

## RACE DAYS APRIL 1-2

5K  
All Day 20K  
Junior Carlsbad  
Finish Line Festival  
Post Race Concert

## HEALTH & FITNESS EXPO

April 1-2, The Village of Carlsbad  
Retail Sales and Sampling Opportunities

## AUDIENCE

9,700+ Participants  
15,400+ Expo Attendees  
13,400+ Finish Line Attendees

## DEMOGRAPHICS

- Average Household Income: \$125,450
- 68% of Participants are Married
- 75% of participants have a Bachelor's degree or higher

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

## THE EVENT

Celebrating 32 years of running, the World's Fastest 5K returns to the streets of Carlsbad. Featuring a fast and fun seaside course, runners and walkers alike enjoy a lively day of activity in downtown Carlsbad. The Carlsbad 5000 is home to the 17 world records set by elites who come from far and wide to compete in this famously fast road race.

## ENTERTAINMENT

The event wraps up with a raucous Party by the Sea in the heart of Carlsbad Village! With live music and free beer for participants over 21, the party begins as soon as runners finish the first race; friends and family gather after to celebrate their accomplishments.

## 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 \$3.2 million\* in economic impact over race weekend.

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

## CHARITY

The Carlsbad 5000 and Junior Carlsbad are pleased to have several charities involved with the events. Over the past 29 years, charity participants have embraced the Carlsbad 5000 as a fundraising event, raising thousands of dollars for their charitable entity.

## GEOGRAPHIC DISTRIBUTION

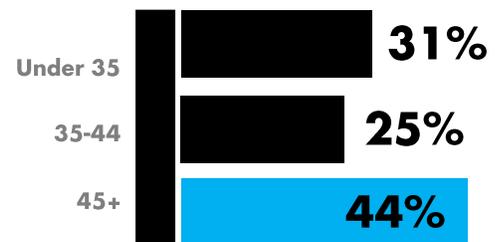
41 states and 11 countries were represented in the 2016 Carlsbad 5000.

**Top States:** California, Arizona, Nevada, Colorado, Washington, Texas, Oregon, Florida, Minnesota, Illinois. **Top Countries:** (not including U.S.) Mexico, Canada, United Kingdom, Sweden, Austria.



## GENDER

54% female, 46% male



## AGE

Average Age: 35

Source: 2016 Participant Data