DRIVE NEW SPONSOR REVENUE WITH CHRONOTRACK LIVE

CHRONOTRACK LIVE PROVIDES OPPORTUNITIES FOR YOUR PARTNERS TO GET INVOLVED IN SPONSOR PROGRAMS THAT GENERATE YOU NEW REVENUE.

The following outlines these sponsor programs in more detail:

RESULT SPONSOR:

Real-time results provide an interactive, searchable results site to view race leaderboards, search for athletes and access their splits, pace and finish times.

SPONSOR OPPORTUNITY:

- Customize the real-time results background to include your sponsor.

SPONSOR BENEFITS

- The results interface averages 6-7 unique visits for every finishing athlete
- Easy social share options mean 10-20% of finishers share on Facebook and Twitter

"ChronoTrack Live's online and mobile results, as well as the athlete update services were a big hit with the event audience, spectators and runners alike. It was an added bonus that these services offered us new platforms to attract sponsors. Truly a win-win proposition."

-Peter Delaney,
Race Director, KeyBank Vermont City Marathon

RUN ON

TRUSTED INNOVATION

CHRONOTRACK

ATHLETE VIDEO SPONSOR

Athlete video allows spectators and athletes to watch 15 second finishing clips at various split points on the course

SPONSOR OPPORTUNITY:

- Include a short pre-roll video or static ad that is played before each video viewed by athletes

SPONSOR BENEFITS

- The videos are played 6-8 times for every finishing athlete
- The videos are easily shared on Facebook and Twitter for more engagement

DIGITAL PHOTOGRAPHY

Digital photography packages can be o!ered to athletes for free by a sponsor or at a reduced cost.

SPONSOR OPPORTUNITY:

- Digital photography packages watermarked or branded with sponsor logo.

SPONSOR BENEFITS

- Free or reduced cost phots download increases viewing and sharing
- Photo views vary greatly on race distance but minimum engagements is 2-3 views per finishing athlete

ATHLETE UPDATES SPONSOR

Real-time updates from the course are delivered to an athlete and their social network allowing friends and family to comment and engage.

SPONSOR OPPORTUNITY:

- The athlete update sponsor gets branding and mentions in the athlete update and on the athlete update sign up page

SPONSOR BENEFITS

- The Athlete Update sign-up widget placed on a race's site can be presented by a sponsor
- Sponsors secure placement in the "social conversation"
- An average of 40 people will view a branded social media post of a single finishing athlete.

Interested in more information?
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