

RACE DAYS APRIL 1-2

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

HEALTH & FITNESS EXPO

Mar 31-Apr 1, Raleigh Convention Center
Retail Sales and Sampling Opportunities

AUDIENCE

9,700+ Participants
13,500+ Expo Attendees
18,350+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendee Spending: \$294,000
- Average Household Income: \$114,700
- 67% of Participants are Married
- 80% of participants have a Bachelor's degree or higher

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

THE EVENT

North Carolina's Capital City will host the 4th Rock 'n' Roll Raleigh Marathon & 1/2 Marathon on April 1-2. The Raleigh race promises a scenic destination event for runners and walker of all abilities showcasing the charm and beauty of the "The City of Oaks."

ENTERTAINMENT

It's a running block party as Raleigh's eclectic mix of music every mile makes up the heart and "sole" of this event. Live bands will be performing a variety of music from alternative to classic rock, punk, funk and blues to jazz it up. The bands set the tempo for the course, where runners and spectators alike will be "Dancin' in the Streets" to these mini concerts.

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 \$5.6 million in economic impact over race weekend.

*Economic Impact numbers generated by 2015 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.

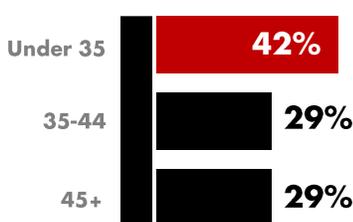
GEOGRAPHIC DISTRIBUTION

Every state and 8 countries were represented in the 2016 Rock 'n' Roll Raleigh Marathon & 1/2 Marathon. **Top States:** North Carolina, Virginia, South Carolina, Georgia, Maryland, Florida, California, New York, Texas, Tennessee. **Top Countries:** (not including U.S.) Canada, Mexico, South Africa, United Kingdom.



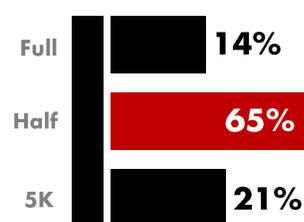
GENDER

63% female, 37% male



AGE

Average Age: 39



DISTANCE

Most Run Distance: Half

Source: 2016 Participant Data