



QUICK FACTS

OCTOBER 15-16, 2016

RACE DAY OCTOBER 16

13.1 Mile Foot races
Finish Line Festival
10k & 5k
Post Race Concert

HEALTH & FITNESS EXPO

October 14 - 15, 2016
National Western Complex
Retail Sales and Sampling Opportunities

AUDIENCE

15,430+ Participants
22,400+ Expo Attendees
32,300+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendee Spending: \$463,848
- Average Household Income: \$116,785
- 67% of Participants are Married
- 85% of participants have a Bachelor's degree or higher

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

THE EVENT

Starting at Civic Center Park in front of the State Capitol, runners enjoy a mix of urban & rural highlights such as the Pepsi Center, Union Station and several picturesque parks as they make their way to the final stretch along Denver's art district. Spectacular fall weather coupled with a fast course combine for a great race experience at the Transamerica Rock 'n' Roll Denver Half Marathon, now offering two days of running!

ENTERTAINMENT

Local bands and cheer squads will line every mile of the route and add energy and flair to an already spectacular course. The party continues with a post race concert for all participants in Civic Center Park.

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 \$14 million* in economic impact over race weekend.

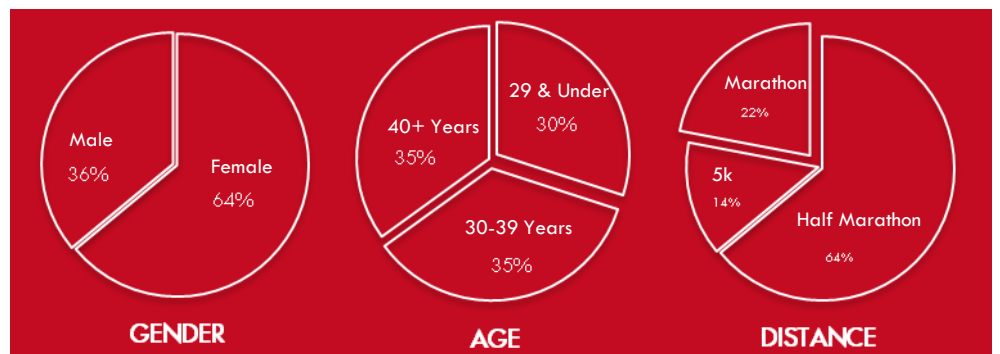
*Economic Impact numbers generated by 2015 Participant Survey Report

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 8 countries were represented in the 2015 Rock 'n' Roll Denver Marathon & 1/2 Marathon. Top States: Colorado, California, Texas, Wyoming, Arizona, New Mexico, Illinois, Nebraska, Washington



Source: 2015 Participant Data