

RACE DAY OCTOBER 29

13.1 Mile Foot race
10K
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

October 28-29, Centro de Convenciones
Yucatán Siglo XXI
Retail Sales and Sampling Opportunities

AUDIENCE

3,000+ Participants
5,000+ Expo Attendees

EVENT MEDIA

Rock 'n' Roll Merida Facebook: 5,226
Rock 'n' Roll Marathon Facebook: 148,606
Rock 'n' Roll Merida Twitter: 645
Rock 'n' Roll Marathon Twitter: 123,500
Rock 'n' Roll Marathon Instagram: 39,400

THE EVENT

In 2015, the inaugural Banorte Rock 'n' Roll Merida Half Marathon took to the streets of the safest city in Mexico over Dia de Los Muertos weekend. This nighttime half marathon runs through Paseo Montejo and around the rich in colonial architecture in the city, offering a unique experience of running past the headliner concert stage on the way to the finish line. The race hosts a health & fitness expo, a rockin' headliner concert, and finish line festival.

ENTERTAINMENT

It's a 13.1 mile street party as local bands perform on entertainment stages at the expo, along the course, and at the finish line, playing every genre of music! Spirit Squads and themed water stations add to the festivities, with a finish line celebration and headliner concert!

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, cross-promotions with event sponsors and an international 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.

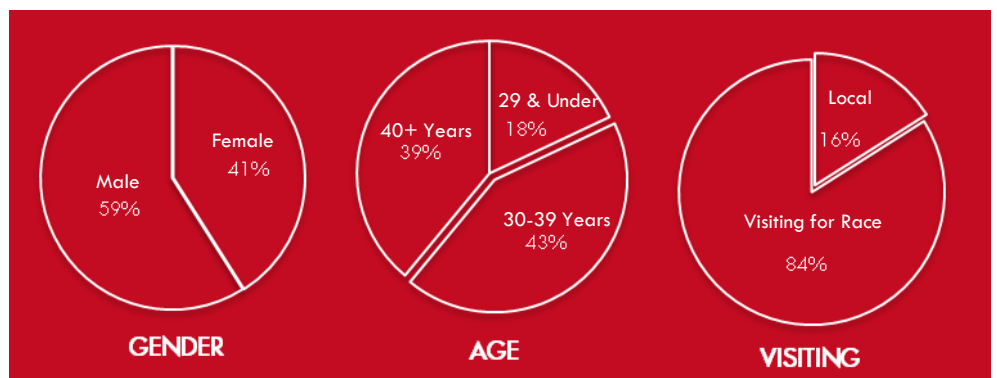
CHARITY

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

18 countries and 33 US domestic states were represented in the 2015 Banorte Rock 'n' Roll Merida Half Marathon. Top Countries: Mexico, United States, Canada, Belize, Brazil, Great Britain, Costa Rica, Germany, Ecuador, Spain. Top Domestic States: California, Texas, Florida, Illinois, Arizona, Colorado, Georgia, Virginia, Minnesota, Washington.

EVENT PARTNERS AND SPONSORS



Source: 2015 Participant Data