



Charity Program Information

About the Chicago Half Marathon & 5K

The 15th annual Chicago Half Marathon & 5K is Chicago's Half Marathon! Last year's event sold out at 20,500 participants and the race field will be limited to 20,500 participants again in 2011. On September 11, 2011 athletes from all over the world will be hitting the streets of Chicago. The Chicago Half Marathon & 5K is a must-run event for everybody, from the person who has set the goal to complete a half marathon, to the experienced runner who is looking to shave some time off their PR.

This year's course for the Chicago Half Marathon & 5K is full of historical sights that put the windy city on the map. The start and finish line of the Chicago Half Marathon & 5K will be in Jackson Park, just south of the Museum of Science and Industry a building featured in 1893 for the World Exposition as the palace of fine arts. Runners will then be treated to breathtaking views of the Chicago Skyline and Lake Michigan as they make their way along Lake Shore Drive.

Each year more and more runners are coming out to experience this world class event. At the Chicago Half Marathon & 5K, we continue to focus on runner's feedback to make sure we give our athletes exactly what they are looking for in an endurance race.

The Chicago Half Marathon & 5K prides itself on being charity friendly. With our mind set on encouraging participants to finish, Chicago Half is proud to be a great "First Timer" half marathon.

5 Great Reasons to do the Chicago Half Marathon

1. Commemorative Technical T-shirt
2. Outstanding medal
3. Great course support
4. Entertainment throughout the course
5. Wonderful Post Race party in beautiful Jackson Park

Charity running: Where the dollar sign meets the finish line

Charity running has become an integral part of the Chicago Half Marathon, and we want to help continue your programs and the causes they support. Training for a half marathon is a challenge, and finding the right motivation is a great way to keep it fun and help athletes stay committed. Cause related endurance events have experienced tremendous growth. Charity training programs provide participants with support, professional coaching and inspiration. We want to help you find athletes that are looking to make that connection, by promoting your training programs. We encourage all of our interested participants to get into the spirit of charity racing and connect with a worthy cause that will inspire them to train for and complete a half marathon.

Fundraising Made Easy

There are a number of creative and functional ways you can make the fundraising effort tremendously successful for your charity. The most common and effective way is by setting up a fundraising pledge program where runners collect pledges and donations based on the completion of their race. As the charity, you would obtain the race entry on behalf of the individual (at a certain value), and the individual in turn raises a minimum of "X dollars" for your charity to be able to earn that entry to the half marathon. As an example, charities tend to ask for pledges ranging from a minimum of \$200 up to \$3,000. Depending on the minimum pledge, charities create packages that include travel arrangements (hotels, airfare, etc.), shirts, pre and post race meals, and training/coaching programs. Each charity has the option to develop a program according to your goals, resources and expected participants. We can help provide you with ideas and opportunities, but the implementation and collection of the fundraising program is up to the charity and its participants.

How do runners find out that a charity is affiliated with the Chicago Half Marathon?

Recruiting participants to fundraise is generally done through your communication channels and database of contacts. However, we will promote your charity through our website and direct interested runners to research our partner charities or those who support causes in which they may have a specific interest.

13 minute Pace Requirement!

The Chicago Half Marathon is the only race in Chicago that gets to close down Lake Shore Drive completely between 67th Street and 31st Street. It is one of the coolest things to be able to run on one of the Nation's most famous and scenic roads. By having the road completely closed it makes for a very safe race with no traffic buzzing by participants. This comes with a price, all participants must maintain a **13 minute** per mile pace. This pace goes into effect as soon as the last participant crosses the start line which takes about 20 minutes. For any Charity Participant that can't maintain the **13 minute** pace they will be forced to the lakefront path in five different locations along Lake Shore Drive if they can't meet cutoff time limits. Please see the map for these locations and times. The path will be completely supported with aid stations including water/Gatorade, restrooms, mile markers medical personal and course marshals directing the participants. The finish line will remain open for those on the path until 11:30am. We hope you will be able to train your participants to a 13 minute pace but for those who just can't do it they have an option. Please make sure all your participants are fully aware of the pace and the rules.

