



QUICK FACTS

APRIL 22 - 24, 2016

RACE DAY APRIL 24

26.2 & 13.1 Mile Foot Race
10k Distance
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

April 22-23, Pavillion 12 IFEMA
Retail Sales and Sampling Opportunities

AUDIENCE

30,000+ Participants
50,000+ Expo Attendees

EVENT MEDIA

Rock 'n' Roll Madrid Facebook: **42,315**
Rock 'n' Roll Marathon Facebook: **148,606**
Rock 'n' Roll Madrid Twitter: **8,525**
Rock 'n' Roll Marathon Twitter: **123,500**
Rock 'n' Roll Marathon Instagram: **39,400**

THE EVENT

In 2012, the EDP Rock 'n' Roll Madrid Marathon & 1/2 Marathon made history as the Rock 'n' Roll Marathon Series' first international event. The course shows off some of Madrid's most historic and attractive sites, passing monuments, palaces, and parks. The capital city 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 26.2 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, cross-promotions with event sponsors and an international expo tour.

TOTAL ECONOMIC IMPACT

An estimated economic impact of £20,000,000 during 2015 EDP Rock 'n' Roll Madrid Marathon Weekend.

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.

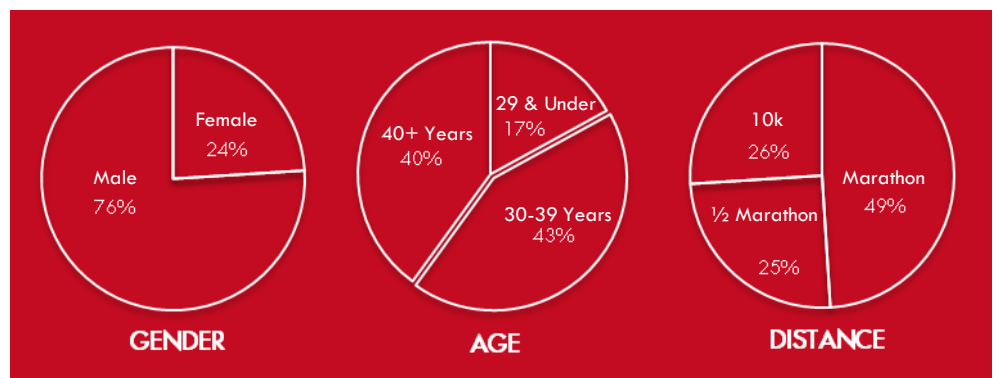
CHARITY

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

80 countries and 45 US domestic states were represented in the 2014 EDP Rock 'n' Roll Madrid Marathon. Top Countries: Spain, France, Great Britain, Italy, United States, Canada, Germany, Portugal, Netherlands, Russia, Belgium. Top Domestic States: New York, California, Florida, Texas, Illinois, Massachusetts, New Jersey, Georgia, Oregon, Virginia.

EVENT PARTNERS AND SPONSORS



Source: 2015 Participant Data