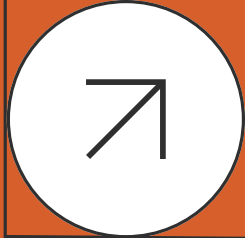


Photo Best Practices for Races & Sponsors



How to Get the Best Shots on Race Day

Plan Ahead

Share your course map and schedule in advance so I can plan angles and timing.

Make sure key signage (finish arch, start line, mile markers) is visible and not obstructed by banners or fencing.

Write a “Key Shots” list of your most wanted photos.

Keep Key Areas Clear

Avoid staff or volunteers standing directly in front of the finish line or sponsor signage.

Reserve space for the photographer near the finish—avoid placing cones, timing mats, or speakers that block a clean angle.

Smile Zones

If you want to encourage better participant photos, add signs like “Smile—you’re on camera!” near high-traffic photo zones.

Bib Number Best Practices

Visibility is Everything

Bibs should be worn on the front torso, fully visible (not on shorts, back, or under gear).

Encourage runners to avoid folding or pinning bibs under jackets or hydration belts.

Use Bold, High-Contrast Numbers

Black numbers on white or neon backgrounds work best for AI tagging.

Avoid light-colored bibs with gray numbers or thin fonts.

Consistent Placement

For group/team races, encourage consistency so everyone is tagged properly in post-race photos.

Use 4-5 Digit Numbers

Start bib numbers at 1000+ to give the AI enough digits to reliably differentiate runners.

Differentiate Distances by Color or Starting Number

If your race includes multiple distances (5K, 10K, Half, etc.), clearly distinguishing them helps visually and for sorting after the event.

Two best options:

- Color-code bib backgrounds or borders by race type
Example: Blue = 5K, Red = 10K, Green = Half
- Use a number prefix by distance
Example: 1000s = 5K, 2000s = 10K, 3000s = Half

Avoid Letters in Bib Numbers

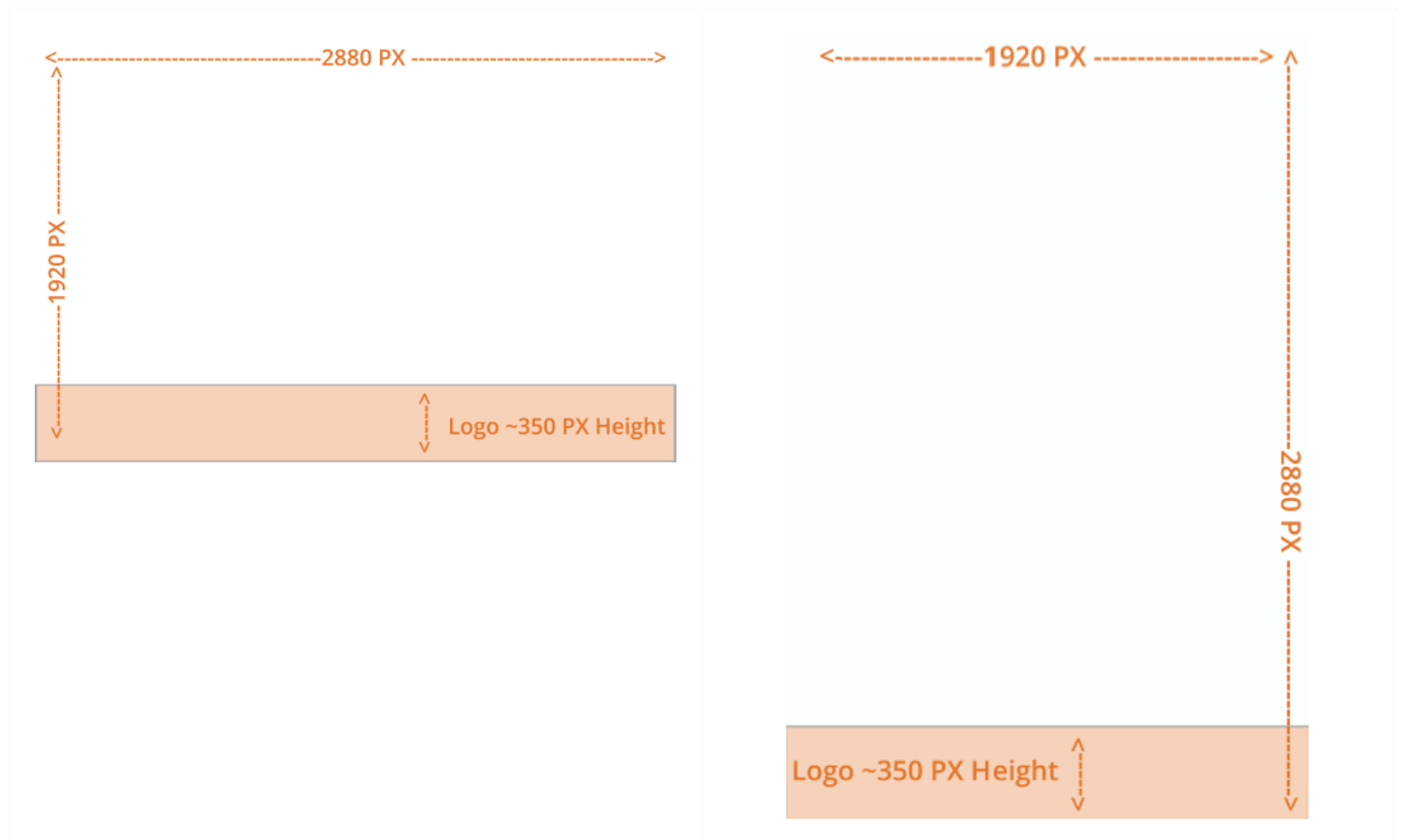
Stick to numeric-only bibs (e.g., 1001, 2045) and avoid mixing letters and numbers, even for wave or team designations.

Sponsor Overlay Requirements

Logo Submission Guidelines

When you make Overlay images, they must fit the following criteria:

- Overlays should always be 3:2 aspect ratio to ensure compatibility.
- Overlays should be created for landscape AND portrait photo orientation.
- Overlays should be 2880x1920px (and vice versa for portrait)
- Overlay images must be PNG files with transparency
- Logos/branding should be kept near the perimeter of the image to avoid obscuring athletes (~350px maximum suggested)



Tips for Maximizing Photo Value

Social Media

Post highlight photos within 24–48 hours to keep momentum.

Tag sponsors and runners when possible.

Sponsor ROI

Use overlay stats (e.g., "X downloads with sponsor logo") in your sponsor recap decks.

Encourage sponsors to share the gallery link on their own channels.

Post-Race Email

Include a link to the gallery and a short message like:

"Thanks for racing with us—find your bib-tagged photos here!"

Use branded headers or footers to reinforce sponsor exposure.

For questions and concerns,
reach out to us!

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