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RunSignUp Announces New Timer Certification and Pricing for RaceJoy

November 14, 2018 – Moorestown, NJ – RunSignUp announces new timer certification and pricing strategy for RaceJoy, the industry’s leading race day mobile app. Races offer an interactive race day experience with RaceJoy through key features such as real-time GPS tracking, continual progress updates, cheer sending, and live results. Implementing the new pricing creates a scalable strategy by introducing a race timer initiated model in which certified timers can offer RaceJoy as part of their events’ race day services. RaceJoy continues to be available for all races regardless of registration provider.

The RaceJoy [Timer Certification Course](#) is being held at four locations across the country in January. Nearly 200 timers will be certified to support races nationwide and will provide RaceJoy as well as custom configuration and monitoring services directly to races.

“While races can still contract directly with RunSignUp and configure and support RaceJoy on their own, we find that many races are not taking advantage of the full power of RaceJoy. This is to be understood since Race Directors typically focus on one race per year. Timers are the knowledgeable technology consultants that Race Directors trust to help them make race day memorable for their participants,” said Bob Bickel, Founder and CEO of RunSignUp.

RaceJoy is a proven technology providing value to participants, spectators, sponsors, and race organizers with more than 680,000 downloads, and is used at races across the country and by spectators around the world. RaceJoy continues to lead the industry with its real-time GPS tracking with many innovation-firsts such as live cheer sending, NearMe alerts, Relay Team tracking, Store and Forward when in poor cell zones, race day monitoring for race organizers, real-time direct communication with individual runners, and race staff tracking.

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Below is the pricing for those races that work direct through RunSignUp as of January 1, 2019. Timers can offer more flexible pricing due to their volume discounts and support role. The new minimum price for RaceJoy is \$750. This new pricing does not apply to 2019 races that have pre-paid for RaceJoy in 2018 or activated the processing fee option in 2018.

# Participants	New 2019 Price
1,000	\$750
3,000	\$1,500
10,000	\$2,500
20,000	\$5,000
20,000+	\$7,500
More than 50 Miles	\$2,500

Timers who complete RunSignUp’s RaceDay Timer Certification program have the opportunity to offer RaceJoy as part of their timing services and exclusive pricing arrangements are provided. Timers can use RaceJoy to expand their chip tracking to also include GPS tracking and deliver live scored results. Timers offering RaceJoy oversee the administration of RaceJoy, including map building, adjustments, and coordinating efforts and support with race organizers. RunSignUp is offering [RaceDay Timer Certification](#) in January of 2019 at its four-state timer tour to all timers regardless of the race registration provider.

About RunSignUp

RunSignUp’s expertly crafted, all-in-one technology solution for endurance events powers the entire race lifecycle and elevates endurance and fundraising communities. The RunSignUp solution is built on a powerful, fully-integrated CRM and provides event organizers with the flexibility to create unique race experiences. RunSignUp products include promotional tools like email marketing and free race websites, a registration pathway, a full fundraising platform, management systems for clubs, volunteers, and sponsors, and a suite RaceDay tools - including the runner-tracking app, RaceJoy, and the next generation race timing software, RaceDay Scoring. More than 16,000 races use RunSignUp to manage their events and register more than 4 million participants each year. For more information, visit [RunSignUp.com](#).