

Keep Your Races:

RaceJoy Advanced Features

Level up with RaceJoy for a competitive advantage

— Presenter: James Harris

• RaceDay | • RunSignup



This Session Is for **RaceJoy Certified Timers**

RaceJoy is available exclusively through Certified Timers – certification is free and on demand.



What we'll cover

01



Next Level Tracking

Photo-based & chip-based tracking
for ALL participants

02



Customization & Sponsor Promotion

Maps, alerts, banners, geo-audio

03



Getting Started & Q&A

Setup paths and your questions

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.



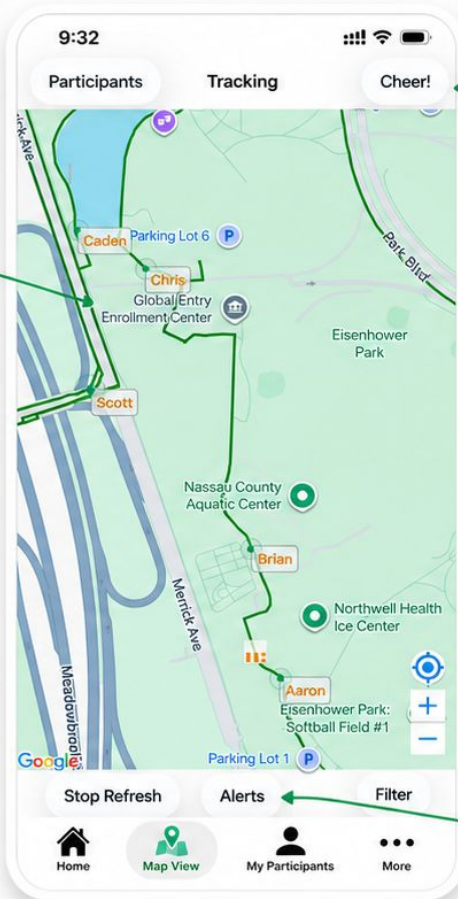
Timers

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

Interactive Race-Day Features

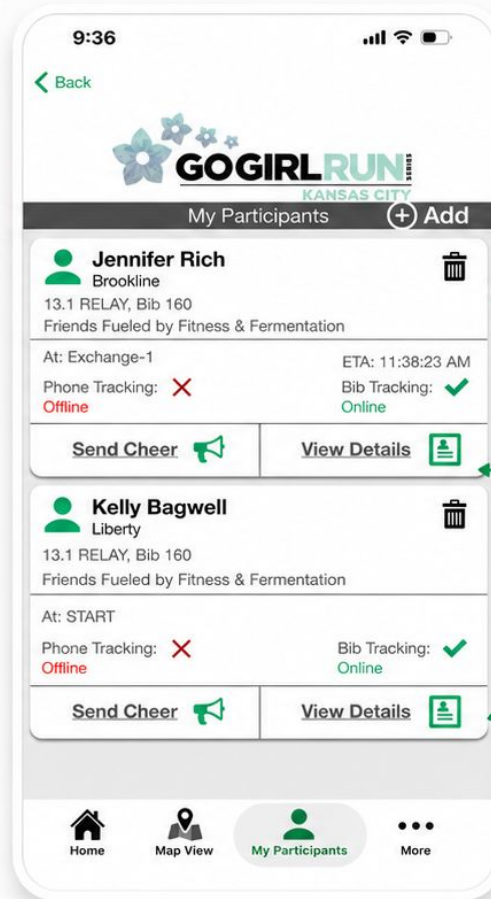
Track participants, send cheers, and manage the race-day experience in real time.

 **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.

01

Next Level Tracking: Beyond GPS

Track every participant on course—not just the ones carrying a phone.



The gap: GPS only tracks Participant's Phones

STANDARD

GPS Phone Tracking

- Continual live tracking—actual location on the course map
- Mile-by-mile progress alerts
- Audio off-course alerts on the participant's phone

Only tracks participants who carry a phone and opt in.

