



QUICK FACTS

FEBRUARY 3 - 5, 2017

RACE DAY FEBRUARY 5

26.2 and 13.1 Mile Foot races
10K
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

February 3-4, New Orleans Morial Convention Center
Retail Sales and Sampling Opportunities

AUDIENCE

22,850+ Participants
34,750+ Expo Attendees
43,900+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendee Spending: \$919,220
- Average Household Income: \$125,450
- 66% 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

Winding through the historic streets of one of the oldest cities in the nation, the participants will be treated to a fast, flat course, all below sea level. Sights unique to New Orleans will wow participants alike – The French Quarter, St. Charles Avenue, home of the oldest running street car line, Audubon Park and City Park.

ENTERTAINMENT

An exhilarating array of live music, chanting cheerleaders and 'only in New Orleans' experiences will push our participants to the finish line. Expect a high-energy, rockin' run, action packed course with Mardi Gras floats and beads galore lining the route and a fabulous Finish Line Festival.

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 \$27.5 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.

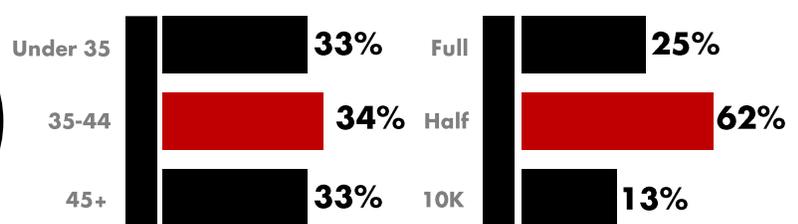
GEOGRAPHIC DISTRIBUTION

Every state and 36 countries were represented in the 2016 Humana Rock 'n' Roll New Orleans Marathon & 1/2 Marathon. **Top States:** Louisiana, Texas, Mississippi, Florida, Alabama, Georgia, California, Tennessee, New York, Illinois **Top Countries:** (not including U.S.) Canada, Mexico, Great Britain, France, Germany.



GENDER

70% female, 30% male



AGE

Average Age: 40

DISTANCE

Most Run Distance: Half

Source: 2016 Participant Data