Charity Partner Levels

Platinum Charity Partner

500 participants or more

Benefits

- Guaranteed entry for all participants, online registration available through customized charity code. Must have initial commitment numbers by June 25 with all registrations completed by August 13.
- Complimentary entry for coaches (1 for 20 participants)
- One (1) 20'x40' tent in Rest & Recovery Area
- One (1) 10'x20' booth at the Expo
- Four (4) PA announcements at the Expo
- Brochure/postcard inserted in goodie bags (items provided by charity)
- Logo and link to be displayed on website within platinum charity tier and on the training portion of website
- Charity featured in one e-newsletter
- Plaque of appreciation presented to program director of your charity
- Opportunity to staff an aid station (volunteers provided by charity/group)
- Four (4) PA announcements at the finish line
- Right to use Chicago Half Marathon logo
- Charity group to provide volunteers for Aid Station (Minimum 75)

Gold Charity Partner

250 participants or more

Benefits

- Guaranteed entry for all participants, online registration available through customized charity code. Initial commitment numbers are due by June 25 and all registrations need to be complete by August 13.
- Complimentary entry for coaches (1 for 20 participants)
- One (1) 20'x20' tent in Rest & Recovery Area
- One (1) 10'x20' booth at the Expo
- Two (2) PA announcements at the Expo
- Brochure/postcard inserted in goodie bags (items provided by charity)
- Logo and link to be displayed on website within gold charity tier and on the training portion of website
- Charity featured in one e-newsletter
- Plaque of appreciation presented to program director of your charity
- Opportunity to staff an aid station (volunteers provided by charity/group)
- Two (2) PA announcements at the finish line
- Right to use Chicago Half Marathon logo
- Charity group to provide two (2) race volunteers for every 10 charity program participants

Silver Charity Partner

100 participants or more

Benefits

- Guaranteed entry for all participants, online registration available through customized charity code. Must have initial commitment numbers by June 25 with all registrations completed by August 13.
- Complimentary entry for coaches (1 for 20 participants)
- One (1) 10'x20' tent in Rest & Recovery Area
- One (1) 10'x10' booth at the Expo
- Two (2) PA announcements at the Expo
- Brochure/postcard inserted in goodie bags (items provided by charity)
- Logo and link to be displayed on website within silver charity tier and on the training portion of website
- Plaque of appreciation presented to program director of your charity
- Opportunity to staff an aid station (volunteers provided by charity/group)
- Two (2) PA announcements at the finish line
- Right to use Chicago Half Marathon logo
- Charity group to provide two (2) race volunteers for every 10 charity program participants

Bronze Charity Partner

50 participants or more

Benefits

- Guaranteed entry for all participants, online registration available through customized charity code. Must have initial commitment numbers by June 25 with all registrations completed by August 13.
- Complimentary entry for coaches (1 for 20 participants)
- One (1) 10'x10' tent in Rest & Recovery Area
- One (1) 10'x10' booth at the Expo
- Brochure/postcard inserted in goodie bags (items provided by charity)
- Logo and link to be displayed on website within bronze charity tier and on the training portion of website
- Plaque of appreciation presented to program director of your charity
- Opportunity to staff an aid station (volunteers provided by charity/group)
- Right to use Chicago Half Marathon logo
- Charity group to provide two (2) race volunteers for every 10 charity program participants

Participating Charity Partner

10 participants or more

Benefits

- Guaranteed entry for all participants, online registration available through customized charity code. Must have initial commitment numbers by June 25 with all registrations completed by August 13.
- Complimentary entry for coaches (1 for 20 participants)
- Opportunity for a 20% discount on a tent in Rest & Recovery Area
- Opportunity for a 20% discount on a booth at the Expo Opportunity for a 20% discount on a goodie bag item (items provided by charity)
- Logo and link to be displayed on website within participating charity tier and on the training portion of website
- Right to use Chicago Half Marathon logo
- Charity group to provide two (2) race volunteers for every 10 charity program participants



