



# QUICK FACTS

SEPTEMBER 3 - 5, 2016

## RACE DAY SEPTEMBER 4

1 Mile Foot Race in the Sand

## RACE DAY SEPTEMBER 5

13.1 Mile Foot Race

5K Foot Race

Finish Line Festival

Post Race Concert

## HEALTH & FITNESS EXPO

September 3-4, The Virginia Beach Convention Center

Retail Sales and Sampling Opportunities

## AUDIENCE

15,400+ Participants

22,300+ Expo Attendees

28,400+ Finish Line Attendees

## DEMOGRAPHICS

- Expo Attendee Spending: \$713,000
- Average Household Income: \$112,583
- 66 % of Participants are Married
- 73% of participants have a Bachelor's degree or higher

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

## THE EVENT

Humana Rock 'n' Roll Virginia Beach is returning for its 16th year running. With a family-friendly Mile in the Sand to a 1/2 Marathon and a three-day American Music Festival taking place over Labor Day weekend, it has become a fan favorite for runners everywhere. With over 15,000 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 13.1-mile street party as variety of live bands perform on multiple stages along the route, 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 \$17.1 million in economic impact over race weekend.

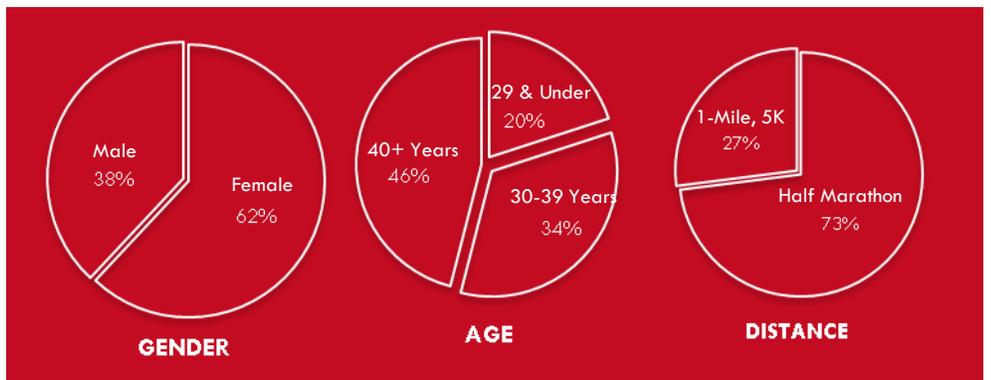
*\*Economic Impact numbers generated by 2015 Participant Survey Report*

## 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 15 countries were represented in the 2015 Rock 'n' Roll Virginia Beach 1/2 Marathon. Top States: Virginia, North Carolina, Maryland, Pennsylvania, New York, Florida, New Jersey, Washington D.C., Texas, and California.



Source: 2015 Participant Data