LEVEL UP

Split-Based Tracking

- ALL participants tracked—no phone needed—via Photo-Based or Chip-Based reads
- Timing alerts for every registrant
- Predictive pace plots everyone on the map between splits
- New revenue for your services

Two ways to level up

USE RACEDAY MOBILE

Photo-Based Tracking

Phones or tablets photograph bibs at any point on course. RaceDay Mobile tags bib + timestamp automatically and streams reads to RaceDay Scoring.

- Any phone or tablet you already have
- Deploy anywhere on course
- Doubles as race photos delivered to participants
- Sponsor logo on every photo

USE YOUR TIMING EQUIPMENT

Chip-Based Tracking

RFID reads from splits stream through RaceDay Scoring to RaceJoy.

- Works with your existing equipment
- Generate additional revenue

- Alerts for ALL participants —no opt-in required
- Predictive map tracking from timing data + pace
- More splits = more real-time tracking

GPS vs split-based: the difference

	GPS Phone Tracking	Split-Based Tracking, Bib Tracking
How it tracks	Continual—updates as the participant moves	Split-based—updates at each timing or photo point
Between updates	Always live	Predictive pace algorithms estimate position on the map
Who's tracked	Participant phone carriers who opt in	ALL registered participants
What drives coverage & accuracy	Cell + GPS signal	Number of splits on course

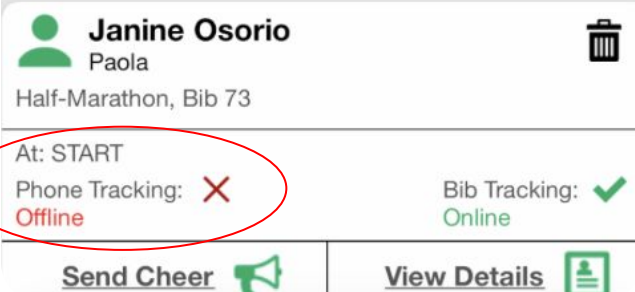
GPS - Bib Tracking Indicators



Jessie Baker
Liberty
Half-Marathon, Bib 67

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

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



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.

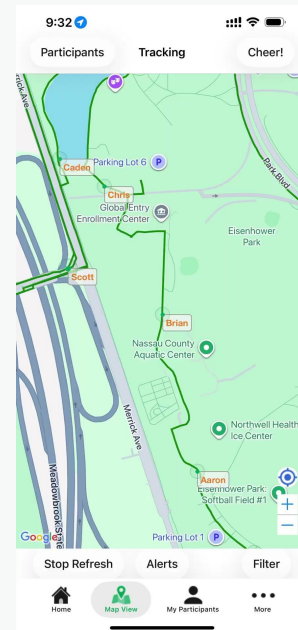
CHIP-BASED TRACKING

Predictive pace on the map

Between splits, RaceJoy's predictive pace algorithms use each participant's timing data and estimated pace to plot their position on the live course map—so spectators see everyone moving, not just phone carriers.

 **Pulsing marker** — GPS tracked, live position

 **Non-pulsing marker** — estimated from pace



Live course map with predictive positions

Chip-based tracking: two levels

LEVEL 1

Alert Notifications

- Notifications for every participant at each split
- No opt-in required
- Map view shows GPS opt-ins only
- Includes GPS phone tracking

LEVEL 2

Predictive Tracking

- Advanced algorithms use timing data + estimated pace to plot ALL participants on the live map—even without a phone
- Pulsing marker = GPS tracked · non-pulsing = estimated position
- Includes all Level 1 alerts

How to set it up

STEP 1 – Setup RaceJoy

1. Load Course Path
2. Configure Timing Locations In RaceJoy
Timing Point Configuration

Timing Point Configuration

Course Processing Type: Standard Course ☐ Course Has Wave Start: ☐ Rest Periods Allowed ☐
Enable to require start chip read for predictive processing. Enable for Pause-Resume processing. [Autofill Distances](#)

