



# THE KEY SPORTS DIFFERENCE

#ComeRunWithUs

	KEY SPORTS	OTHER TIMING COMPANIES
Established	In business since 1978	Ask!
Local, Family Owned	Born, raised, and educated in the Miami Valley	Ask!
Race Bib Tag or Chip	Disposable RFID chip	Reusable shoe tag or disposable RFID chip
Finish Line	Overhead or side sensors	Timing ramp or mat that creates a tripping or slipping hazard for finishers.
Return Tag or Chip	NO	YES! If they're not returned, the timing company will charge YOU for missing chips or tags.
Large Finish Line Staff Needed	NO	You may need extra volunteers or paid staff to cut off shoe tags and clean up zip ties.
Automatic Finish Line Photos	YES! Motion activated digital images are uploaded to your event's searchable results page.	NO! You'll need extra volunteers or paid staff. Photos may be low quality and aren't searchable.
Finish Results Kiosk with Printer	YES	MAYBE! It's not typically offered at smaller events.
Finisher Certificate	YES! Posted on results page and is both searchable and customizable.	Ask!
FREE Smart Phone App	Event details, Registration, Results, Training, and Social sharing	Ask!
FREE Packet Pickup App	Easy paperless packet pickup and bib assignment.	Ask!
Online Fundraising	YES! Integrated into your event's registration site.	MAYBE!
Results Page	Real-time searchable results	Some have real-time results and others do not.
Registration Open Until The Race Start	Yes, This maximizes last minute registrations to increase participation.	Ask! Some companies close registration days before the race or can't accept credit card payment at packet pickup or on race day.
Vertically Integrated	One platform to manage your event and fundraising from start to finish.	Multiple hardware, software, and vendors
Event Staff	We always have a trained timer with multiple years of race experience who has passed a background check.	Ask! You may not have the owner or experienced timer at your event.
Participant Data	We never sell participant data to a third party.	Ask!
Full Service Event Management Options	Social media marketing, cones, signs, music, course marking, results, apparel, awards, water, food, and permitting are just some of the services we offer to support you and your event.	Ask! Some companies only provide timing services or do not own their own timing equipment.
Timing System Used	Jaguar RFID Timing - Patented RFID Technology - Developed and Manufactured in the USA - Privately owned American company	IPICO, Chronotrack, My Laps, or Others - Manual pull tags, UHF, or NOT patented RFID technology - Developed and Manufactured internationally - Privately foreign owned or International Venture Capitalist Owned

Call or email Key Sports today so we can help you start planning your event.  
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