

CHICAGO FRONTRUNNERS



CLUB MARKETING AND ADVERTISING

- 1) INTRODUCTION PACKET FOR PROSPECTIVE MEMBERS
 - a) Introduction letter
 - b) Membership application
 - c) Latest issue of newsletter
 - d) Debut ribbon

- 2) FREE ADVERTISING FROM AREA PUBLICATIONS
 - a) Organizational listing
 - b) Calendar of events
 - c) Photographs
 - d) Special event press releases

- 3) PAID ADVERTISING
 - a) Paid ads
 - b) Listing in area "yellow pages"
 - c) Listing in special event publications

- 4) NAME RECOGNITION MARKETING
 - a) Membership drives (Bar nights)
 - b) Free brunches
 - c) New logo and/or T-shirts
 - d) Mass mailings
 - e) Posters
 - f) Flyers

- 5) SPECIAL EVENTS
 - a) Club sponsored races
 - 1) exTRACKaganza
 - 2) Gay Pride Runs (Minneapolis)
 - b) Benefits for worthy causes
 - c) Garage, bake, tupperware, etc. sales
 - d) Booths at street fairs, conventions
 - e) Theme Parties
 - f) Coordinated events with other area clubs

CHICAGO FRONTRUNNERS

Fellow Runner/Walker,

Thanks for your interest in the Frontrunners/Frontwalkers, Chicago's gay and lesbian running and walking club. In 1989, we will be celebrating our 7th Anniversary as an alternative to exercise and socialization within the community. Join us for a fun packed year that will include the following events.

Frontrunners/Frontwalkers have "fun runs" and "walk and talks" every Tuesday, 6:30 PM; Saturday, 10 AM; and Sunday, 10 AM from the Totem Pole, Lake Shore Drive and Addison Street in Lincoln Park. Generally, many members then adjourn to pre-scheduled restaurants for dinner or breakfast.

The Chicago area has a plethora of running and walking events throughout the year whose participation our membership enjoys. The Frontrunners are an active member of the Chicago Area Running Association. Many discounts to running events and sporting goods stores thus comes with our membership. Frontrunners also participates in the CARA Race Circuit, accumulating points through dozens of circuit races towards standings against other Chicago running clubs. We also assist in the organization of the annual Gay Pride 10K and volunteer to man a water station during the Chicago Marathon.

Frontwalkers officially begins its "walk and talks" on Saturday April 8th. Walking is a low impact sport allowing the ability to burn off calories at a slower pace accommodating communication. Most weekends bring scheduled walking events throughout the Chicago area.

Frontrunners/Chicago is but one of over 20 affiliated clubs from around North America. On the weekend of April 21-23, Chicago is hosting the International Frontrunners Forum II where clubs' representatives from participating cities exchange ideas and promote camaraderie. Further activities will include a Memorial Weekend trip to visit Minneapolis/Frontrunners, A Labor Day Weekend excursion to Kansas City/Frontrunners, and finally a ski trip to Denver/Frontrunners next winter. These host cities provide housing, fun runs, walks, picnics, parties, and fun.

Over the July 4th Weekend, Chicago's Frontrunners will also host the "exTRACKaganza", an informal track event as part of the Team Chicago Arts and Athletics Festival. The festival will include over a dozen events for gay and lesbian athletes as preparation for the Gay Games III in 1990. Frontrunners will invite international members to enjoy the exTRACKaganza, receptions, parties, and a July 3rd fireworks picnic in Grant Park.

Monthly parties have become a trademark of the Frontrunners. Themes include April's Easter Bonnet Soiree, June's Swim Party with the Smelts, July's exTRACKaganza, August's Ravina Trip, October's Halloween Party, and the Annual Holiday Dinner in December.

Come for the run, stay for the fun. Come for the walk, enjoy the talk. Chicago Frontrunners/Frontwalkers.

