



“Runner Perks!” Program

2016 Humana Rock ‘n’ Roll Chicago Half Marathon
July 16-17, 2016

Program Overview:

The “Runner Perks!” program is run in conjunction with the **Humana Rock ‘n’ Roll Chicago Half Marathon** race weekend, on July 16-17, 2016. The Rock ‘n’ Roll Marathon Series wants to offer Chicago businesses the opportunity to promote their business to our 20,000 runners by participating in this **FREE** promotional “Runner Perks!” campaign.

Details:

- **Create a simple offer or discount unique for runners!** To participate, send the following information to pmcdermott@competitorgroup.com no later than **Friday, July 8**.
 - Business Name
 - Logo (if available)
 - Address, Phone, Website and/or Email
 - Discount/Special offer to our runners!
 - Please keep to 40 words or less
 - Example - “Congrats runners! Celebrate your monumental victory by bringing in your bib or medal for 20% of your dinner check (alcohol excluded)”
 - Contact Information (not publicized, but so we can reach you!)
- **Publicize your participation!** Once you submit your info, you will be given a Rock ‘n’ Roll Chicago “Runner Perks!” poster to hang in your front window, business door, or a spot that is most visible for our runners to see.
- **We will help you!** Once you submit your special offer to us – we will post on our website on a special page for Chicago businesses. We email a direct link to this page to our 20,000 runners as part of their “final information” packet approximately 2-3 weeks prior to the race.
- **Extend your special!** There are no restrictions on the time limits for your discounts. Feel free to offer the special for race day only, race weekend, or even several weeks later. Many of our runners are locals – lure them back!
- **Become Official!** Are you a restaurant or bar, along the course, that serves Anheuser-Busch Product? Contact us to learn how to become an official “Rock ‘n’ Roll Spectator Viewing Location”

DEADLINE TO SUBMIT YOUR SPECIAL IS FRIDAY, July 8!

If you have an interest in getting more involved, and want to find ways to further promote your business through our event, contact our event coordinator Peter McDermott at pmcdermott@competitorgroup.com.