



QUICK FACTS

MARCH 17 - 19, 2017

RACE DAYS MARCH 18-19

- 5K Foot race
- 13.1 Mile Foot race
- Finish Line Festival
- Post Race Concert

HEALTH & FITNESS EXPO

March 17-18, Kay Bailey Hutchison Convention Center
Retail Sales and Sampling Opportunities

AUDIENCE

12,700+ Participants
18,520+ Expo Attendees
24,470+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendee Spending: \$595,550
- Average Household Income: \$127,280
- 70% of Participants are Married
- 77% of participants have a Bachelor's degree or higher

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

THE EVENT

The world's largest running tour returns to Dallas. Participants can expect a high energy, rockin' race day as live bands, cheerleaders and themed aid stations line the quintessential Dallas course. The race will kick off and finish in downtown Dallas.

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 \$10.3 million* in economic impact over race weekend.

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

ENTERTAINMENT

Rock out or two-step to the music on course, and stay pumped up with cheers provided by local cheer squads along the way! Themed participant aid stations are appropriately placed throughout the race. Participants and spectators can celebrate the day at the finish line festival following the race.

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 chosen cause. Please visit the charity page on the event website for details.

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.

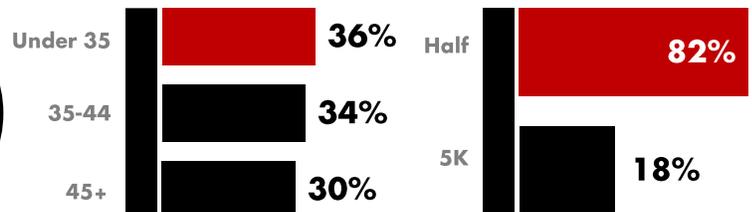
GEOGRAPHIC DISTRIBUTION

Every state and 17 countries were represented in the 2016 Humana Rock 'n' Roll Dallas 1/2 Marathon. **Top States:** Texas, Oklahoma, California, Louisiana, Florida, Illinois, Arkansas, Kansas, Tennessee, Missouri. **Top Countries:** (not including U.S.) Mexico, Canada, United Kingdom, Australia, Kenya.



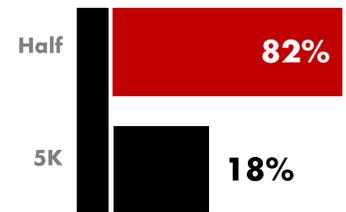
GENDER

61% female, 39% male



AGE

Average Age: 42



DISTANCE

Most Run Distance: Half

Source: 2016 Participant Data