



QUICK FACTS

JUNE 16-18, 2016

RACE DAY JUNE 18

26.2 and 13.1 Mile Foot races
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

JUNE 16-17, CenturyLink Field Event Center
Retail Sales and Sampling Opportunities

AUDIENCE

17,600+ Participants
25,000+ Expo Attendees
31,900+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendee Spending: \$611,900
- Average Household Income: \$122,971
- 64% of Participants are Married
- 80% of participants have a Bachelor's degree or higher

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

THE EVENT

Alaska Airlines Rock 'n' Roll Seattle Marathon & 1/2 Marathon returns for its 8th year running, becoming a fan favorite of runners everywhere. With a course perfect for new runners, the course starts at the iconic Space Needle, takes you through urban Seattle and has breathtaking views of the Pacific Northwest. With over 17,600 participants, one of the largest running expos in the industry, a rockin' headliner concert, free 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 26.2-mile street party as 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 \$21.8 million in economic impact over race weekend.

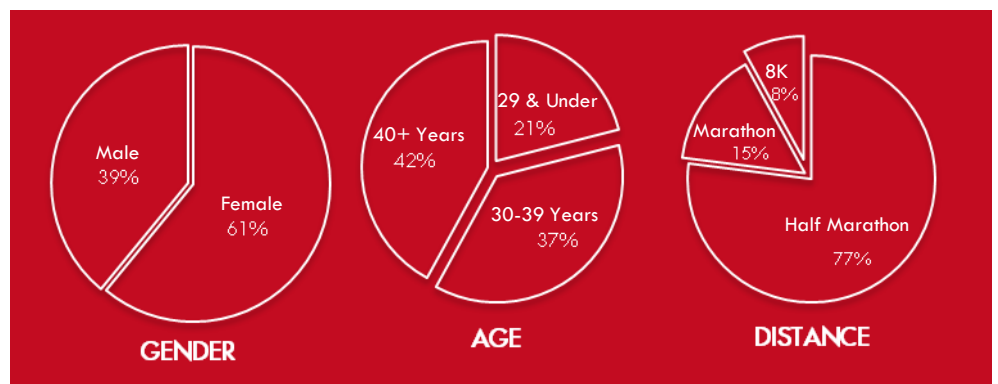
**Economic Impact numbers generated by 2015 Participant Survey Report*

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 24 countries were represented in the 2015 Alaska Airlines Rock 'n' Roll Seattle Marathon & 1/2 Marathon race. Top States: Washington, California, Oregon, Texas, Arizona, Colorado, Florida, Idaho, Illinois, New York.



Source: 2015 Participant Data