Spoken Location Name	Distance	Progress Alert	Audio Pace	Timing Only	Point Radius (m)	Progress Board Display	Exchange Point	Leg Name	Pace Type	Cheer
START	0	✓	✓	✓	60	✓			Min/Mi	<button>Add Cheer</button>
MILE-1	1	✓	✓		60	✓			Min/Mi	<button>Add Cheer</button>
MILE-2	2	✓	✓		60	✓			Min/Mi	<button>Add Cheer</button>
MILE-2.61	2.61				60				Min/Mi	<button>Add Cheer</button>
MILE-3	3	✓	✓		60	✓			Min/Mi	<button>Add Cheer</button>
MILE-4	4	✓	✓		60	✓			Min/Mi	<button>Add Cheer</button> ✕
MILE-5	5	✓	✓	✓	60	✓			Min/Mi	<button>Add Cheer</button>
MILE-6	6	✓	✓		60	✓			Min/Mi	<button>Add Cheer</button>
MILE 6.55	6.55	✓	✓	✓	60				Min/Mi	<button>Add Cheer</button>
MILE-7	7	✓	✓		60	✓			Min/Mi	<button>Add Cheer</button>
MILE-8	8	✓	✓		60	✓			Min/Mi	<button>Add Cheer</button>
MILE-9	9	✓	✓		60	✓			Min/Mi	<button>Add Cheer</button>
MILE-10	10	✓	✓	✓	60	✓			Min/Mi	<button>Add Cheer</button>

How to set it up

STEP 2 – Setup RaceDay Scoring

1. Ensure Segments are Defined
2. Map Scoring Timing Locations TO RaceJoy Timing Locations

13.1

RaceJoy Course

13.1-TIMING ▼

☒ I certify that this event should process timing notifications through RaceJoy.☐ Only send reads from the current day (blocks reads from other dates)

RESET SENT READS

Location / Occurrence

RaceJoy Timing Point

Start - Occurrence 1

START ▼

MILE 5 - Occurrence 1

MILE-5 ▼

MILE 6.5 - Occurrence 1

MILE 6.55 ▼

MILE 10 - Occurrence 1

MILE-10 ▼

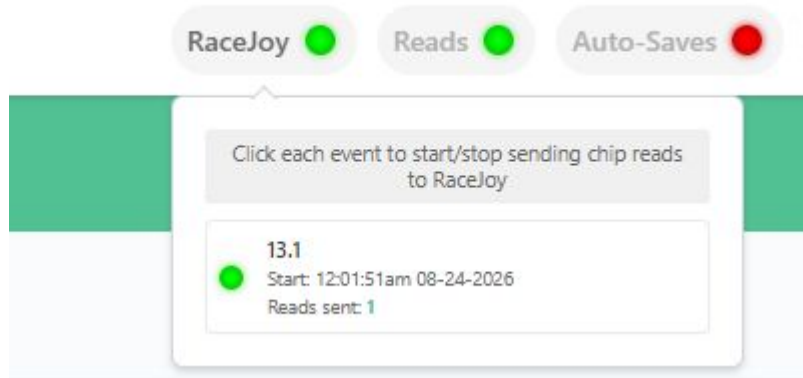
Finish - Occurrence 1

FINISH ▼

How to set it up

STEP 3 – Stream on Race Day in RaceDay Scoring

- RaceJoy Streaming is PER Event
- DO NOT wait for all the events to start the RaceJoy Interface



CHIP-BASED TRACKING

How to set it up

STEP 4 – Configure 'Standard' Estimated Finish Time Field in Registration

1. Corral Event Settings
2. Corral Management Setting

NOTE: This is a standard estimated finish time data field for registration system and does NOT require the usage of Corrals.

13.1

Estimated Finish Time Question ⓘ

On

Ask for estimated finish time during registration

Minimum Allowed Finish Time

1 : 0 : 0

HR

MIN

SEC

Maximum Allowed Finish Time

5 : 0 : 0

HR

MIN

SEC

Corral Management Settings

Overall Settings

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



Allow Estimated Finish Time Updates

Only applicable if estimated time question is enabled during registration.

