



## 2020 Life Time Chicago Charity Program

Welcome to the 2020 charity program for the Chicago Spring Half Marathon & 10K and the Chicago Half Marathon & 5K, signature events produced by Life Time. This document contains everything needed to enroll in the charity program for the following races:



**May 17, 2020**



**September 29, 2020**

Life Time is excited to bring back these historic races for 2020. Please find all the information and important dates needed for the 2020 season below, along with a link to join the charity program.

## How It Works

Follow these steps in order to enroll in the Life Time Charity program for 2020.

**Step 1:** Review this document in its entirety. Please reach out with questions, or if anything is unclear.

**Step 2:** Complete the opt-in survey linked at the bottom of this document.

**Step 3:** Select the race(s) your organization plans to participate in.

**Step 4:** Select the payment option that best fits your charity team:

**Option A:** A charity discount code will be provided to your team. Team members may utilize this code to register and pay for race entry fees on their own. Redemption of this code indicates the participant is an official member of your team.

**Option B:** Select this option if your team will cover the cost of registration. Your charity will be issued a series of redemption codes to distribute to team members who have met your charity's requirements. Registration fees will be billed back to your charity and must be paid prior to each event day.

**Step 5:** Recruit and grow your team!

Once each step is completed, Life Time's Charity Manager will contact you with your unique code – which can be distributed directly to athletes. Please refrain from posting this code in public facing places. Each month, the Charity Manager will send you a report of everyone who has registered using your unique charity code. This will ensure you are aware of your partnership level on a monthly basis.

## Volunteers

The success of each race depends on thousands of volunteers. In this charity program, each official charity partner is responsible to provide two (2) race weekend volunteers for every 10 charity participants per race. For any questions or more volunteer opportunities please contact David at [drosenbrock@lt.life](mailto:drosenbrock@lt.life)

## Partnership Levels

Below are the different levels of charity partnership, each based on the number of athletes participating under your charity, **per event**. Final partnership levels will be calculated 30 days prior to the event. **Participants who do not register using a charity code will not be counted.**



-or-



Partner Level	Total Registrations	Coach Bibs	PA Plugs	Finish Fest Tent Provided	Expo Space (Chicago Half Only)	VIP Tickets	Goody Bag Inserts
Bronze	10-24	1 per 20	-	-	At Discount	-	-
Silver	25-49	1 per 20	-	10x10'	At Discount	-	At Discount
Gold	50-100	1 per 20	2	10x20'	10x10'	2	Yes
Platinum	100+	1 per 20	4	20x20'	10x20'	2	Yes

## Pricing Information

Charity groups that select *Option A* will be provided a charity code. That code will be good for \$10 off current registration fees after tier 1 pricing for applicable races. Athlete registration fees will follow the pricing structure identified below.

Groups who select *Option B* will purchase entries on behalf of their participants and are locked-into the applicable pricing tier at the time of enrollment. For example, if a charity joins the program January 1, they will be charged \$90 for the half marathon entries and \$55 for 10K entries for the duration of the program. Those who enter the program on May 1 will be charged \$105 for the half marathon and \$75 for the 10k option.



Race Option	TIER 1 Nov 3 - Dec 7	TIER 2 Dec 8 - Feb 1	TIER 3 Feb 2 - Mar 29	TIER 4 Mar 30 - May 17	TIER 5 May 18 - May 20
Half Marathon	\$75.00	\$85.00	\$95.00	\$105.00	\$115.00
10K	\$45.00	\$55.00	\$65.00	\$70.00	\$75.00

\*Prices are subject to change.



Race Option	TIER 1 Nov 3 - Dec 7	TIER 2 Dec 8 - Feb 1	TIER 3 Feb 2 - Mar 29	TIER 4 Mar 30 - May 17	TIER 5 May 18 - Jul 26	TIER 6 Jul 27 - Sep 06	TIER 7 Sep 7 - Sep 23
Half Marathon	\$75.00	\$90.00	\$95.00	\$100.00	\$110.00	\$120.00	\$140.00
5K	\$40.00	\$40.00	\$40.00	\$40.00	\$45.00	\$45/\$50	\$50.00

\*Prices are subject to change.

## Expo Pricing

Partner Level	Total Registrations	Chicago Half Marathon
<b>Retail Cost</b>		<b>\$750</b>
Bronze	10-24	\$500
Silver	25-49	\$250
Gold	50-99	Comp.
Platinum	100+	Comp.

*There is no expo for Chicago Spring Half Marathon & 10K*

## Equipment Pricing

Tent Size	10x10	10x20	10x40	20x20
Tent Cost	\$200	\$300	\$550	\$350

	Tables	Chairs	Port-o-let	Ice	Electricity
Cost	\$12	\$3	\$100	\$10	\$200

## Goody Bag Deadline

Any items that are to be added to goody bags must be in hand 60 days prior to the race. Please contact David at [drosenbrock@lt.life](mailto:drosenbrock@lt.life) if you wish to have anything placed in a goody bag for either of the events.

- The Chicago Spring Half Marathon & 10K – April 1, 2020 – 6,000 pieces
- The Chicago Half Marathon & 10K – August 5, 2020 – 12,000 pieces

## The Fine Print

This program represents an agreement between Life Time, Inc. and the participating charity, its coaches, athletes and relevant support staff. Pass through inclusions and/or entitlements via third parties (e.g. club sponsors, retail partners, etc.) are not permitted within the scope of this program.

Individuals must utilize the charity code 30 days prior to each event;

- **The Chicago Spring Half Marathon & 10k – April 19, 2020**
- **The Chicago Half Marathon & 5K – August 30, 2019**

or before individual race registrations reach capacity – whichever happens first. Life Time staff will do their best to notify you of approaching sell-outs.

*Participants must use the code provided. Unfortunately, those who fail to register using the charity code are not eligible for a retroactive discount, nor can be added towards a charity's registration count.*

Final charity registrations will be tallied 30 days prior to the event, allowing adequate time for race weekend space allocation and team preparation.

Please avoid promoting your team's discount code in public areas (e.g. Facebook, Twitter, etc.), as the general public is not eligible for discounted entry.

## Opt-In Process

All charity groups, both longtime partners and recently introduced, are asked to follow the below link to the opt-in survey in order to officially commit to the 2020 program. Life Time staff will respond promptly with relevant tools to begin the athlete recruiting process.

**[ENROLL HERE](#)**

We look forward to a successful 2020! If you have any questions, please reach out to David Rosenbrock at [drosenbrock@lt.life](mailto:drosenbrock@lt.life) or call (708) 573-1845.