



CIRCUIT RACES ***Summary of Benefits – 2005***

Benefits provided by CARA:

- 10% discount on advertising in Chicago Athlete magazine;
- Promotion of the Circuit in Chicago Runner Magazine;
- Promotion of the Circuit on CARA's web site – www.cararuns.org;
- Link to race web site, if one exists;
- Inclusion of race results on CARA's web site;
- Promotion on CARA's voice mail message;
- Promotion at the CARA booth at selected events;
- CARA logo on entry form;
- One mailing to CARA members (est. 7,000) at no cost. Mailing must be processed by a CARA-approved mail house;
- Mailing to additional names on CARA database (est. 50,000) at \$20 per thousand – a 3/4 discount off the basic mailing list rate;
- Race Director training;
- Record keeping of Circuit points;
- Awards to Circuit winners and participants at year's end.

Circuit Race responsibilities:

- Adhere to all CARA race standards;
- Place CARA evaluation forms in all runner packets;
- Place CARA Circuit logo and Chicago Athlete logo on entry form;
- Submit complete results (electronically) to CARA within 24 hours of the race.
- Submit complete mailing list of participants (electronically) to CARA within 14 days.
- Include a blurb about CARA membership, provided by CARA, on entry form.

Fees:

- Races with 1,000 or more finishers in 2004 -- \$650, less \$100 rebate
- Races with 600-999 finishers in 2004 -- \$500, less \$75 rebate
- Races with under 600 finishers in 2004 -- \$375, less \$50 rebate
- There will be no post-race adjustment of fees if the number of finishers in 2005 differs from that of 2004.

Rebate Policy:

Races will be eligible for the stated rebate upon completion of the following:

- Entry form sent to CARA for proofing **before** printing;
- Corrections made to entry form based on CARA proofing;
- Correct CARA logo on the entry form;
- Chicago Athlete logo on the entry form;
- Correct discount for CARA members on the entry form;
- Blurb about CARA membership on entry form;
- CARA Race Evaluation forms distributed in all runner packets;
- Complete results sent to CARA (electronically) within 24 hours of the race.
- Complete mailing list sent to CARA (electronically) within 14 days of the race.