



# QUICK FACTS

OCTOBER 14-16, 2016

## RACE DAY OCTOBER 16

13.1 Mile Foot Races  
10K and 5K Foot Races  
Finish Line Festival  
Post Race Concert

## HEALTH & FITNESS EXPO

October 14-15, St. Louis Convention Center  
Retail Sales and Sampling Opportunities

## AUDIENCE

10,300+ Participants  
12,500+ Expo Attendees  
19,100+ Finish Line Attendees

## DEMOGRAPHICS

- Expo Attendee Spending: \$362,900
- Average Household Income: \$111,771
- 69% of Participants are Married
- 78% of participants have a Bachelor's degree or higher

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

## THE EVENT

In 2011, the first Rock 'n' Roll St. Louis Half Marathon ran through the streets of downtown. Now in its 6th year, it has become a fan favorite of runners everywhere, offering 1/2 marathon, 10k, and 5k distances with a scenic view of the Arch. With over 10,000 participants, two days of running, 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 13.1-mile street party as various live bands perform on multiple stages along the two routes, 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 \$6.6 million in economic impact over race weekend.

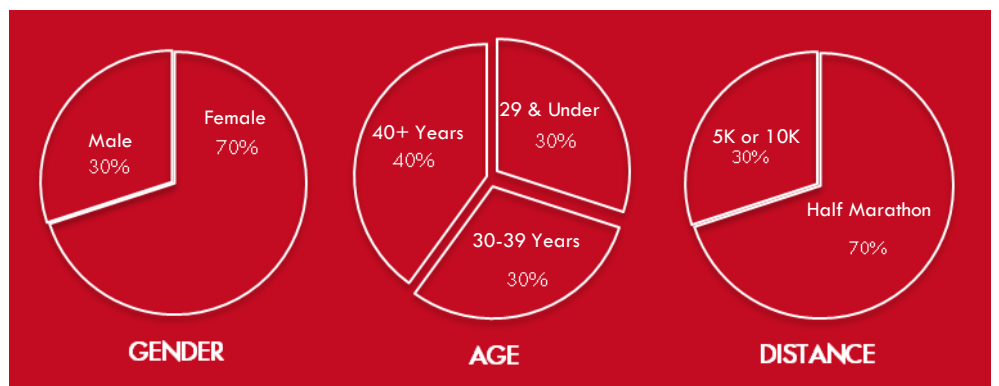
*\*Economic Impact numbers generated by 2015 Participant Survey Report*

## 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 7 countries were represented in the 2015 Rock 'n' Roll St. Louis Half Marathon. Top States: Missouri, Illinois, Tennessee, Indiana, Iowa, Texas, Arkansas, Kentucky, Kansas, and California.



Source: 2015 Participant Data