



2019 Chicagoland Run Club Challenge Run Club Incentive Program

The Chicagoland Run Club Challenge was created with the goal of building more meaningful relationships with the local run community. This program simply rewards club participation through special marketing opportunities, coaching outreach, complimentary race weekend amenities and prize purses.

How It Works

Once enrolled, head coaches or team managers will receive a custom discount code for promotion to their respective athletes – who input the code when registering for the Spring Half Marathon and the Chicago Half Marathon. Life Time staff will track team registrations, advise of usage rates throughout the season and award perks accordingly.

Incentives

1. Race Weekend Amenities

As registrations accumulate, clubs become eligible for the following:

Partner Level	Total Registrations	Discount Code	Finish Fest Space	PA Announcements	Finish Fest Tent Provided
Bronze	10 - 24	Yes	10x10	-	-
Silver	25 - 49	Yes	10x10	2	10x10
Gold	50 - 100	Yes	10x20	2	10x20
Platinum	100+	Yes	20x20	4	20x20

** All spaces include 1 tables and 2 chairs*

** In order to bring your own tent, teams must submit a COI.*

** PA Announcements will be provided by the team captain*

In order to retrieve these race weekend amenities, team rosters will be due a month before the event.

- Spring Half (5/19) rosters due April 20th, 2019
- Chicago Half (9/29) rosters due August 23rd, 2019

2. Eligibility for Discount Codes

- Spring Half (5/19)
 - Half Marathon - \$10 discount code
 - 10K - \$10 discount code
- Chicago Half (9/29)
 - Half Marathon - \$10 discount code
 - 5K – \$10 discount code

Run Club Challenge

The Run Club Challenge, where groups compete for local bragging rights and top prizes, **is a complimentary program open to non-elite, half marathon distance participants**. All team members must be registered for the **half marathon** prior to a team being created. Details include:

- Teams must consist of 5-10 individuals.
- Team scores will be determined by adding the scoring members' age-graded percentages*.
- Team scores will consist of the five highest scoring participants.
- Teams with fewer than five people will **NOT** be eligible for competition.
- Teams with more than 10 members must create additional teams. Example: If CES brings 100 athletes, they could create upwards of 10 teams, each with unique names (e.g. "CES Fast Team, CES Beer Team, etc.").
- Top three performing teams with the highest combined scores will receive awards; 1st - \$1000, 2nd - \$500, 3rd - \$250
- Team members are also eligible for individual awards, within their respective age group category.
- Participant must wear their assigned race bib. Bib swapping is not tolerated. Bib swapping will result in a disqualification to the team.

Club Competition inclusion, names and rosters can be submitted to jdelacruz@lt.life and must be submitted a month before the preferred event. Teams can still turn in rosters after but will not be able to receive the race weekend amenities. Please feel free to email me, jdelacruz@lt.life, for any more questions or concerns. Rosters are recommended to be submitted once the team is finalized.

How the Scoring Works

What age grade scoring looks at is the runners age/gender division and we divide it by the number of runners within the age/gender category. The competition will look at the team's top 5 runners and add up the total age-grade score for the team. The team with the lowest total score will win the challenge.

Example

Team 1 (WINNER):

Name 1	80.61
Name 2	78.68
Name 3	78.58
Name 4	76.99
Name 5	69.53
Total Score:	384.39

Team 2:

Name 1	73.15
Name 2	72.02
Name 3	71.08
Name 4	68.36
Name 5	52.50
Total Score:	337.11

***For more information about age-grading percentages please refer to this the following article <http://www.runnersworld.com/tools/age-grade-calculator>**

The Fine Print

This program represents an agreement between the Chicago Spring Half Marathon, Chicago Half Marathon and the participating club, 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.

Club discount codes are valid for the half marathon distance or 5k. You must be registered for the half marathon distance to participate in the team competition. Individuals must utilize the discount code 30 days prior to the events, or before individual race registrations reach capacity – whichever happens first. Life Time staff will do their best to notify you of approaching sell-outs.

Unfortunately, those who fail to register using the team code are not be eligible for a retroactive discount.

In order to retrieve these race weekend amenities, team rosters will be due a month before the event. Allowing adequate time for race weekend space allocation and team preparation. A team can still register after the month before, however they will not receive any of the team amenities. There are no post-close registration opportunities. Please avoid promoting your team's discount code in public areas, as the general public is not eligible for discounted entry.

To Enroll

Head coaches or club managers wishing to enroll in the program please email jdelacruz@lt.life

Thank you for your continued service to our events, and please don't hesitate to let us know how we can better enhance your team's experience. We look forward to an incredible 2019 season!

Contact Us

Life Time Athletic Events

Jdelacruz@lt.life