



QUICK FACTS

SEPTEMBER 30 - OCTOBER 2, 2016

RACE DAYS OCTOBER 1-2

13.1, 10k, & 5k Mile Foot races
KiDS ROCK Race
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

September 30-October 1, San Jose
McEnery Convention Center
Retail Sales and Sampling Opportunities

AUDIENCE

16,500 Participants
21,500 Expo Attendees
28,000 Spectators

DEMOGRAPHICS

- Total Market Expo Spend \$570,000
- Average Household Income: \$141,672
- 68% of Participants are Married
- 80% of participants have a Bachelor's degree or higher

Source: 2015 Rock 'n' Roll Marathon Series Registration Analytics Report & Participant Survey

THE EVENT

Celebrating 11 years of running, the Rock 'n' Roll San Jose Half Marathon returns to the streets of downtown San Jose. With a flat, fast course and cool, temperate weather, this race is ideal for setting a PR. Expanding to include over 16,000 participants, one of the largest running expos in the industry, a rockin' headliner concert, complimentary Finish Line Festival, and elite runners traveling from around the globe, the event continues to draw impressive crowds and media coverage.

ENTERTAINMENT

It's a 13.1-mile street party as live bands perform on multiple on-course stages along the route, playing every genre of music, from country to good old fashioned rock 'n' roll. Spirit squads and themed water stations add to the festivities, with a finish line celebration and post race concert capping off an action-packed weekend.

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 \$6.8 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 \$300 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 2015 Rock 'n' Roll San Jose 1/2 Marathon. Top States: California, Arizona, Washington, Nevada, Texas, Colorado, Oregon, Illinois, Florida, Virginia.

