# QUICK FACTS

AUGUST 5-7, 2016

## RACE DAYS AUGUST 6-7

13.1 Mile Foot race
10K and 5K distances
3K Family Fun Run
Finish Line Festival
Post Race Concert

## HEALTH & FITNESS EXPO

August 5-6, Dublin City Centre-TBC
Packet Pick-up

## AUDIENCE

10,000+ Participants
10,000+ Expo Attendees

## EVENT MEDIA

Total Direct Economic Impact: **£4,958,704**

Rock 'n' Roll Dublin Facebook: **20,150**

Rock 'n' Roll Marathon Facebook: **148,606**

Rock 'n' Roll Dublin Twitter: **2,770**

Rock 'n' Roll Marathon Twitter: **123,500**

## THE EVENT

Rock 'n' Roll Dublin Half Marathon is entering its 4th year running! Beginning at the Dublin Docklands, the route passes the famous Ha'Penny Bridge, Christ Church Cathedral, Brazen Head Pub (Ireland's oldest pub), James Joyce Museum, the Guinness Brewery, and many more attractions, finishing in Phoenix Park. Adding a 5K distance this year, the race continues to grow and appeal to all levels of runners. The race hosts a rockin' headliner concert, finish line festival, and elite runners traveling from around the globe.

## ENTERTAINMENT

It's a 13.1 mile street party as local bands perform on entertainment stages at the expo, along the course, and at the finish line, playing every genre of music! Spirit Squads and themed water stations add to the festivities, with a finish line celebration and double headliner concert!

## 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, and cross-promotions with event sponsors.

## 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.

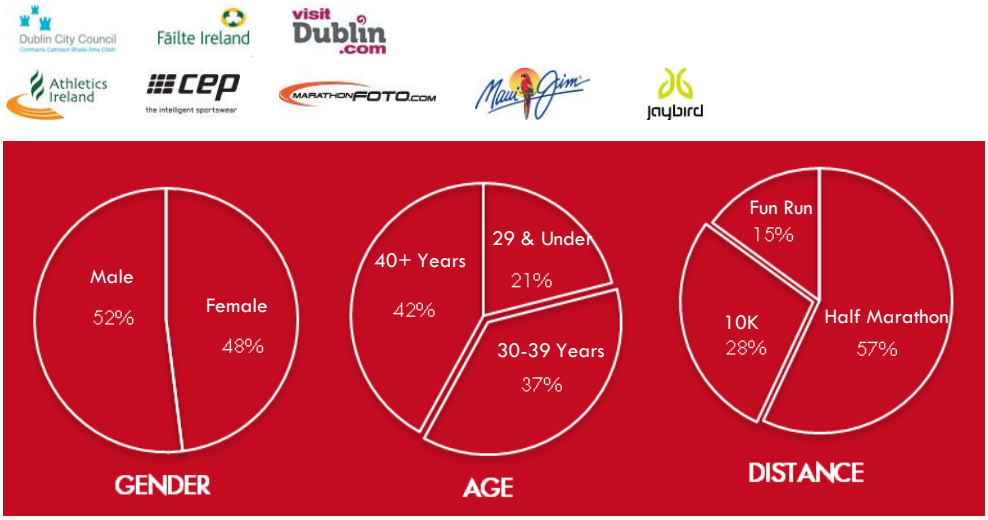
## CHARITY

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

49 countries and every US domestic state were represented in the 2015 Rock 'n' Roll Dublin Half Marathon. Top Countries: Ireland, United Kingdom, United States, Germany, Spain, Canada, Italy, France, Russia, Netherlands. Top Domestic States: California, Texas, Illinois, Virginia, New York, Florida, New Jersey, Pennsylvania, Washington.

## EVENT PARTNERS AND SPONSORS




*Source: 2015 Participant Data*