



Charity Program Information

About the 13.1 Marathon® Chicago & 5K

13.1® Chicago is one of the latest craze in themed half-marathons so come ready to experience some of the best Blues Music and deep dish pizza! This race is about the run, the fun, the sights and the experience. It will be truly one of a kind and the most fun running experience of your life!

The 3rd annual 13.1 Marathon® Chicago is Chicago's best new half marathon! Last year's 2nd Annual event had over 5,000 participants and the race field will be limited to 6,000 participants in 2011. This year's course for 13.1 Marathon® Chicago is full of the beautiful sights that made the Windy City famous. The start and finish line of 13.1 Marathon® Chicago will be at the South Shore Cultural Center on Chicago's Southern Lakeshore. Participants will make their way through Jackson Park and past the Museum of Science and Industry. Runners will then be treated to breathtaking views of the Chicago Skyline and Lake Michigan as they make their way along Lake Shore Drive.

The 13.1 Marathon® Chicago prides itself on being charity friendly. With our mind set on encouraging participants to finish, 13.1 Chicago is proud to be a great "First Timer" half marathon.

5 Great Reasons to do the 13.1 Marathon® Chicago

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

Charity running: Where the dollar sign meets the finish line

Charity running has become an integral part of the 13.1 Marathon® Chicago, and we want to support 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 13.1 Marathon® Chicago?

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 which they may have a specific interest in.

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 April 15 with all registrations completed by May 13.
- Complimentary entry for coaches (1 for 20 participants)
- One (1) 20'x40' tent in Rest & Recovery Area
- 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
- Four (4) PA announcements at the finish line
- Right to use 13.1 Marathon® Chicago 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 April 15 and all registrations need to be complete by May 13.
- Complimentary entry for coaches (1 for 20 participants)
- One (1) 20'x20' tent in Rest & Recovery Area
- 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 13.1 Marathon® Chicago 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 April 15, with all registrations completed by May 13.
- Complimentary entry for coaches (1 for 20 participants)
- One (1) 10'x20' tent in Rest & Recovery Area
- 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 13.1 Marathon® Chicago 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 April 15 with all registrations completed by May 13.
- Complimentary entry for coaches (1 for 20 participants)
- One (1) 10'x10' tent in Rest & Recovery Area
- 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 13.1 Marathon® Chicago 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 April 15 with all registrations completed by May 13.
- Complimentary entry for coaches (1 for 20 participants)
- Opportunity for a 20% discount on a tent in Rest & Recovery Area
- Logo and link to be displayed on website within participating charity tier and on the training portion of website
- Right to use 13.1 Marathon® Chicago logo
- Charity group to provide two (2) race volunteers for every 10 charity program participants



June 4, 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 13.1 Marathon® Chicago? _____

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? _____

How did you hear about us? _____

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)

13.1 Marathon® Chicago Charity Affiliate Program Agreement

This agreement is between US Road Sports & Entertainment of Chicago (USRS) with principal offices in 16851 Southpark Drive, Suite 100, Westfield, IN 46074 producer of the 13.1 Marathon® Chicago (the "Event") and _____ (the "Team") with principal office located at _____

_____ for the 2011 13.1 Marathon® Chicago (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 March 1, 2010. 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 13.1 Marathon® Chicago 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: _____