

RACE DAY MARCH 20

13.1 Mile Foot Race
11k Distance
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

March 18-19, Centro Banamex
Retail Sales and Sampling Opportunities

AUDIENCE

10,500+ Participants
15,000+ Expo Attendees

EVENT MEDIA

Rock 'n' Roll Lisbon Facebook: 20,616
Rock 'n' Roll Marathon Facebook: 148,606
Rock 'n' Roll Lisbon Twitter: 534
Rock 'n' Roll Marathon Twitter: 123,500
Rock 'n' Roll Marathon Instagram: 39,400

THE EVENT

In 2015, the first Rock 'n' Roll race hit Mexico City, drawing large crowds to run the nighttime half marathon. With visible success, an additional 11k distance has been added to the event in 2016. Running down Reforma Avenue, and into Chapultepec Park, this race offers a unique experience of running past the headliner concert stage on the way to the finish line, the event is vibrant with energy. 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, cross-promotions with event sponsors and an international 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.

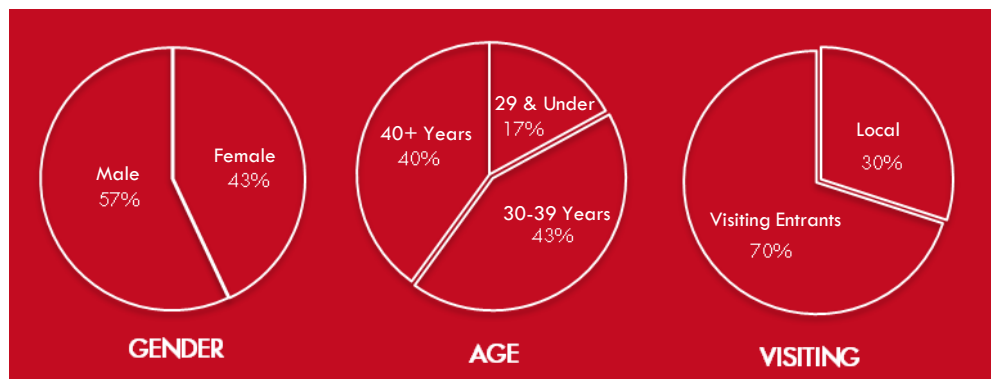
CHARITY

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

23 countries and 33 US domestic states were represented in the 2015 Telcel Rock 'n' Roll Mexico City Half Marathon. Top Countries: Mexico, United States, Canada, Guatemala, Costa Rica, Venezuela, Micronesia, Colombia. Top Domestic States: California, Texas, Illinois, Arizona, New York, Florida, Washington, Colorado, Maryland.

EVENT PARTNERS AND SPONSORS



Source: 2015 Participant Data