

RACE DAYS NOVEMBER 12-13

26.2 and 13.1 Mile Foot races
Relay
5K and 10K Distances
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

November 10-12, Las Vegas
Convention Center
Retail Sales and Sampling Opportunities

AUDIENCE

46,400+ Participants
47,900+ Expo Attendees
81,000+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendee Spending: \$2,650,000
- Average Household Income: \$126,180
- 68% of Participants are Married
- 73% of participants have a Bachelor's degree or higher

Source: 2015 Rock 'n' Roll Marathon Series Registration Analytics Report & Participant Survey

THE EVENT

In its 8th year of running, Rock 'n' Roll Las Vegas is the largest event of the Rock 'n' Roll Marathon Series. With a course that runs down the Las Vegas strip, through Fremont Street, and finishes at the erupting volcano at The Mirage, it is the only private event that shuts down the strip each year. This nighttime race hosts one of the largest running expos in the industry, a run-through wedding, a rockin' headliner concert, Start Line Festival, and elite runners traveling from around the globe.

ENTERTAINMENT

It's a 26.2 mile street party down the strip at night as local and big-name bands perform on entertainment stages along the course, playing every genre of music! Spirit Squads, themed water stations, a run-through wedding, and the lights and sounds of the Las Vegas strip casinos and hotels add to the festivities, with a start line celebration and headliner concert to kick off the race.

MARKETING CAMPAIGN

An extensive and comprehensive year-round national, regional and local marketing plan includes print, radio, television, online and email advertising, social media, in-store distribution, grass roots efforts in target markets, cross-promotions with event sponsors and a national expo tour.

NATIONAL MEDIA BLITZ

A full-time PR department works year-round to generate extensive national, regional and local exposure via print, radio, television and online media coverage.

ECONOMIC IMPACT

In 2015, participant and spectator spending generated an estimated \$226 million* in economic impact over race weekend.

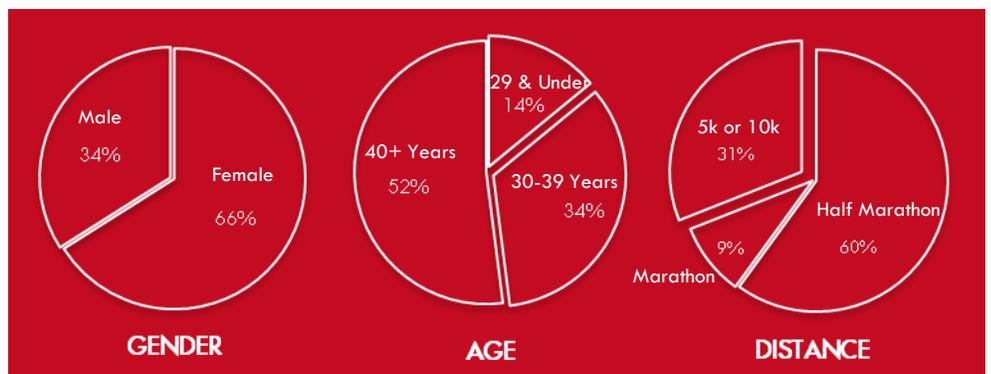
**Economic Impact numbers generated by 2015 Participant Data, San Diego State University*

CHARITY

Charity is the heart of Rock 'n' Roll! Official charities have raised over \$300 million (net) for their respective causes through Rock 'n' Roll Marathon Series events since the inception of the Series in 1998. There are a group of charities recruiting participants to train and fundraise together and have a life-changing experience while raising much needed funds and awareness for their chose cause. Please visit the charity page on the event website for details.

GEOGRAPHIC DISTRIBUTION

Every state and 65 countries were represented in the 2015 event. Top States: California, Nevada, Texas, Arizona, Washington, Colorado, Illinois, Florida, Oregon, New York. Top Countries: (not including U.S.) Canada, Mexico, Great Britain, Brazil, Costa Rica.



Source: 2015 Participant Data