos In Results

- Multiple participants tagged in the same photo will all have the same timestamp for that tag
- View the photo used for the read directly from the Raw Reads screen of RaceDay Scoring
- Timestamp, location, and device (Album) are all available in this view
- Reads can be ignored directly from the photo in RaceDay Scoring



Participant: [Virginia Miller](#)

Bib: 224

Time: 07/25/2026 8:03:37.00 AM

Location: Photos Right, **Device:** Photos Right

Scored Event: Half Marathon

This photo read is being used for scoring.

Photo times are approximate. Shots are often taken before the timing mat, and bib tagging can miss or misread numbers. Prefer a chip or Main stream read when one exists. Ignore this photo read if it should not count toward results.

Used: Yes [IGNORE](#)

Participant	Photo		
Half Marathon	Device: Photos Right Photo	☐	✎
eft Half Marathon	Device: Photos Left Photo	☒	✎
eft Half Marathon	Device: Photos Left Photo	☐	✎
Half Marathon	Device: Photo Left Both Photo	☒	✎
Half Marathon	Device: Photo Left Both Photo	☐	✎
Half Marathon	Device: Photos Right Photo	☒	✎
Half Marathon	Device: Photos Right Photo	☐	✎
Half Marathon	Device: Photos Right Photo	☒	✎
Half Marathon	Device: Photos Right Photo	☐	✎
Half Marathon	Device: Photos Photo	☐	✎



Best Practices



Deploying Photo Based Splits

- Easy to deploy - one or two devices on tripods vs antennas and decoders
- Consider using devices on both sides of the course vs just one
 - In testing, one side yielded a 75-77% read rate, while using both sides tagged 89% of participants
- Consider locations where there is easy support/monitoring





Deploying Photo Based Splits

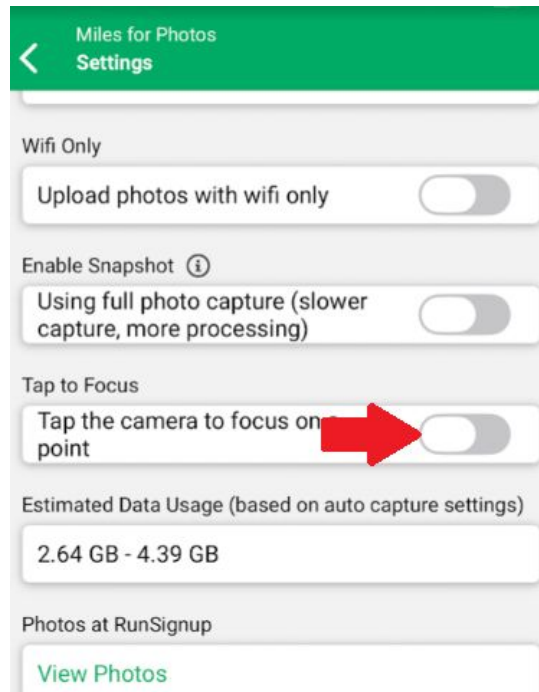
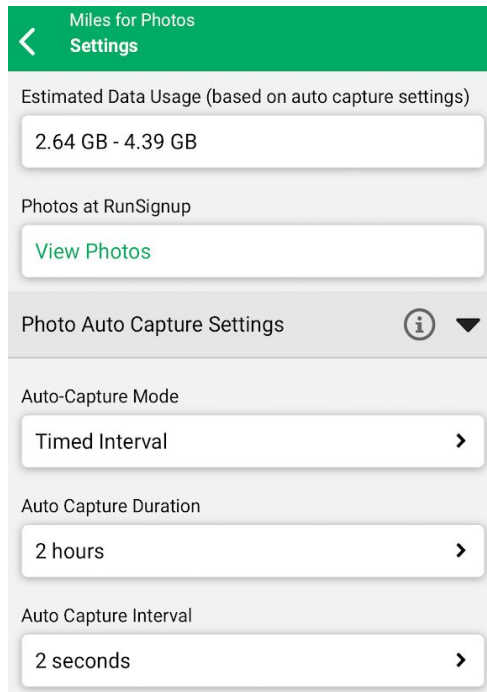
- Test your framing - note that the photo on the left is close enough that movement could blur bib numbers
- More chances for a photo capture are good things!
- Test your framing - consider having a test bib out of the assigned range to do a pass with prior to the race starting
- Keep in mind where the watermarks will go when deciding on framing





Deploying Photo Based Splits

- The Estimated Data Usage is based on the capture settings you set and is very accurate - keep this in mind when deciding how photos will be uploaded
- Make sure you have “Tap to Focus” turned off of bibs may be blurred and difficult for the platform to tag





Photos Roadmap





Bulk Photo Management

Coming soon - Manage hundreds of race photos in a couple of clicks.

- Select photos in bulk. One at a time, or Select All
- Delete in one action, with confirmation
- Move selected photos to another album in one step

The ability download many photos at once (via multi-select or by album) is coming later.

