

RACE DAYS APRIL 29-30

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

HEALTH & FITNESS EXPO

April 27-28, Nashville Music City Center
 Retail Sales and Sampling Opportunities

AUDIENCE

30,500+ Participants
 49,500+ Expo Attendees
 53,000+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendee Spending: \$1.27 Million
- Average Household Income: \$114,400
- 64% of Participants are Married
- 79% of participants have a Bachelor's degree or higher

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

THE EVENT

The St. Jude Rock 'n' Roll Nashville Marathon & 1/2 Marathon returns for its 18th year! Run Music City and you'll join over 30,500 participants who are entertained throughout the course with live music from over 50 bands and energetic cheer squads. After you finish, let the celebrations continue with a post-race concert from one of Country Music's brightest stars.

ENTERTAINMENT

Country Music stars take the stage Saturday night following the race. All registered participants and volunteers receive free entry to the concert. Past headliners include Brad Paisley, Rodney Atkins, Martina McBride, Phil Vassar, and Sara Evans.

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 \$44.3 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 \$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 23 countries were represented in the 2016 St Jude Rock 'n' Roll Nashville Marathon & 1/2 Marathon. **Top States:** Tennessee, Georgia, Illinois, Ohio, Alabama, Florida, Missouri, North Carolina, New York, Kentucky.

Top Countries: (not including U.S.) Canada, Great Britain, Mexico, Italy, Bermuda.



GENDER

67% female, 33% male



AGE

Average Age: 38



DISTANCE

Most Run Distance: Half

Source: 2016 Participant Data