Cutoff Date

12/25/2026



11

: 59

PM



America/New_York Time

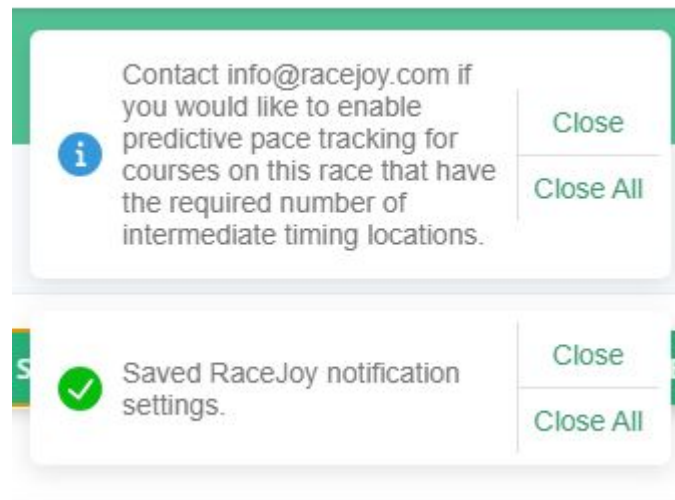
CHIP-BASED TRACKING

How to set it up

STEP 5 – Request Predictive Pace Processing

Email support for setup per course.

Coming Soon: Self-service for timers that have demonstrated sufficiency.



Timing Point Configuration

Course Processing Type

Standard Course

Predictive Pace Enabled ☒

Enable for estimated pace processing.

Course Has Wave Start: ☒

Enable to require start chip read for predictive processing.

Spoken Location Name	Distance	Progress Alert	Audio Pace	Timing Only	Point Radius (m)	Progress Board Display
START	0	✓	✓	✓	60	✓

Photo-based tracking, in detail

1

RaceDay Mobile captures photos

Phones or tablets photograph bibs automatically.

2

Bib number + timestamp tagged

Every read tagged automatically—no manual entry.

3

Reads stream into RaceDay Scoring

Uploaded continuously—about every 30 seconds.

4

RaceJoy sends alerts + live tracking

Participants appear on the map with progress alerts.



What everyone gets

- Mile alerts at every photo point
- Live map tracking
- Race photos delivered in near real-time, integrated with results
- Sponsor watermark option

Chip reads always take priority over photo reads when both exist.

Field test: 88.7% capture rate

374

runners through the split

88.7%

had at least one tagged photo

5,644

photos from two iPads on tripods at mile 10.5

BEST PRACTICES

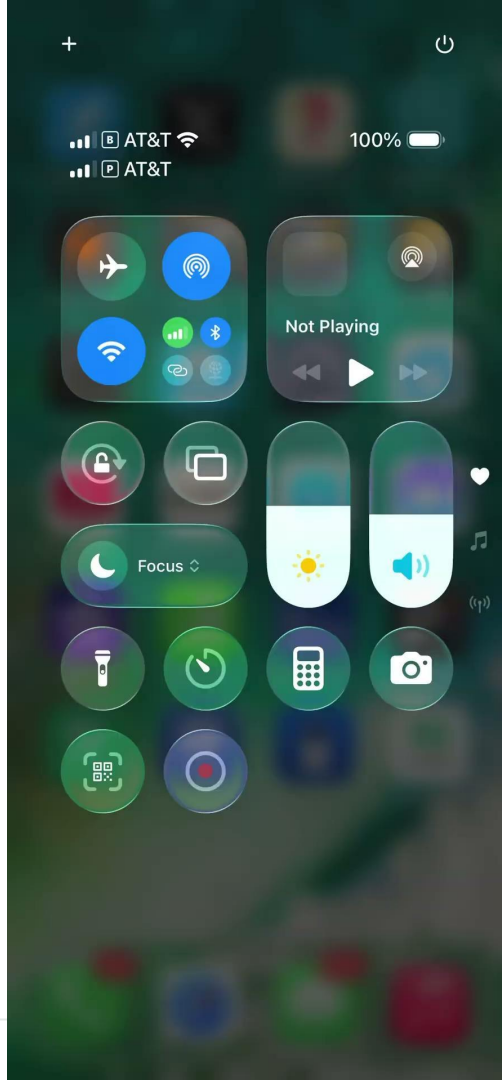
- Frame the shot further up the course
- Devices on both sides of the path—each caught ~75–77% alone; 88.7% together
- Turn off tap-to-focus
- Remind participants to keep bibs visible

