



QUICK FACTS

JULY 15 - 17, 2016

RACE DAYS JULY 16-17

13.1 Mile, 10k & 5K foot races
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

July 15 - 16, 2016
McCormick Place
Retail Sales and Sampling Opportunities

AUDIENCE

20,770+ Participants
27,600+ Expo Attendees
38,000+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendee Spending \$784,700
- Average Household Income: \$116,713
- 36 % of Participants are Married
- 84% of participants have a Bachelor's degree or higher

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

THE EVENT

Experience 13.1 magnificent miles of this charming city guaranteed to leave you breathless. Flat & fast, this course will roll along water front views of Lake Michigan and through major city highlights including Millennium Park, Soldier Field and The Chicago Theatre. Participants cross the finish line in Grant Park, home of the Buckingham Fountain & world class museums.

ENTERTAINMENT

With local live bands every mile, the uproar of cheer stations along the sidelines and an action packed Finish Line Festival, this party will shake up the city streets of Chicago and keep runners rockin' toward the finish line!

MARKETING CAMPAIGN

An extensive and comprehensive year-round national, regional and local marketing plan includes print, radio, television, online and e-mail advertising, social media, in-store distribution, grassroots 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 \$24.7 million* in economic impact over race weekend.

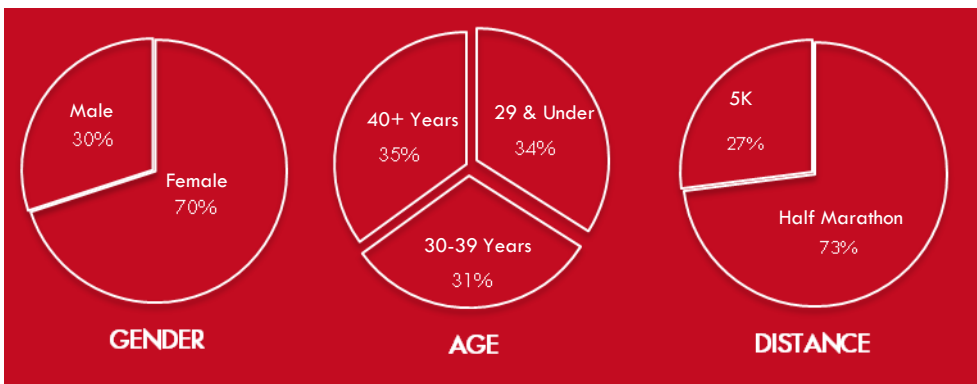
**Economic Impact numbers generated by 2015 Participant Survey Report*

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 37 countries were represented in the 2015 Rock 'n' Roll Chicago Half Marathon. Top States: Illinois, Minnesota, Indiana, Wisconsin, California, Texas, Ohio, Missouri, Iowa and Florida



Source: 2015 Participant Data