



**13.1® Atlanta Large Group Affiliate Program  
Half Marathon & Karhu 5K  
October 3, 2010**

**About the 13.1® Atlanta:**

The 13.1® Atlanta is part of the 13.1 Marathon® Series created by US Road Sports & Entertainment Group. The series was created in response to the growing demand for half marathons and support for the distance as a race for people looking for a lifetime accomplishment. The 2<sup>nd</sup> annual 13.1® Atlanta is the 7<sup>th</sup> race in the 2010 series, serving some of America's top running communities with a half marathon and 5K for locals to embrace and visitors to experience. The 13.1® Atlanta is first time friendly and perfect for marathoners in training and other experienced runners looking for a run and memorable race experience. The race field will be limited to enable novice walkers and runners a less intimidating race experience compared to other large race events.

**How do runners find out the group is affiliated with the 13.1® Atlanta?**

For groups participating in our Large Group Affiliate Program, we are happy to help publicize your organization by placing your logo, a brief description, and a link to your website on our Race Partner webpage at [www.131Atlanta.com](http://www.131Atlanta.com).

**How does the 13.1® Atlanta Large Group Affiliate Program work?**

The 13.1® Atlanta Large Group Affiliate Program supports groups by providing entry fee discounts, visibility on the 13.1® Atlanta website and additional race weekend benefits depending on the number of participants your group registers for the 13.1® Atlanta by September 17, 2010. On September 20, 2010, all participating large group affiliates will be notified of their benefits earned for race week.

How to participate in the 13.1® Atlanta Large Group Affiliate Program:

1. Fill out the Large Group Affiliate Application on the last page of this document, fax or email it to Danielle Puckerin at 404-892-8384 or [dpuckerin@usroadsports.com](mailto:dpuckerin@usroadsports.com).
2. You will be emailed a discount code and instructions on how your group can register.
3. Email your logo to [dpuckerin@usroadsports.com](mailto:dpuckerin@usroadsports.com). We will add your logo and organization description from your Application along with a link to your webpage at [www.131Atlanta.com](http://www.131Atlanta.com) under Race Partners.
4. By September 20, race management will email all participating Large Group Affiliates the benefits earned and specific instructions for activating those benefits based on the number of participants in your group registered by September 17.



**2010 13.1® Atlanta Large Group Affiliate Program Benefits:**

- 13.1% discounted half marathon entry fee and 10% discounted 5K entry fee (*discounts apply to current entry fees; expire 9/17/10*)
- Guaranteed entry for all participants that register by 9/17/10
- Complimentary entry for coaches (*1 entry per 35 paid entries; must register by 9/17/10*)
- One (1) 10'x10' tent in the finish/post race area (*must have 75 paid entries registered by 9/17/10*)
- One (1) brochure, postcard or other promotional item inserted in 4,000+ race bags (*item supplied by group; due 9/8/10*)
- Logo, description and link displayed under Race Partners on 13.1® Atlanta webpage
- Group featured on one (1) 13.1® Atlanta e-newsletter - 47,000+ emails (*must have at least 350 paid entries by 9/17/10; message provided by group*)
- One (1) PA announcement per 75 paid entries at the finish/post race area (*limit 5 PA announcements per group*)
- Right to use 13.1® Atlanta logo (*subject to approval by US Road Sports & Entertainment of Georgia, LLC*)

## 2010 13.1® Atlanta Large Group Affiliate Application

Name of Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website link for the Race Partner webpage: \_\_\_\_\_

One or two sentence description of organization for the Race Partner webpage:

\_\_\_\_\_  
\_\_\_\_\_

What is your target number of participants? \_\_\_\_\_

What other races will you attend in 2010-11? \_\_\_\_\_

Which of the 2010 13.1® Atlanta Large Group Affiliate Program race weekend benefits are of interest to your group? *(Please check all that apply)*

- Finish Area Tent       Insert in race bags       PA announcement  
 Coach comp entry       E-newsletter

Do you have a special or inspiring story about the organization or a team member? *(Optional)* \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I agree to coordinate the Affiliate Program activities for the organization named above and to follow the 2010 13.1® Atlanta Large Group Affiliate Program instructions outlined in this document.

Signature

Date

The selection criteria for Affiliates and the determination of benefits are solely at the discretion of US Road Sports & Entertainment of Georgia, LLC.

Please fax or email completed application to Danielle Puckerin at  
(404) 892-8384 or [dpuckerin@usroadsports.com](mailto:dpuckerin@usroadsports.com).

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