GUIDE · SPORTS

How to sell race photos by bib number

Step by step to sell photos from marathons, trail runs and bike races: runners type their bib number or upload a selfie, pay and get their photos on WhatsApp.

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To sell race photos by bib number, you create the event in the Mirelia Pro dashboard with the "¿Usás dorsales?" (Do you use bib numbers?) option turned on, upload the photos and share the link. Mirelia reads the bib numbers in each photo, and each runner types in their number (or uploads a selfie), picks their photos, pays and gets them by WhatsApp or email.

This guide is for running, trail, cycling and triathlon photographers. It walks through the Pro dashboard with the exact name of every button and adds practical guidelines: how to shoot so the bib number is readable, how to set up packs and what the runner does on the other end.

One thing before you start: bib number search is only available on the Pro plans. Mirelia Express doesn't have it; there, people find themselves with a selfie. The plans are at mirelia.net/planes (https://mirelia.net/planes).

What you need before you start

- An account on a paid Pro plan (as of November 2026, every paid Pro plan includes bib number search).
- The race details: name, description, date and location.
- A cover image (for example, the start or the race logo).
- Your payment method set up: Mercado Pago connected in Argentina, or a text with payment instructions. We explain it in the guide to getting paid with Mercado Pago or by bank transfer (https://mirelia.net/en/blog/guides/get-paid-for-photos-mercado-pago-or-bank-transfer.html).
- The photos in JPG or PNG, up to 5 MB each (larger files are compressed automatically).

Step by step

1. Create the event from "Mis Eventos" (My Events)

In the dashboard's side menu, go to "Mis Eventos" and tap "Crear Evento" (Create Event). The "Crear nuevo evento" (Create new event) wizard opens. It has five steps, which you move through with "Siguiente" (Next) and "Atrás" (Back).

In "Información básica" (Basic information), fill in "Nombre del evento" (Event name), "Descripción" (Description), "Fecha" (Date) and "Ubicación" (Location). All four are required. Use the name runners know the race by, because that's what they'll recognize when the link reaches them.

2. Upload the cover and decide on access

In "Portada y acceso" (Cover and access), upload the "Imagen de portada" (Cover image) and, if you want, tap "Configurar marca de agua" (Set up watermark) to protect the previews.

The "Clave de acceso (opcional)" (Access code, optional) field asks each person for a code before they can see the photos. For a race, the usual choice is to leave it blank ("Dejar vacío para evento público", Leave blank for a public event) so any runner can get in with the link or the QR code without any friction.

3. Turn on "¿Usás dorsales?"

In "Tipo de evento y dorsales" (Event type and bib numbers), choose the type under "¿Qué tipo de evento cubrís?" (What type of event are you covering?) and flip on the "¿Usás dorsales?" switch.

This is the step you can't skip: the bib number option can only be chosen when you create the event. After that it's locked, and the app tells you so with "No es posible modificar esta opción" (This option can't be changed). If you forget, you'll have to create the event again.

4. Set prices and the per-search pack

In "Precios" (Prices), choose "Fotos pagas" (Paid photos) and enter the "Precio por cada foto" (Price per photo). In Argentina the minimum is ARS 500. Then:

- If you sell videos, turn on "¿Vas a vender videos?" (Will you sell videos?) and enter the "Precio por cada video" (Price per video).
- Turn on "Habilitar packs" (Enable packs) and build the "Cantidad de fotos" (Number of photos) / "Precio del pack" (Pack price) table with "Agregar pack" (Add pack). The pack kicks in only when the runner reaches that number of photos.
- Turn on "Pack por reconocimiento facial" (Face recognition pack). With this, the runner buys every photo they found in their search for one flat price. In the event editor this option is called "Paquete de fotos por busqueda" (Photo bundle per search), and it applies to both bib number search and face search.

In Argentina, this step also shows "Dividir el pago entre fotógrafos automáticamente" (Split the payment between photographers automatically), which is also locked once the event is created. See the guide to working as a team and splitting sales (https://mirelia.net/en/blog/guides/team-photography-split-photo-sales.html).

5. Publish the event

In "Publicación" (Publishing) you have two options: "Crear y publicar" (Create and publish) or "Crear borrador" (Create draft). With "Crear y publicar" the event is visible and ready to share while you're still uploading photos, which is handy if you want to hand out the link or the QR code on race day.