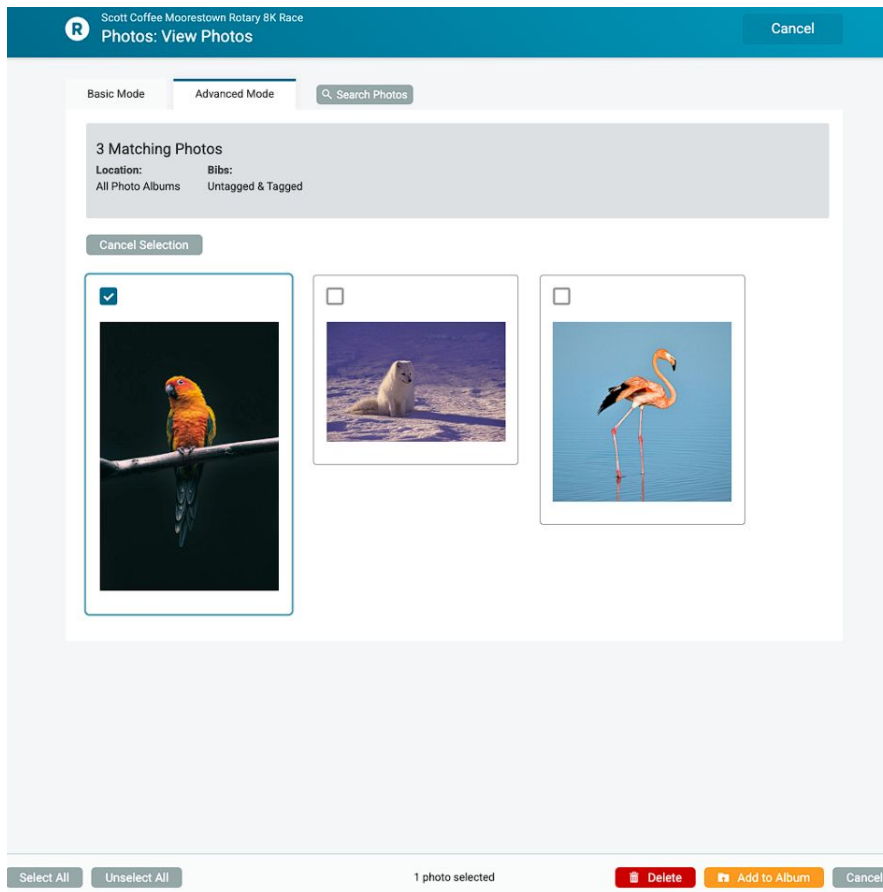
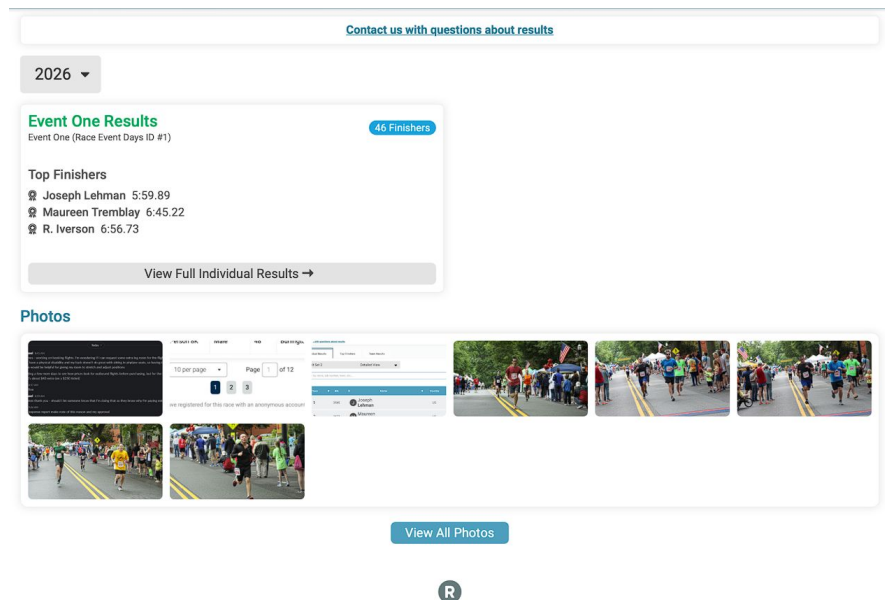




Photo Banner on Result Overview

We'll meet your finishers where they already are

- Photo gallery coming to the Results Overview page
- Up to 12 shots, spread across every album
- One click from a result to the full album
- Built to work on any screen size





KEEP YOUR RACES

On Demand

WEBINAR SERIES A RACE RETENTION SERIES FOR TIMERS

Keep Your Races: **Level Up Your Services**

Free Tools & Features to Offer More at Every Race

WEBINAR SERIES A RACE RETENTION SERIES FOR TIMERS

Keep Your Races: **Make Your Value Visible**

How to Communicate What You Bring to Race Day



Session 4

August 11 12pm ET

WEBINAR SERIES A RACE RETENTION SERIES FOR TIMERS

Keep Your Races: CheckIn App Beyond Bib Assignment

Offer What Race Directors Value the Most at **Every** Race



Workshop Wednesdays

New link for signing up:

<https://calendly.com/rsu-race-day-tools/workshop-wednesday>

- Participants can bring their own requested topics, questions, or scenarios
- Directed focus will vary from week to week based on the season, recent releases to the software, and Timer Tip Tuesday topics
- **Tomorrow will be focused on RaceDay Photos**
- Up to 12 people per workshop
 - 10am or 12pm EASTERN TIME
- **Workshops will not be recorded**



Questions?



Thank You For Joining Us Today

Any questions?

