

Chattanooga Track Club  
Elite Sponsorship Proposal

## **Overview**

The goal of this program is to establish a set of criteria to select a group of elite runners each year to represent the Chattanooga Track Club (CTC). It is important to note that the Chattanooga Track Club encourages participation from runners of all abilities. However in the past we have not recognized and supported our top Club athletes. We believe this program will financially support and recognize our elite runners who demonstrate excellence in the Chattanooga running community. The Club will benefit with some increased media exposure for the CTC. In addition these athletes will proactively participate in Club programs to help us promote our Club Mission and better our Club. Their contribution could include being role models for our youth program, mentors to other Club members in our training programs, an informational resource on running, and many other roles. If you feel that you may qualify as an elite runner please read [this document](#). Then contact us with your information. The Club will only consider Club members who have expressed an interest in the program by formally submitting their qualifications. The qualification period for the 2013 elite sponsorship began on January 1, 2012 and will go through December 31, 2012. To submit your request email Chas Webb at [webb.charles87@yahoo.com](mailto:webb.charles87@yahoo.com)

When establishing a set of criteria for sponsoring elite level runners the primary goal of the sponsor is to gain exposure. Generally speaking faster runners will gain more exposure in the media than slower runners. The word fast is a subjective term. To a 4:30 marathoner somebody who can run a 3:30 marathon is considered fast. However to a 3:00 marathoner a 3:30 marathoner is not fast. The term fast can also be synonymous with the word elite. Therefore the words fast and elite are all relative words that are based on perspective. Thus a set of detailed criteria needs to be set to determine what is considered elite.

Based off recommendations from local runners and research from other clubs, the preliminary approach to the CTC Elite team would be to fund a complete team for Indoor and Outdoor Club Nationals as well as Club Cross Country Nationals. This gives a set goal of what races the CTC will be involved in and what the runners should expect.

**Requirements:**

The following are a set of general mandatory requirements that must be met.

1. The runner is an active member in good standing with the Chattanooga Track Club and at the time of sponsorship has paid their membership dues in full.
2. The runner has competed in a minimum of 5 Chattanooga area races in the last calendar year. An area race is considered any race held within 50 miles of downtown Chattanooga, zip code 37402.
3. The runner has competed in a minimum of 2 Chattanooga Track Club races in the last calendar year.

The following are a set of running requirements that must be met. Note just 1 requirement has to be met in order for elite sponsorship to be considered. All criteria apply to overall race finishes and include both male and female unless otherwise mentioned.

1. In the last calendar year has been the overall winner in one of the following events. Eligibility for masters and grand masters, great grand masters (60+) will apply as well when applicable.
  - a. Scenic City Half Marathon
  - b. Chickamauga Chase 15k
  - c. Chickamauga Battlefield Marathon
  - d. Has won the Chattanooga Chase
  - e. Has won the Missionary Ridge Road Race
  - f. Has won the FCA 5k
  - g. Has won the Riverbend 5k or 10k
  - h. Has won the CF 5k race in Cleveland
  - i. Has won the Market Street Mile and run within 15 seconds of the time requirements listed in section 5
  - j. Has won the Raccoon Mountain Road Race or Johnson Mental Health 10k with a time of 2 minutes of the time requirements listed in section 5
  - k. Has won the 7 Bridges Marathon with a time of 10 minutes within the time requirements listed in section 5
  - l. Has won the Chattanooga Turkey Trot 8k or Wauhatchie Trail Run and 1 other Chattanooga Track Club event.
2. In the previous 2 calendar years has placed in the top 500 overall for their gender or top 5 in their age group division in the following marathons
  - a. New York City Marathon
  - b. Boston Marathon
  - c. Chicago Marathon

- d. London Marathon
  - e. Berlin Marathon
3. In the previous calendar year any runner who has run in any USATF Club Nationals race whether it be open or masters or grandmasters or great grandmasters.
  4. Any former collegiate runner who was on the official varsity roster in one of the previous 3 calendar years from the following schools.
    - a. University of Tennessee at Chattanooga
    - b. Covenant College
    - c. Lee University
    - d. University of the South
    - e. Bryant College
  5. (Section 5) A. Any runner in the last calendar year who has run under the following times in a Chattanooga area event open division on a certified course.

Event	Male	Female
Mile	4:50	5:40
5km	17:15	19:00
10km	36:30	39:00
Half Marathon	1:21:00	1:30:00
Marathon	2:55:00	3:10:00

B. Any masters runner in the last calendar year who has run under the following times in a Chattanooga area event.

Event	Male	Female
Mile	5:30	6:20
5km	18:45	21:00
10km	38:30	44:30
Half Marathon	1:29:00	1:41:00
Marathon	3:08:00	3:40:00

C. Any grand masters runner in the last calendar year who has run under the following times in a Chattanooga area event.

Event	Male	Female
Mile	6:00	6:50
5km	20:30	24:00
10km	42:30	52:00
Half Marathon	1:35:00	1:47:00
Marathon	3:21:00	4:10:00

D. Any runner over 60 years old in the last calendar year who has run under the following times in a Chattanooga area event.

Event	Male	Female
Mile	6:30	7:30
5km	22:00	28:00
10km	47:00	60:00
Half Marathon	1:42:00	2:10:00
Marathon	3:32:00	4:40:00

Since there is an opportunity for many runners to be eligible for the CTC elite program a cap must be placed. This is to preserve the integrity of the elite status and to allow the CTC to financially fund the program. Therefore a maximum total of 56 runners for the team will be selected. It will compose of 28 from each gender which composed of 7 open, masters and grandmasters, great grandmasters. In the event that more runners are eligible than slots are available runners will be selected based off their 5km time on a certified course. In the event that there are slots open the remaining slots will not be filled. In the event that there is more than 7 runners for each category (open, masters, grandmasters, great grandmasters) the top 7 from each category will be selected. Thus the 10th fastest open runner will not be selected in

front of the 4th fastest master's runner if the open runner has a faster 5km time. In the event that there are slots open the remaining slots will not be filled.

### **Compensation to Runners and Track Club**

All runners who are selected to be on the CTC elite team for the calendar year will receive compensation. Runners will receive a singlet and warm-up hooded sweatshirt. If the runner so desires too they can purchase the racing shorts and warm-up pants through the CTC. In addition runners will receive \$100 that they can use at their discretion. The only requirement is that they must run in 2 Chattanooga Track Club races that year and if applicable run in a club national event. If they do not qualify for a club national event they are to run in a race outside of a 100 mile radius of Chattanooga in an event that has 1000 or more participants. These requirements require the runner to wear a CTC Elite singlet for the said races.

In exchange the sponsored runner must volunteer in 2 CTC races. In addition if a training program is set up to benefit new runners or runners that are looking to improve. It is required that the sponsored runners volunteer at least 2 days out of the year for the training program. It is presumed that these training programs would occur monthly sometime during the weekend.

### **Projected Cost**

There will be a substantial cost to the CTC that the club would have to finance. Assuming the CTC pays \$50 for each uniform and \$100 for the races, that is \$150 per runner. At 56 runners,  $\$150 \times 56 = \$8400$ . It is projected that 20 runners will purchase the remaining part of the uniform. Of which the CTC could make a \$10 profit. Thus uniform revenue would be \$200. It is not known what the revenue from the increased exposure would be. The projected cost also does not take into account labor hours from volunteering.

### **Start of Sponsorship**

The program would go into effect January 1, 2013. All runners who have matched the criterion of this proposal in the calendar year of 2012 will be eligible.