



QUICK FACTS

SEPTEMBER 16-18, 2016

RACE DAYS SEPTEMBER 17-18

5K
13.1 Mile Foot Race
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

September 16-17,
Pennsylvania Convention Center, Hall E
Retail Sales and Sampling Opportunities

AUDIENCE

18,700+ Participants
22,400+ Expo Attendees
33,000+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendee Spending: \$523,200
- Average Household Income: \$125,587
- 84% of participants have a Bachelor's degree or higher

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

THE EVENT

Now in its 39th year, AACR Rock 'n' Roll Philadelphia Half Marathon is boasted as the fastest half marathon course. The course runs through the fast and flat scenic streets of Philadelphia and ends at the Rocky Steps and Philadelphia Museum of Art, it has become a fan favorite of runners everywhere. With over 18,700 participants, one of the largest running expos in the industry, a rockin' headliner concert, 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 various live bands perform on multiple stages along the way, 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 \$12 million in economic impact over race weekend.

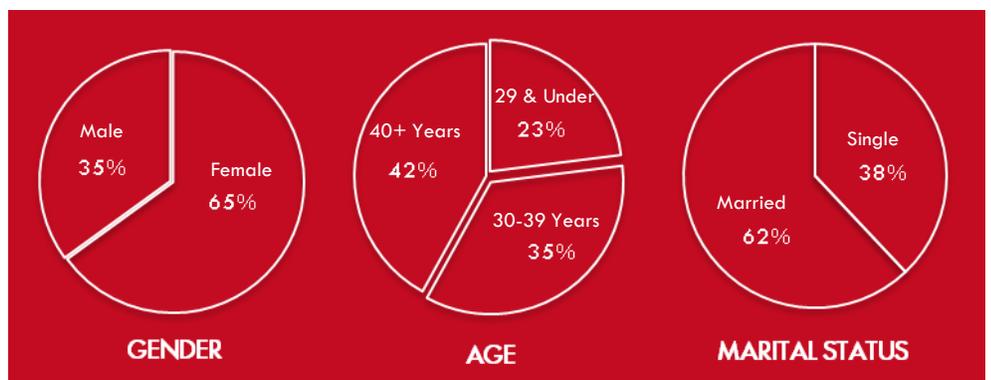
**Economic Impact numbers generated by 2015 Participant Survey Report*

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 21 countries were represented in the 2015 AACR Rock 'n' Roll Philadelphia Half Marathon. Top States: Pennsylvania, New Jersey, New York, Maryland, Delaware, Virginia, Washington D.C., Massachusetts, Connecticut, and California.



Source: 2015 Participant Data