P.O.Box 148313

Chicago, Illinois 60614-8313

They walk

They talk

They're coming April 8th

FRONTWALKERS

CHICAGO

Meet 10 a.m. Totem Pole

04/12/89

Outlines
1300 W. Belmont, Suite 3-E
Chicago, IL 60657

Attn: Organizations and Calendar

Dear Editor,

Thank-you for including Frontrunners in your fine publication. Please list the Frontrunners under your Organizations section as follows:

FRONTRUNNERS/FRONTWALKERS -- Chicago
P.O.Box 148313
Chicago, IL 60614-8313
(312) 463-2220

Also, please list on your Calendar the following:

Every Tuesday, 6:30 PM and Saturday, 10 AM --
fun runs and "walk and talks" from the Totem
Pole -- Lake Shore and Addison in Lincoln Park

Friday, May 5 -- 8 PM -- Organizational develop-
ment for the "exTRACKaganza" track event that
will take place on July 2d -- Info 463-2220

Saturday, May 13 -- 10 AM -- FRONTWALKERS
Membership Drive. Meet at the Totem Pole for
a "walk and talk"; Breakfast to follow - 463-2220

Saturday, May 20 -- 8 PM -- Frontrunners
monthly party: "Peruvian Pleasures", Yma Sumac
Look-a-Like Contest -- Info 463-2220

Sincerely,



Larry Dever
President Frontrunners/Frontwalkers Chicago

CHICAGO
FRONTRUNNERS



PRESS RELEASE FOR INTERNATIONAL FRONTRUNNERS FORUM II

The Frontrunners, Chicago's gay and lesbian running and walking club, is hosting the International Frontrunners Forum II on Saturday April 22 from 9 AM -- 5 PM at Ann Sathers Restaurant (929 W. Belmont). Over 25 affiliated Frontrunner clubs from most major cities around North America meet to exchange ideas and promote camaraderie. Agenda items include; International Frontrunners participation in the Gay* Games III in 1990, Frontrunner's "exTRACKaganza" track event on July 2d as part of Team Chicagos Arts and Athletics Sports Festival, and development of an international clearing house for information.

Please send reporters and/or photographers to this highly visible media event. If you have any questions, or would like to do a story on the Frontrunners/Frontwalkers , please give me a call at 463-2220.

Looking forward to hearing from you!

Sincerely,

A handwritten signature in black ink, appearing to read "Larry Dever".

Larry Dever
President Frontrunners/Frontwalkers/Chicago
P.O.Box 148313
Chicago, IL 60614-8313

EXTRACKAGANZA

exTRACKaganza: An informal track event for the gay and lesbian community co-sponsored by Fronrunners/Chicago and Team Chicago Arts & Athletic Festival.

Date: Sunday, July 2, 1989 Start Time: 9:00 a.m.

Location: Winnemac Park
Damen (2000 West) and Foster (5200 North) Chicago

More Info: Call 312-463-2220

Detach and mail the entry form below.

RUNNER ENTRY:

name _____ sex _____

street address _____

city, state, zip _____ phone (____) _____

EVENTS: I plan to run in the following events. (You may enter as many events as you want for the one fee.)

___ 400 meter dash*

___ 1.5-K Race

___ 800 meter dash*

___ 5-K Race

___ 4 member 400 meter relays*. Please print the names of the other three members of your relay team _____

* These events will include heats and finals.

FEES:

Entries postmarked by 6/1/89 \$10.00 _____

Entries postmarked after 6/1/89 \$14.00 _____

Race-Day registration on 7/2/89 \$15.00 _____

Fronrunners/Chicago tank top \$10.00 _____

Circle size S M L XL

Contribution to defer cost of exTRACKaganza \$ _____

TOTAL \$ _____

Make checks payable to
Fronrunners Chicago

Mail entries & check to:
Fronrunners Chicago
Attention: Larry Dever
P.O. Box 148313
Chicago, IL 60614-8313

WAIVER: In consideration of this entry, I hereby for myself, heirs, executors, and administrators, waive any and all claims I may have for damages against Fronrunners/Chicago, Chicago Board of Education, Team Chicago Arts and Athletics Festival, The Athletics Congress, all individuals associated with the event, their representatives, successors and assigns for any and all injuries suffered by me in connection with this event, including pre and post-race activities. I have been warned that I must be in good health to participate in this event, and I attest and verify that I am physically fit and have trained sufficiently for this event.

___ Yes, I hereby grant permission to Fronrunners/Chicago to use my name and photographs of this event for publication

___ No, I do not want my name and photograph used for publication.

Runner's signature _____ Date _____