

## RACE DAYS JUNE 4-5

26.2 and 13.1 Mile Foot races  
 Relay  
 Finish Line Festival  
 Post Race Concert

## HEALTH & FITNESS EXPO

June 3-4, San Diego Convention Center  
 Retail Sales and Sampling Opportunities

## AUDIENCE

25,000+ Participants  
 40,000+ Expo Attendees  
 55,000+ Finish Line Attendees

## DEMOGRAPHICS

- Expo Attendee Spending: \$1.3 million
- Average Household Income: \$117,774
- 60% of Participants are Married
- 79% of participants have a Bachelor's degree or higher

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

## THE EVENT

San Diego, the original "granddaddy" race, known for its scenic coastline and laid-back lifestyle, has so much to offer participants both on and off the course! The thoughtfully designed walker and runner friendly route will pass by a variety of Signature attractions in San Diego, with a downtown Finish Line at Waterfront Park!

## ENTERTAINMENT

45+ bands play along the 26.2 and 13.1 mile courses, playing every genre of music, from country to alternative to good old fashioned rock 'n' roll! Spirit squads and themed water stations add to the festivities, with a finish line celebration and post race concert capping off an action-packed weekend!

## 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 \$44.9 million\* in economic impact over race weekend.

\*Economic Impact numbers generated by 2015 Participant Survey Report

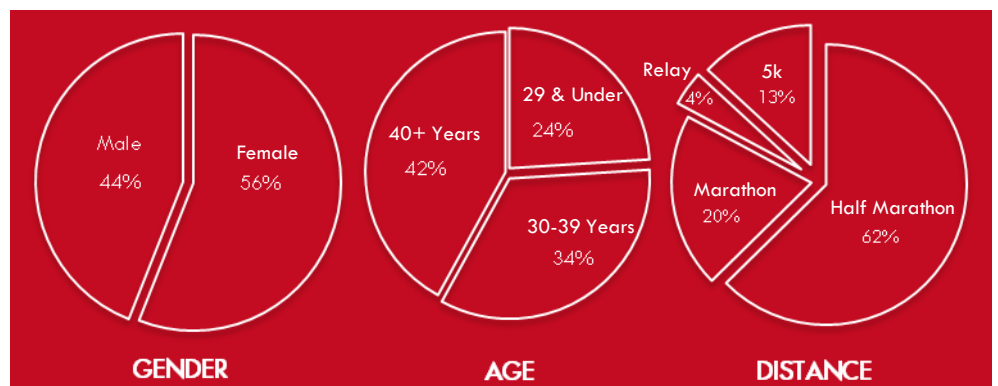
## CHARITY

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 43 countries were represented in the 2015 Suja Rock 'n' Roll San Diego Marathon & 1/2 Marathon. Top States: California, Arizona, Texas, Nevada, Colorado, Washington, New York, Illinois, Florida

Top Countries: (not including U.S.) Mexico, Canada, Brazil, Great Britain, Japan



Source: 2015 Participant Data