



QUICK FACTS

MARCH 9 - 11, 2017

RACE DAY MARCH 11

26.2 and 13.1 Mile Foot races
5K Foot race
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

March 9-10, D.C. Armory
Retail Sales and Sampling
Opportunities

AUDIENCE

24,700+ Participants
28,000+ Expo Attendees
40,800+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendees Spending: \$767,750
- Average Household Income: \$132,100
- 62% of Participants are Married
- 86% of participants have a Bachelor's degree or higher

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

THE EVENT

Take on a rockin' 26.2 or 13.1 historic journey through our Nation's Capital at the 6th Annual Rock 'n' Roll DC Marathon & 1/2 Marathon. Boasting revamped courses with a start line on Constitution Ave. surrounded by the sights of the White House, Smithsonian Libraries and Washington Monument, live bands and cheer squads along the course culminating with a post race finish line concert!

ENTERTAINMENT

Music at every mile makes up the heart and "sole" of this event. Live bands performing a variety of music from alternative to classic rock, punk funk and blues to jazz it up. The bands set the tempo of the course!

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 \$21.5 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.

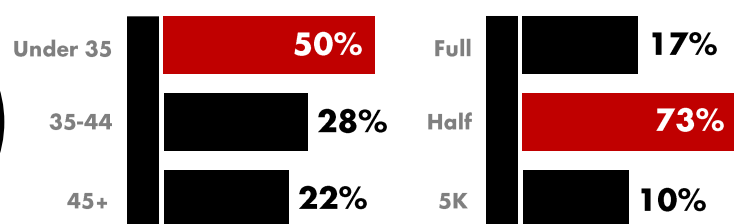
GEOGRAPHIC DISTRIBUTION

Every state and 51 countries were represented in the 2015 Rock 'n' Roll DC Marathon & 1/2 Marathon. **Top States:** Virginia, DC, Maryland, New York, Pennsylvania, New Jersey, North Carolina, Massachusetts, California, Texas
Top Countries: (not including U.S.) Mexico, Canada, Great Britain, Nepal, Dominican Republic, Brazil, France.



GENDER

63% female, 37% male



AGE

Average Age: 38

DISTANCE

Most Run Distance: Half

Source: 2016 Participant Data