September 11, 2011
Charity Program Pre-Event Application

Date: _____

Name of Organization/Charity: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

Contact Person: _____

Phone: _____ Cell Phone: _____

Contact Email Address: _____

How many chapters does the team have? _____ How many chapters are represented at the event? _____

What cities are the chapters attending from? _____

Type of Organization (Charity, Running Club, Group etc.) _____

Team's Purpose Goal Mission Statement: _____

What is your fundraising goal through the Chicago Half Marathon? _____

What is the average length of stay for members of the team? _____

How many runners/ walkers will the team bring? _____

How many coaches will be attending? _____

How many staff members will be attending? _____

What other races will the team attend in 2011? _____

What marketing efforts are planned for recruitment? _____

When is the marketing/recruiting beginning for the 2011 event? _____

Describe you specific marathon/half marathon training program: _____

How many rooms will the team require? _____

What other events or activities are planned for the group while in the area for the event? _____

Special/inspiring story about the team or a member of the team: _____

Please refer all questions to Jeff Graves: Jeff@VisionEventManagment.com or 317-294-3622

Please submit the complete pre-event application to via fax (317) 245-2343 or mail USRS Chicago, 13795 Oakwood Court, Carmel IN 46032 and include a copy of your organization's 501 c.3 letter (if applicable)

Chicago Half Marathon Charity Affiliate Program Agreement

This agreement is between US Road Sports & Entertainment of Chicago (USRS) with principal offices in 13795 Oakwood Court, Carmel, IN 46032 producer of the Chicago Half Marathon (the "Event") and _____ (the "Team") with principal office located at _____

_____ for the 2011 Chicago Half Marathon (the "Event"). This agreement constitutes a mutual understanding between the "Team" and "PR" in order to further increase the exposure of the "Team" at the "Event" as well as for the "Event" to increase participation from such teams. The Charity Affiliate Program is designed to recognize and reward the "Team" for its participation in the "Event". In exchange for the number of participants and marketing efforts made by the "Team" the "Event" pledges to provide benefits as stipulated and described with the _____ Tier. The "Event" agrees to provide the benefits stipulated in Attachment A according to the involvement tier. The agreement will be revisited 30 days prior to the event and, in the case in which a different tier has been attained; "USRS" will provide the additional benefits in order to assure that all entitled benefits are received by the "Team". In the case that the participation fails to reach the appropriate level associated with that particular tier, adjustments will be made accordingly to assure that the "Team" is in the proper tier. If the situation arises in which the numbers of participants have been grossly exaggerated, the "Team" will be placed on the proper tier, placed on probation and measures will be taken to correct the violation of contract for subsequent years of partnership. The "Team" will be given all possible benefits allowable by time and tier and concessions would be made to credit the following year's participant numbers for the tier system. The "Team" agrees to read, complete and send in the forms attached regarding pre- and post- event questions. The pre-event forms are to be completed and sent in to USRS Chicago no later than May 31, 2011. NOTE: None of the benefits may begin until receipt and registration of the team via pre-event form and agreement completion.

The above two party agreement is created so the "Team" and the "Event" may mutually benefit from the partnership allowing for future years of success and each parties goal fulfillment. This agreement does not state nor imply any sponsorship stipulations. If the "Team" would like to inquire regarding sponsorship opportunities, please contact the Chicago Half Marathon at (317) 294-3622 or Jeff Graves at Jeff@VisionEventManagement.com.

Date: _____

Team Name: _____

Organization: _____

Representative Name: _____

Representative Signature: _____

US Road Sports & Entertainment of Chicago

Representative Name: _____

Representative Signature: _____