



QUICK FACTS

MARCH 24 - 26, 2017

RACE DAY MARCH 26

13.1 Mile Foot race
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

March 24-25, Moscone Center
Retail Sales and Sampling Opportunities

AUDIENCE

9,150+ Participants
12,600+ Expo Attendees
13,800+ Finish Line Attendees

DEMOGRAPHICS

- Expo Attendee Spending: \$331,300
- Average Household Income: \$126,450
- 59% of participants are married
- 83% of participants have a Bachelor's degree or higher

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

THE EVENT

We are headed back to the City by the Bay this spring for the Rock 'n' Roll Half Marathon San Francisco. The city is highlighted by crossing the Golden Gate Bridge. This event will take runners on a tour of the picturesque Bay Area and up and down it's hilly terrain. With unique and historic city architecture and cultural diversity, this event is a fan favorite as it is the truest of destination cities.

ENTERTAINMENT

Music throughout the event 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 2015, participant and spectator spending generated an estimated \$12.3 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.

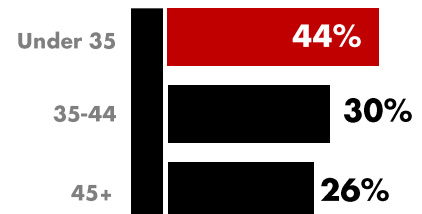
GEOGRAPHIC DISTRIBUTION

49 states and 32 countries were represented in the 2016 Rock 'n' Roll San Francisco 1/2 Marathon. **Top States:** California, Washington, Texas, Arizona, Nevada, Colorado, Oregon, Illinois, New York, Florida. **Top Countries:** (not including U.S.) Canada, United Kingdom, Mexico, Brazil, Germany.



GENDER

64% female, 36% male



AGE

Average Age: 38

Source: 2016 Participant Data