



QUICK FACTS

MAY 27-29, 2016

RACE DAYS MAY 28-29

26.2 & 13.1 Mile Foot race
5K & 1-Mile distances
3K Family Fun Run
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

May 27-28, ACC Convention Centre,
Kings Dock, Liverpool Waterfront
Retail and Sampling Opportunities

AUDIENCE

12,000+ Participants
10,000+ Expo Attendees

EVENT MEDIA

Total Direct Economic Impact: £4,224,733
Rock 'n' Roll Liverpool Facebook: 11,566
Rock 'n' Roll Marathon Facebook: 148,606
Rock 'n' Roll Liverpool Twitter: 3,548
Rock 'n' Roll Marathon Twitter: 123,500

THE EVENT

Rock 'n' Roll Liverpool Marathon & 1/2 Marathon is entering its 3rd year running! Starting at the Albert Dock, the runners make their way past many of the city's most famous landmarks such as Superlambanana and Sefton Park, finishing at the Echo Arena. Although a fairly new race, the event made the shortlist of finalists for the UK Running Awards in the Best Marathon, Best Half Marathon, and Best Fun Run (5K) categories. The race hosts one of the largest running expos in the industry, 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.

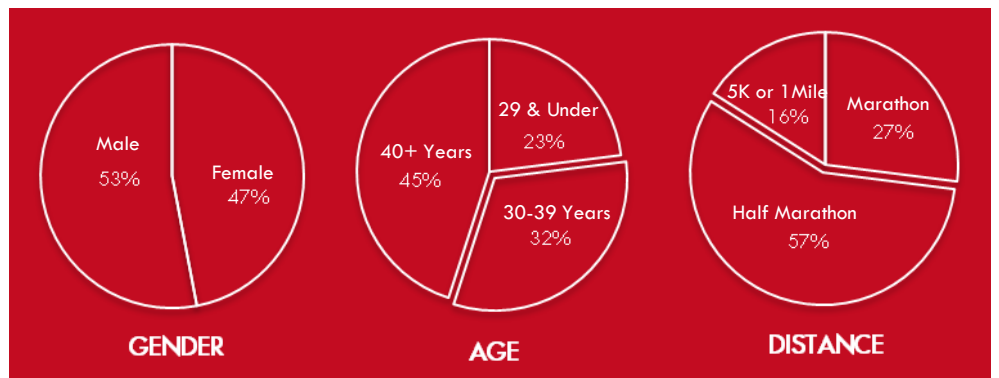
CHARITY

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 chosen cause. Please visit the charity page on the event website for details.

GEOGRAPHIC DISTRIBUTION

57 countries and 35 US domestic states were represented in the 2015 Rock 'n' Roll Liverpool Marathon & 1/2 Marathon. Top Countries: United Kingdom, United States, Ireland, Denmark, Germany, Spain, France, Netherlands, Norway, Portugal. Top Domestic States: California, Texas, Arizona, Florida, Nevada, Georgia, Colorado, Illinois, Washington, South Carolina.

EVENT PARTNERS AND SPONSORS



Source: 2015 Participant Data