PHOTO-BASED TRACKING

How to set it up

STEP 1 – Setup Photo Devices

1. Install RaceDay Mobile on Devices
2. Configure Timing Location Albums
3. Configure Timing Settings



How to set it up

STEP 2 – Configure Your Timing Location Albums

1. Sponsor or Logo Activation
2. **Coming Soon:** Hide Timing Location Albums from Website

Watermark

☒ Apply a watermark to race photos.

Standard Watermarks

- ☐ Race Logo in Lower Right
- ☐ Race Logo in Lower Left
- ☒ Sponsor Logo in Lower Right

Choose a Sponsor:



☐ Sponsor Logo in Lower Left

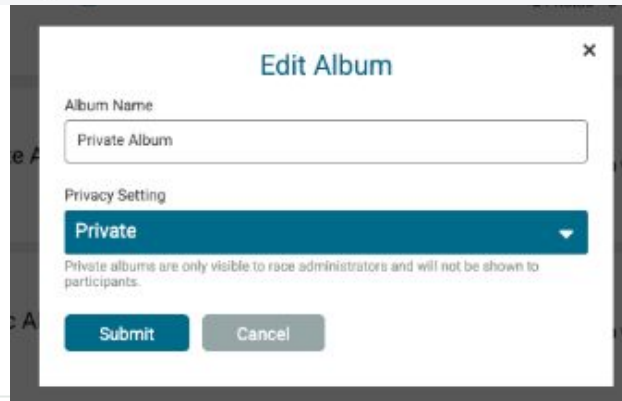
A modal window titled 'Edit Album' with a close button (X) in the top right corner. It contains a text input field for 'Album Name' with the value 'Private Album'. Below it is a 'Privacy Setting' section with a dropdown menu currently set to 'Private'. A small note below the dropdown states: 'Private albums are only visible to race administrators and will not be shown to participants.' At the bottom are two buttons: 'Submit' and 'Cancel'.

PHOTO-BASED TRACKING

How to set it up

STEP 3 – Configure Your Timing Location Photo Streams in RaceDay Scoring

Configure Stream per Timing Location Album

The screenshot displays the RaceJoy Realtime web application interface. At the top, a green header bar contains the text "RaceJoy Realtime" and "(Time Zone: America/New_York)". Below this, a navigation bar shows the user's email "james@runsignup.com", a "LOG OUT" button, and the organization name "TriPerta LLC". The right side of the header features a status bar with various indicators: "RaceJoy", "Reads", "Auto-Saves", "RaceDay Hub", "Data Checks", "Notifications: 8", "GET HELP", and "LOG VIEW".

The main content area is titled "Streams" and includes a "What are Streams?" section. Below this, there is a table of "Assigned Streams" with two entries:

Stream Name	File Type	Date Override	Actions
CT_START	ChronoTrack File	Date Override: 08/24/2026	REPLAY EDIT VIEW READS
CT_SPLIT	ChronoTrack File	Date Override: 08/24/2026	REPLAY EDIT VIEW READS

Below the assigned streams, there is a section for "Unassigned Streams". The interface also includes a sidebar on the left with various icons for navigation and a top bar with a "Select a Race" dropdown menu.

