

RACE DAY OCTOBER 8

13.1 Mile Foot Races
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

October 6-7, Penn Plaza Pavilion
Retail Sales and Sampling Opportunities

AUDIENCE

18,700+ Participants
17,000+ Expo Attendees
31,700+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendee Spending: \$215,000
- Average Household Income: \$126,920
- 91% of participants have a Bachelor's degree or higher

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

THE EVENT

In 2015, Rock 'n' Roll Brooklyn Half Marathon had its inaugural race around the city. Now in its 2nd year, it has become a favorite for destination runners, exploring Brooklyn's historic landmarks. The race starts and finishes in Prospect Park, giving participants the opportunity to explore one of the most iconic parks of Brooklyn. With over 18,700 participants, a central location, a rockin' headliner concert, free finish line festival, and elite runners traveling from around the globe, the event is destined to draw impressive crowds and media coverage.

ENTERTAINMENT

It's a 13.1-mile street party as various live bands perform on multiple stages along the route, 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 \$33.4 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 53 countries were represented in the 2015 Rock 'n' Roll Brooklyn Half Marathon. Top States: New York, New Jersey, Pennsylvania, Virginia, Connecticut, Maryland, Massachusetts, Washington D.C, California, and Texas.



Source: 2015 Participant Data