6. Set up folders by race checkpoint

In the event details, under the "Carpetas" (Folders) section, tap "Nueva Carpeta" (New Folder). Enter the "Nombre de la carpeta" (Folder name) and an "Imagen de portada". The name is up to you, so you can organize things however works best:

- By point on the course: "Start", "Km 10", "Aid station", "Finish".
- By distance or category: "21K", "10K", "Kids".
- By photographer, if each one covers a section.

In paid events, each folder has a "Descarga gratuita de fotos" (Free photo download) switch. It's useful, for example, if the organizer wants to give away the podium or awards ceremony photos and charge for the rest.

7. Upload the photos and check the bib number extraction

Tap "Subir Fotos" (Upload Photos) or drag and drop the files. Fill in "Nombre del fotógrafo (opcional)" (Photographer name, optional): later, in "Lista de fotógrafos" (Photographer list), you'll see how many photos each person uploaded and sold.

On each thumbnail you'll see "Extracción de caras" (Face extraction) and "Extracción de dorsales" (Bib number extraction): this is the processing that makes the photo show up in bib number and selfie searches. Duplicate photos are flagged under "Fotos que ya existen" (Photos that already exist), and if any upload fails, use "Reintentar subida de archivos fallidos" (Retry failed uploads). If you run out of your allowance, you'll see "¡Límite de tu plan alcanzado!" (Plan limit reached!) with "Comprar fotos" (Buy photos) or "Ver planes" (See plans).

8. Share the link and generate a printable QR code

Once the event is published, you have "Copiar enlace" (Copy link), "Abrir enlace" (Open link) and "Generar QR para imprimir" (Generate printable QR). The last one opens the "QR para imprimir" (Printable QR) dialog, with "Descargar" (Download, which saves a PNG) and "Imprimir" (Print).

The link looks like yoursubdomain.mirelia.net/eventos/... and it's the same one inside the QR code. Before you spread it, tap "Abrir enlace" and search for a bib number you know is in your photos to check that everything works.

How to shoot so the bib number is readable

The app is clear about what it needs: the bib has to be a number or letters visible on the chest, and it warns that numbers that are partially covered, very blurry or hard to see may not be detected.

Framing and position

- **Look for angles where the chest faces you head-on or nearly head-on.** Setting up on a straight stretch, where runners are coming toward you, helps more than a curve where they pass by sideways.
- **Keep the bib inside the frame.** With tight shots of faces or legs it's easy to cut it off.
- **Watch out for arms, jackets and backpacks.** In trail running it's common for a hydration pack or an open jacket to cover part of the number. If you can choose when to shoot, wait until the number is clear.
- **Be careful with groups.** When runners come through in a pack, one can block another's bib.

Sharpness

- **Make a sharp number your priority.** A panning shot can look great, but if the bib comes out very blurry it won't be detected by number.
- **Focus on the torso,** not just the face, when the goal is selling by bib number.

Cycling, triathlon and other formats

If the number in your race isn't worn on the chest (for example, it's on the back or on the bike), keep in mind that the app needs a bib visible on the chest. In those cases selfie search is your best backup, and it's worth going for shots where the runner's face is clearly visible.

How the photo came out	Found by bib number?	Backup
Bib visible on the chest and sharp	Yes	Also by face
Bib partially covered	Maybe not	By face, if the face is visible
Bib very blurry or hard to see	Maybe not	By face, if the face is visible
Runner from behind	No, the chest bib isn't visible	By face, only if the face is visible

Tip. Before the race, check where the bib goes and how it looks with what the runners are wearing, and choose your shooting spots based on that.

What happens if the bib number can't be read

Not every photo will have a readable number, and that doesn't mean the photo is lost. When a runner searches by bib number, Mirelia also shows them the photos where it found them by face, with the note "Aparecés en ellas aunque no se lea el dorsal" (You appear in these even though the bib number can't be read).

The runner can also go straight to the "Selfie" tab and search with a photo of themselves. This helps on stretches where the bib gets covered or in sports where it isn't worn on the chest.

Tip. If a runner tells you they're missing photos, suggest they search again with a selfie: they may find photos where the number wasn't visible.