PHOTO-BASED TRACKING

How to set it up

STEP 4 – Stream on Race Day in RaceDay Scoring

Same as normal timing integration between RaceDay Scoring & RaceJoy... just another data point

The screenshot displays the RaceJoy Realtime interface for a race. The top navigation bar includes a 'Select a Race' dropdown, status indicators for RaceJoy, Reads, Auto-Saves, RaceDay Hub, Data Checks, Notifications (5), and links for GET HELP, LOG VIEWER, and a clock showing 14:40:08.

The main content area is divided into several sections:

- Top 5 Gender Leaderboards:** A section for '13.1' with buttons for 'Top 5 Males', 'Top 5 Females', and 'Top 5 Non-Binary'. A message states: 'No Male Results Found. If results are loaded, check that you have a Gender Place column in a Report for this Scored Event.'
- Recent Reads at Start:** A table with columns: Name, Scored Event, Bib, Oc. #, Time.
- Recent Reads at MILE 5:** A table with columns: Name, Scored Event, Bib, Oc. #, Time. Data row: James Joy, 13.1, 375, 1, 14:24:09.00.
- Recent Reads at MILE 6.5:** A table with columns: Name, Scored Event, Bib, Oc. #, Time.
- Recent Reads at MILE 10:** A table with columns: Name, Scored Event, Bib, Oc. #, Time.
- Recent Reads at Finish:** A table with columns: Name, Scored Event, Bib, Oc. #, Time.
- 13.1 Event Clock Time:** 14:40:07.
- SET START TIMES:** A section for starting times.
- Race Statistics | 1 In Progress:** A section with a 'Progress' bar and 'Awards' section. It shows 'Entire Race | 7 Participants' and 'First Estimated Overall' / 'Last Estimated Overall' times.
- Non-Starters:** 6 (86%).
- Disqualified:** 0 (0%).
- Dropped:** 0 (0%).
- Does Not Qualify:** 0 (0%).
- In Progress:** 1/1.
- Finishers:** 0/1.
- 13.1 | 7 Participants:** A section showing 'First Estimated' and 'Last Estimated' times.
- Race Info:** Race ID: 5, Date: 2023-01-11, Race Participants: 7, Timer Race ID: None.
- 5 RAW READS:** 4 IGNORED READS, CLEAR, RECALL.
- Unknown Reads:** 0.
- Data Check Reports:**
- Reads By Location:** 0 START BY EVENT, OCC. #, Accepting Reads Until: 1:30:00pm 08-24-2026.
- 1 MILE 5:** BY EVENT, OCC. #, Accepting Reads Starting at:

02

Customization & Sponsor Promotion

Build the race's brand—and your sponsors—into the tracking experience.





CUSTOMIZATION

Make the map your own



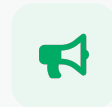
Map Highlights

Brand each mile or location. Sponsor logos and content live on the interactive course map.



Progress Alert Recognition

Sponsor branding in mile-by-mile alerts sent to participants and spectators.



Geo & Distance Cheer Points

Custom cheers triggered at a specific location or distance on course.

Make sure your races are displaying the interactive course map on their race site.

Built-in sponsor surfaces



Banner Ads

- Linkable in-app banners
- Custom artwork
- Direct link to the sponsor's site
- Visible on map + results screens



Geo-Based Audio

- Pre-recorded or text-to-audio
- Triggered at a location or mile
- Race-themed or sponsor moments

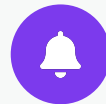
Straight commercials and pure advertising are not permitted in cheer audio.

Sponsor opportunities at a glance



Linkable banner ads

In-app banners that link out to sponsor sites.



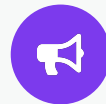
Progress alert recognition

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.

How to set it up

Sponsor Activation in RaceJoy

STEP 01

Enable Integration

Activate sponsor promotion capabilities within your RaceJoy dashboard.

STEP 02

Configure Assets

Upload custom sponsor banner artwork, assign milestone alerts, configure course location assets and define geo-based audio trigger points.

