



QUICK FACTS

OCTOBER 30, 2016

RACE DAY OCTOBER 30

13.1 Mile Foot race
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

October 28-29, LA Convention Center
Retail Sales and Sampling Opportunities

AUDIENCE

11,600+ Participants
17,000+ Expo Attendees
22,000+ Finish Line Attendees

DEMOGRAPHICS

- Total Market Expo Spend \$435,000
- Average Household Income: \$108,715
- 58% of Participants are Married
- 76% of participants have a Bachelor's degree or higher

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

THE EVENT

Forget about the lights and cameras! The action will take place at Rock 'n' Roll Los Angeles Halloween Half Marathon! The flat, fast, and scenic course is the perfect place to set a PR. With over 11,000 participants, one of the largest running expos in the industry, a rockin' headliner concert, complimentary Finish Line Festival, and elite runners traveling from around the globe, the event continues to draw impressive crowds and media coverage.

ENTERTAINMENT

It's a 13.1-mile street party as live bands perform on multiple on-course stages along the route, playing every genre of music, from country 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 \$9 million in economic impact over race weekend.

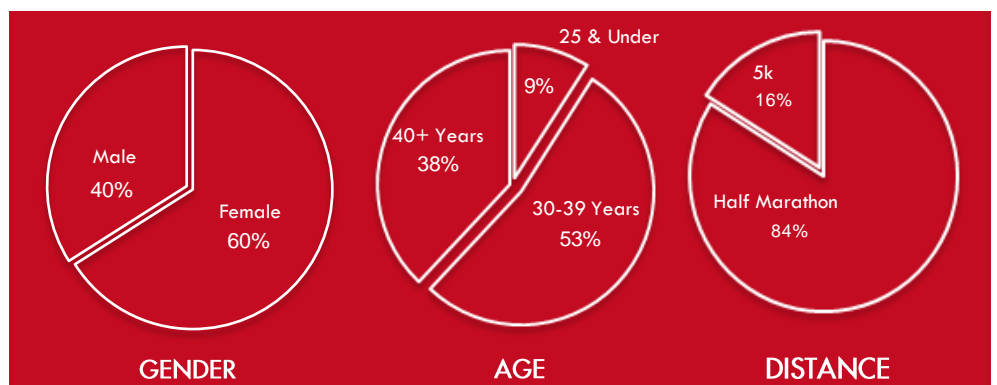
**Economic Impact numbers generated by 2015 Participant Survey Report*

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

48 states and nearly 30 countries were represented in the 2015 Rock 'n' Roll Los Angeles Halloween 1/2 Marathon. Top States: California, Arizona, Nevada, Texas, Washington, Illinois, Massachusetts, Colorado, Florida, Virginia.



Source: 2015 Participant Data