



QUICK FACTS

JANUARY 13-15, 2017

RACE DAYS JANUARY 14-15

26.2 and 13.1 Mile Foot races
10K & 5K
Kids Rock Foot Race
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

January 13-14, Phoenix Convention Center, South Halls F & G
Retail Sales and Sampling Opportunities

AUDIENCE

22,600+ Participants
35,500+ Expo Attendees
49,200+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendee Spending: \$936,120
- Average Household Income: \$116,000
- 71% of Participants are Married
- 74% of participants have a Bachelor's degree or higher

Source: 2016 Rock 'n' Roll Marathon Series Registration Analytics Report & Participant Survey

THE EVENT

In 2004, the first Rock 'n' Roll Arizona set the record for the largest inaugural running event in history. With a flat and fast course that winds throughout the Tempe, Scottsdale and Phoenix, this event location is regarded as a perfect winter running destination. This race hosts one of the largest running expos in the industry, a rockin' double headliner concert, finish line festival and elite runners traveling from around the globe.

ENTERTAINMENT

It's a 26.2 mile street party as local bands perform on entertainment stages along the course, playing every genre of music! Spirit Squads and themed water stations add to the festivities, with a finish line celebration and double headliner concert!

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 2016, participant and spectator spending generated an estimated \$28.6 million* in economic impact over race weekend.

*Economic Impact numbers generated by 2016 Participant Data, San Diego State University

CHARITY

Charity is the heart of Rock 'n' Roll! Official charities have raised over \$325 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.

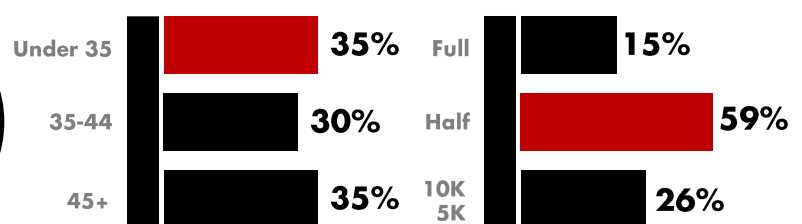
GEOGRAPHIC DISTRIBUTION

Every state and 13 countries were represented in the 2016 Rock 'n' Roll Arizona Marathon & 1/2 Marathon. **Top States:** Arizona, California, Colorado, New Mexico, Washington, Texas, Illinois, Nevada, Minnesota, Oregon **Top Countries:** (not including U.S.) Canada, Mexico, Great Britain.



GENDER

62% female, 38% male



AGE

Average Age: 42

DISTANCE

Most Run Distance: Half

Source: 2016 Participant Data