



Fast Facts About Athlete Tracking

- Provides solid solutions for domestic and international sporting events (e.g. FIFA World Cup, ING NYC Marathon, Bank of America Chicago Marathon, Go St. Louis, etc.)
- Direct connection to Chronotrack's data stream, as well as MyLaps connection
- Delivered over 5,000,000+ SMS messages
- Smart multi-split delivery system (ensure priority delivery)
- Avg delivery time for SMS messages = 1-5 seconds
- Redundant server connections to ensure delivery of service
- Solid relationship with mobile carriers (Tier 1,2,3)
- Provides a complete customer service & support team infrastructure, including phone and email support starting from pre-race through post race, 24/7.



Why Invest in SMS for your Race?

TextingForward can deliver real-time race splits of individual runners to friends and family via an opt-in process either on the web, mobile web, through kiosks at the expo or by texting from their mobile phone all the way through race day. Example of race splits could include: START, 10K, HALF, 30K & FINISH. In addition to race splits, a post-race summary message can be delivered to all text recipients.



BE ON THE CUTTING EDGE!

Be one of the early adopters to offer this feature to your audience!



POTENTIAL FOR INCREMENTAL REVENUE!

Find a vendor to sponsor the text running alerts. If the end user can subscribe to follow a runner online or at the expo, have your vendor's logo prominently displayed at these locations.



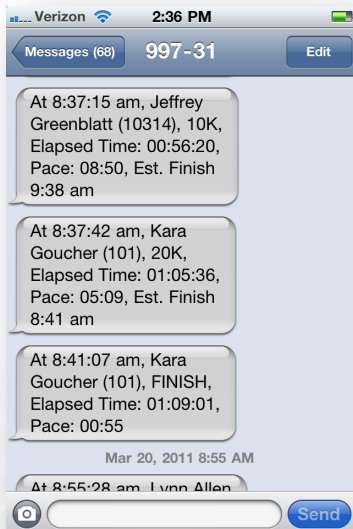
YOUR RUNNERS WILL WANT THIS!

To have friends and family know exactly where you are on the route is priceless. Now they can know exactly when you will cross that finish line and can be sure to be there to cheer you on and take photos!

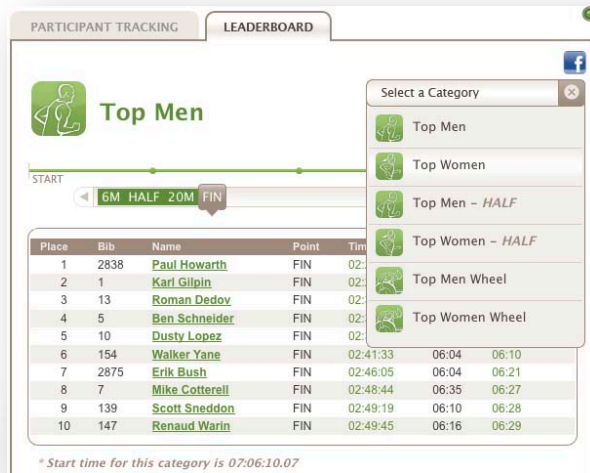


Athlete Tracking Solutions

Via Text



Via Web

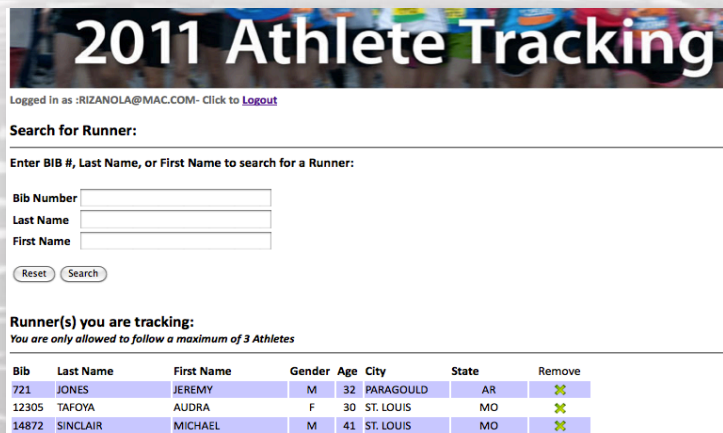


Via Social Networks



Online Registration

Registrants can go online (pre-race) to request alerts for runners via a simple online registration system and hosted on our servers. Our online registration system can be customized with your brand/sponsors graphic at the top so it looks like its part of your race/site. The registration system allows your users to search for an athlete via any combination of their bib number, first name, and/or last name.





Communication Solutions

Our proprietary software, TADpole™, doesn't just do athlete tracking- it can do so much more! You can use it in the following ways:



USE AS A MARKETING TOOL

Have your customers sign up to get text alerts about your events instead of getting emails or even snail mail! You can send out notices about entry deadlines, special discounts or try and move entries last minute for races that need more runners!



COMMUNICATE WITH STAFF ON SITE

Send out text alerts to your staff pre, during and post event and notify them of important news/updates in regards to the event. This is a fast and easy way to contact them. Build groups on the spot and send out the blast from your smart phone or iPad!



COMMUNICATE WITH ATHLETES ON SITE

Wouldn't you love to notify runners of last minute changes- for ex: parking or road closures and want a quick way to reach them? You can build your mobile database per event and send text blasts to notify this group!

No matter how you want to use text messaging, our company can provide the solution! Please contact your TextingForward representative for more info or email us at sales@textingforward.com.



Why choose TextingForward?



We are experienced.

After working with one of the biggest marathons in the world as well as many smaller races, we understand what it takes to execute a timely SMS alert program for your race.



We know global.

Whether your race participants come from the US or abroad, we can handle national or international SMS traffic.



We've worked with many timing companies.

In order to retrieve the data to be able to send these runner alerts, we understand how to interface with timing companies to make it seamless to the end user.



We know throughput.

A big reason why some texting programs fail is for the late delivery of messages or the fact that the messages were not delivered at all. We understand the importance of sending timely messages and will get the messages out in a timely manner.



We are always available.

Customer service is our number one priority and our staff at TextingForward will make sure you are getting the service you need. Whether its by text or on site at the event, we will make sure your needs are met.

