



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

Founded 1978 - 501c3 Not-For-Profit Organization

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.



"CHICAGOLAND'S RUNNING CLUB"

ABOUT US

The Chicago Area Runners Association is a 501(c)3 Non-Profit Organization and the Nations 3rd largest running organization. With 1,300 program dates and over 10,000 participants across all programming, we can guarantee that your brand gets exposure.

At CARA we want to create a world where people run through their communities, rather than away from them. That's why we've created two community-based running programs, provide year round training, and host our own races / events. All of which maintain our goal of helping Chicago's residents stay active and healthy.



COMMUNITY & ADVOCACY

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. We are on a mission to make sure everyone in the Chicagoland area has access to the benefits of running.



'Go Run program: This program is constantly removing the barriers that have been stopping people from enjoying the benefits of running. We do this by providing 30+ free - un-intimidating community 5K and 1 Mile events annually at parks around Chicago. Aims to make running accessible to all, build community, activate parks, and encourage active lifestyles.



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. Run Crews offer weekday group runs, with a focus on participating in weekend races, 'Go Run, and CARA training programs.



Charity Running: In addition to CARA's own fundraising team, Team CARA-'Go Run, 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 \$1 million per year.



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 the summer.

TRAINING PROGRAMS

CARA TRAINING

POWER OF THE GROUP

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



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.

OUR EVENTS



Lakefront 10 Miler & 5K: The Lakefront 10 Miler and 5K is the 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.



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.



Spring Trail Chase: This is an exciting trail race for the Chicagoland running community. Brought to you by the Chicago Area Runners Association at The Forge Lemont Quarries.



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.



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.

TRAINING & EVENTS BY THE NUMBERS

Training Programs:

Time Frame	Program	Participants
December	Winter Marathon Training Program	189
January	Boston Performance Training & Bus Transport	156
March	Spring Half Marathon Training Program	115
June	Summer Marathon Training Program	1,899
Novemeber	Winter Half Marathon Training	162

Key Events:

Time Frame	Program	Participants
April	Lakefront 10 Miler & 5K	1,291
May	Spring Trail Chase 10K	222
July	Chi-Town Miles	232
September	Ready to Run 20 Miler	1,740
October	Marathon VIP Experience	1,078

ON-SITE ACTIVATION

Opportunities for event on-site branding, signage, booth/tent space, product sampling, giveaways, and grassroots connections.



DIGITAL ACTIVATION

Opportunities for inclusions in CARA e-mail communications, website branding, logo / link placement, social media (Facebook posts, Facebook Live videos, Twitter, Instagram, etc...), digital discount offers, and more.

Our Partners

The Chicago Area Runners Association, CARA, is a non-profit organization committed to serving and advocating for the local running community. We are Chicagoland's running club, providing accessible opportunities for all runners to train, race, learn, be social and volunteer.

CARA partners support this mission, and have the opportunity to reach the largest community of runners in the Chicago area, and third-largest running club in the United States.

For partnership inquiries, e-mail info@cararuns.org.



Chicago Area Runners Association was live.

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We're live with Fresh Thyme Farmers Markets talking nutri





Award Winners!

We are by your side through training and race day.

Don't let pain get in the way of your racing goals. Contact rushpt.com today!



MEMBERSHIP TRAIN EVENTS RESOURCES GIVE BACK ABOUT DONATE

The Wintrust Lakefront 10 Miler is the 2022 RRCA National 10 Mile Championship!

Wintrust Lakefront 10 Miler & 5K

REGISTER

VOLUNTEER

Share Tweet



Date & Time

Sunday, April 10, 2022
9:00 a.m.

Description

This Spring tradition features a 10 Mile & 5K course with a unique track finish.

Location

Montrose Beach - Lincoln Park
Lake Shore Dr. & Wilson Dr.
Chicago, IL 60640



OUR KEY PARTNERS



PARTNER RECOGNITION: EVENT PARTNERSHIPS

Opportunities to partner with CARA in areas such as a training program target race, Circuit race, an event service provider partner, event co-host, and media partner.



CONTACT



Evan DeBock
Charity & Sponsorship Development Manager
evan@cararuns.org
312-448-7451



Tim Bradley
Executive Director & Sr. Director of Training
tim@cararuns.org

