



CARA Certified Race Program

One of the ways that CARA activates its mission of motivating, supporting and celebrating the running community of Chicago land is by promoting excellence in road racing – for the benefit of its members and all competitive runners. Race certification is a means of fulfilling this mission and the CARA Certified Race logo on race materials signals to a prospective runner that she/he can expect a high quality running event.

Benefits:

Targeted at increasing your return on investment by enhancing the visibility of your race and assisting with cost reduction and expense efficiencies. Benefits include:

- Use of CARA Certified Race logo and endorsement
- Race Director Consultation and support in meeting requirements of CARA Best Practices Guidelines
- Guidance on/review of race brochure/website content
- Post-race online participant survey with results and evaluation of the survey
- Race applications/brochures/promotional materials made available to runners at the CARA Tent/ Booth at other races and selected events
- Runner inducements through year-end Distance and Participation awards tied to CARA races
- Opportunity to be selected for the following year's CARA Runners' Choice Circuit
- Race Listing on CARA's Online Race Calendar (50,000+ Monthly Visitors)
- Sponsorship Opportunities with CARA
- Opportunity to have Race promoted in the CARA Racing Newsletter
- Ability to apply for CARA Green Race Certification
- Opportunity to participate in the CARA Secret Runner Program
- NEW in 2014 – Discounted Pricing to advertise on the NEW CARA RACE CALENDAR

CARA Race Director Best Practices Guidelines:

A CARA Certified Race is one which promises to adhere to CARA's Best Practices Guidelines. These Guidelines embody the highest standards for the execution of a road race. Races which follow and adhere to these Guidelines are eligible for certification and promotion by CARA. Contact CARA to receive your copy of the Best Practices Guidelines.

Levels of CARA Certification:

1) First Time Applicants:

CARA plans to assist these races in complying with its Guidelines through direct assistance and by authenticating compliance with actual observation of the race. Races can apply and begin the process; certification will be granted the following year. These races will be able to signify to runners that they have applied for certification, with designation as a CARA Emerging Race.

2) Returning Applicants (Previous Year):

All races certified by CARA in the previous year need to apply for re-certification.

3) Returning Applicants (Past, but not Previous Year):

Races which have been CARA Registered or Certified in the past, but not in the previous year may apply to become a CARA Certified Race. These races must establish essential compliance with CARA's Best Practice Guidelines.

For more information on CARA and the Certified Race Program, please contact **Bryan Ganek:**
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