STEP 03

Track & Share

Provide sponsor real-time impressions from race day.



CUSTOMIZATION AND SPONSOR PROMOTION

How to set it up

Sponsor Activation in RaceJoy

Live Walkthrough

A step-by-step demonstration of the sponsor activation workflow within the live dashboard:

- Enabling the RaceJoy integration
 - Website V2 Course Maps Component
- Uploading banner artwork & setting links
- Mapping geo-based audio trigger points
- Reviewing live tracking analytics



INTERACTIVE SESSION

RaceJoy Dashboard Demo



Final Tips

PROMOTE IT

Make sure your races promote that RaceJoy is available

Usage depends on awareness. Ways to spread the word:

- ✓ Tracking page on website
- ✓ Social media posts
- ✓ Flyer in race packet
- ✓ QR code to download at Packet Pickup
- ✓ Emails

SHOW YOUR VALUE

Include RaceJoy stats in your post-race report

Progress alerts sent, cheers delivered, tracking usage—proof of the experience you delivered.

Covered in Keep Your Races: Make Your Value Visible



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: Offer Free, Integrated Photos

Results Integrated Photos Differentiate Your Services

WEBINAR SERIES A RACE RETENTION SERIES FOR TIMERS

Keep Your Races: Make Your Value Visible

How to Communicate What You Bring to Race Day

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





Session 6

September 1 at 12pm ET



RunSignup Timer Certification (New, Updated Course)



Photo-Based Timing

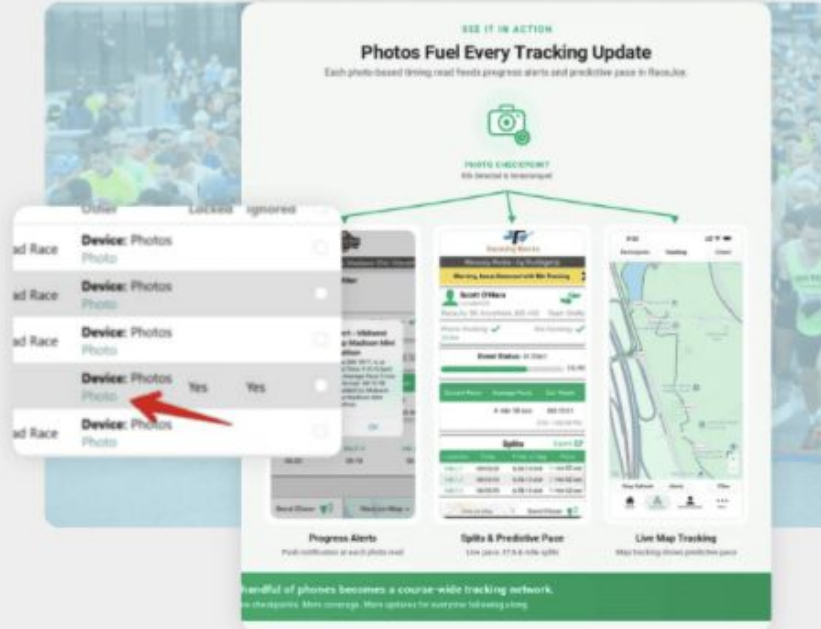
September 22 at 12pm ET



WEBINAR

NEW: Photo-Based Timing for Timers

RaceDay
SCORING



Workshop Wednesdays

SIGN UP — NEW LINK

calendly.com/rsu-race-day-tools/workshop-wednesday

- Bring your own topics, questions, or scenarios
- Focus varies weekly—season, new releases, and Timer Tip Tuesday topics
- Up to 12 people per workshop · 10am or 12pm Eastern Time

Workshops will not be recorded — join live.



Q&A

Questions? Let's talk.



runsignup.com · info@racejoy.com

Thank you

LEARN MORE

runsignup.com

info@racejoy.com

RunSignup · RaceDay · RaceJoy