



## *CARA - REGISTERED RACES* *Summary of Benefits – 2005*

### Benefits provided to the race by CARA:

- 10% discount on advertising in Chicago Athlete Magazine;
- Promotion of the race in Chicago Runner Magazine;
- Promotion of the race on CARA's web site – [www.cararuns.org](http://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 the CARA database (est. 7,000 members; est. 50,000 others) at \$20 per thousand – a 3/4 discount off the basic mailing list rate. Mailing must be processed by one of CARA's four approved mail houses;
- Race Director training;
- Record keeping of CARA members qualifying for participation awards;
- Awards to race participants at year's end.

### Registered Race Responsibilities:

- Adhere to all CARA race standards;
- Place CARA Race Evaluation forms in all runner packets;
- Place the CARA-Registered race logo and Chicago Athlete logo on the 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 -- \$175, less \$75 rebate
- Races with 600-999 finishers in 2004 -- \$140, less \$60 rebate
- Races with under 600 finishers in 2004 -- \$100, 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.