How runners find their photos

On the runner's side everything happens on their phone, without signing up or downloading any app:

1. They open the link or scan the QR code and tap "Para buscar tu imagen click aquí" (Click here to find your picture).
2. Under "¿Cómo querés buscarte?" (How do you want to search?) they choose the "Dorsal" (Bib number) tab, type their number in "¿Cuál es tu dorsal?" (What's your bib number?) and tap "Buscar" (Search). They can also choose "Selfie" and upload up to 3 photos of themselves or "Tomar una selfie" (Take a selfie).
3. They see their photos. If any of them isn't theirs, they remove it with the trash-can button ("No es mía", Not me).
4. They choose individual photos or tap "Armar un pack con estas fotos" (Make a pack with these photos). If you set up packs, they see the "Packs disponibles" (Available packs) banner.
5. In the "Verifica tus fotos:" (Check your photos:) cart they tap "Terminar la compra" (Complete purchase).
6. Under "¿Dónde recibir mis fotos?" (Where should I get my photos?) they choose "Por WhatsApp" (By WhatsApp) or "Por Email" (By email) and pay.
7. They receive a download link with the photos in high quality and without a watermark.

If you get paid through Mercado Pago, the runner pays there and gets the photos instantly. According to Mercado Pago's Checkout Pro documentation (https://www.mercadopago.com.ar/developers/es/docs/checkout-pro/overview), buyers can pay as guests, without a Mercado Pago account. If you get paid with manual instructions, the runner sees your text in "Instrucciones de pago" (Payment instructions) and you confirm each payment from "Historial de Compras" (Purchase History) with "Marcar como pagado" (Mark as paid); from then on, delivery is automatic.

To spread the word, send the link to the organizer for the runners' group and put the printed QR code up at the finish area or at packet pickup.

Prices and packs for races

As of November 2026, the Pro plans with bib number search are Pro Small (USD 40 / ARS 42,000 per month, 4,500 photos), Pro Medium (USD 80 / ARS 90,000, 10,000 photos, with extra photos and payment splitting) and Pro Large (USD 145 / ARS 168,000, 30,000 photos, with extra photos and electronic invoicing with ARCA, Argentina's tax agency, in Argentina). Mirelia doesn't charge a commission per sale. Prices may change: check Mirelia plans and pricing (https://mirelia.net/planes).

As for what you charge, the app suggests that the best-selling events are the ones that charge more than ARS 2,000 per photo. Some guidelines for races:

- **The per-search pack is a great fit for running.** A runner who shows up at the start, midway through the course and at the finish may want the whole race, and the "Paquete de fotos por busqueda" gives them everything for one price.
- **Scale packs by quantity.** With "Habilitar packs" you can reward people who add more photos to their cart.
- **Use free folders wisely.** If the organizer pays for podium coverage, that folder can be set to "Descarga gratuita de fotos" and the rest put up for sale.

Frequently asked questions

Can I sell photos by bib number with Mirelia Express?

No. Bib number search is only available on the Pro plans. In Express, runners can find themselves with a selfie.

Can I turn on bib numbers for an event I already created?

No. The "¿Usás dorsales?" option can only be chosen when you create the event, and after that it's locked. If you left it off, you have to create a new event.

What happens to photos where the bib is covered or blurry?

They aren't detected by number. They can still show up in a bib number search if Mirelia recognizes the runner by their face, and the runner can also search with a selfie.

Does the runner need an app or an account?

No. They open the link or the QR code on their phone, type their bib number or upload a selfie, pay and get the photos by WhatsApp or email.

How do I sell all of a runner's photos for a fixed price?

Turn on "Pack por reconocimiento facial" in the pricing step (in the event editor it's listed as "Paquete de fotos por busqueda"). It covers what the runner finds by searching with their bib number or a selfie.

Do I need permission to photograph runners?

That's a legal question and it depends on each case. In Argentina, Article 53 of the Civil and Commercial Code (http://servicios.infoleg.gob.ar/infolegInternet/anexos/235000-239999/235975/norma.htm) governs the right to one's image and mentions exceptions such as taking part in public events; look into it or consult a professional.

Related video

The vlog video shows the whole process, from the photo to delivery: You take the photo, Mirelia does the rest (https://mirelia.net/en/blog/sell-event-photos-automatically.html). If you organize the race and want to bring several photographers together, also see the guide for organizers (https://mirelia.net/en/blog/guides/guide-for-tournament-organizers.html).

Sources

- Checkout Pro, Mercado Pago Developers (in Spanish) (https://www.mercadopago.com.ar/developers/es/docs/checkout-pro/overview)
- Argentine Civil and Commercial Code, Article 53, InfoLEG (in Spanish) (http://servicios.infoleg.gob.ar/infolegInternet/anexos/235000-239999/235975/norma.htm)
- Mirelia plans and pricing (https://mirelia.net/planes), accessed November 16, 2026