

Chicago Area Runners Association 

# Partnership Opportunities



**CARA**  
CHICAGO AREA RUNNERS ASSOCIATION

*"Our mission is to advocate for the running community, and to provide opportunities for runners to train, race, learn, be social, and volunteer"*



# About CARA

The Chicago Area Runners Association (CARA) is a 501(c)3 Non-Profit Organization and the nations 3rd largest running organization. With over 2,000 active members, 1,300 program dates and over 10,000 participants across all programming.

For 45 years – CARA has had a goal to create a world where people run through their communities, rather than away from them. That's why we've operate two established community-based running programs, hold year-round training, activate 6 major events, and offer hydration support to Chicago's Lakefront; all of which maintain our goal of helping Chicago's residents stay active and healthy.





# Go The Distance With CARA



Are you ready to go big in the running industry and looking to partner with a national non-profit and the 3rd largest running organization in America? CARA can provide your brand with visibility, consistency, continuity, and trust.

Working with CARA, you will reach fast runners, slow runners, beginner runners, fair weathered runners, and passionate runners. You will be seen, around the city, in the suburbs, on the lakefront and everything in between.

We are very excited to welcome YOU into the Chicago Area Runners Association and believe we have everything you need to be seen in the Chicago running community.

# Training Programs



CARA is the nation's largest provider of group training programs. Year-round programs consist of at 11 training sites across Chicagoland.



**Spring Half**



**Winter Half**



**Boston Performance**



**Winter Full**



**Summer Full**

CARA group training includes expert coaching, group leader led runs, hydration support, education, and all of the tools and resources runners need to succeed. All within a group atmosphere that promotes the camaraderie and community runners need to make for an enjoyable training journey.



# Key Events

CARA races and events provide runners all over Chicagoland an opportunity to chase their personal and competitive goals through road racing, trail races, and track events. CARA events benefit our mission to serve and advocate for the Chicagoland running community.



## Toyota Miles Per Hour

In partnership with Toyota and the Chicago Auto Show – at Miles Per Hour, your finish line is what you make it. Run as far as you can in one hour on our all indoor course, that includes the famed Chicago Auto Show floor!



## Lakefront 10 Miler & 5k

This event is a perfect start to any runner's spring season. As one of Chicago's classic distance road races the 10-miler is again part of the CARA Runners' Choice Circuit, and the 5K makes the event welcome to runners looking for a shorter spring start.



## Ready to Run 20 Miler

This fully supported 20-miler is the ultimate way to successfully complete the marathon. At this mid-September event runners have the support of thousands. We have an excellent point-to-point course, complete with a post-run celebration and transportation back to the start.



## PUMA's Marathon VIP Experience

The VIP Experience is an exclusive indoor area just for CARA Marathon runners. It's a comfortable start to the Bank of America Chicago Marathon and a fun post-race atmosphere to re-unite, featuring food, beer, and a convenient location.



## Spring Trail Chase 10k

Experience the trails at The Forge-Lemont Quarries with a beautiful 10K course. This is an exciting trail race for the Chicagoland running community.



## PUMA's Chi-Town Miles

Bringing "The Mile" back to Chicago racing since 2020. Participants compete, then celebrate with the final races under the lights as an elite showcase takes a shot at the sub-four-minute barrier.



# Our Advocacy Work

Here at CARA we believe running is more than running. It's friendships and camaraderie. It's a ticket to better physical and mental health. It builds community and encourages volunteerism. It is through our community programming, where we strive to provide Chicago the benefits of running.



## 'Go Run

Our 'Go Run program is a series of timed 1-mile and 5K weekly events, running from March through November. This program tours Chicago's Parks (in association with the Chicago Park District), offering free, inclusive events all over the city! This program has been both nationally and locally recognized.

## Run Crews



CARA Run Crews provide the opportunity for everyone to enjoy the support and camaraderie of Chicagoland's largest running club in their neighborhood. Run Crews are open to runners and walkers of all levels.



# Our Geographical Impact

Each year our programs have a significant geographical and calendar reach, spanning from downtown Chicago all the way out to the suburbs. Our training and events are activated year round, while 'Go Run operating from March until November.

## Events

City Locations      Montrose Beach   Downtown   Jackson Park  
Suburb Location      Lemont

## Training

City Locations      Lincoln Park   Montrose Beach   Monroe Harbor  
Suburb Locations      Darien   Libertyville   Niles   Oak Forest   Schaumburg   Wheaton

## 'Go Run

West Side Parks      Humboldt   Columbus   Douglass   Bloomingdale Trail   Garfield  
South Side Parks      Jackson   Marquette   Big Marsh   63rd Street Beach   Calumet   Washington  
North Side Parks      Warren   Horner   River



# Programming By The Numbers

## Training

Month	Program	Participants
December	Winter Marathon Training Program	171 (2022)
January	Boston Performance Training & Bus Transport	184
March	Spring Half Marathon Training Program	126
June	Summer Marathon Training Program	2,000*
Novemeber	Winter Half Marathon Training	171 (2022)

\*Projected 2023 Number

## Events

Month	Program	Participants
February	Miles Per Hour	579
April	Lakefront 10 Miler & 5K	1,600
May	Spring Trail Chase 10K	320*
July	Chi-Town Miles	300*
September	Ready to Run 20 Miler	1,700*
October	Marathon VIP Experience	1,500*
March - November	'Go Run	4,000*

\*Projected 2023 Number



# Additional Programming

## Lakefront Hydration Stations

CARA provides free, open, and welcoming hydration stations along the Chicago Lakefront Trail, and at trailhead locations at various suburban forest preserves. CARA stations serve up to 20,000 cups of fluid per week during the heat of summer.



## Charity Partnerships

CARA partners with 50+ charity teams that support local to national causes. Through these partnerships, CARA subsidizes training program fees, and provides opportunities to recruit fundraising runners. CARA charity trained runners raise well over \$1 million per year.







# Your Support

## Empower Our Mission

Your company or organization can help us continue our mission, advocating for all of Chicago area residents to stay active and healthy by running in the neighborhoods where they live.

By partnering with or sponsoring CARA you will be associated with a nonprofit organization, with a rich history and established relationship in Chicagoland. The work we do and community we have built is unmatched.

Come and see for yourself!



# Partnership Levels

## Programing Partner

Support CARA's entire program portfolio. Your involvement will make sure we have the bandwidth to operate our programs at the highest level. Be recognized at all programming, including: Training, Racing, and our mission work

## Racing Partner

Showcase your company to thousands participants at all of our racing events. If you are looking to create personal relationships with local runners, our racing sponsors connect their brands with future customers.

## Event Partner

Our events sponsors believe in grassroots exposure. Pitch a tent and build lasting relationship with the local running community. Minimum to two CARA events.

## Current Partners & Sponsors



# Contact Us



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Chicago Area Runners Association 

# Thank You

## For Your Attention

Founded 1978 – 501c3 Not-For-Profit Organization

