

RACE DAY OCTOBER 2, 2016

26.2 and 13.1 Mile Foot races
10k
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

September 20 – October 1, 2016
Querétaro Congress Center

AUDIENCE

23,000+ Participants
30,000+ Expo Attendees

DEMOGRAPHICS

- Average Age: 46
- Male: 59%
- Female: 41%
- Visitors of Participants: 34%

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

THE EVENT

In 2016, Rock 'n' Roll Querétaro will have its inaugural race, offering a marathon, half marathon, and 10K distance. Racers of all distances will enjoy experiencing the city of Querétaro, as well as on-course entertainment, and a post race concert.

ENTERTAINMENT

It's a 26.2 mile street party as local bands perform on entertainment stages along the course, playing various genres of music! Spirit Squads and themed water stations add to the festivities, with a finish line celebration and 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, 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.

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

Under Rock 'n' Roll Querétaro's previous name, Querétaro Maratón, 34% of the race participants were visitors to Querétaro. Under the Rock 'n' Roll Marathon Series title, visitor projections are expected to increase due to brand loyalty.

MEDAL OPPORTUNITIES

With Querétaro joining the series, there are now three Rock 'n' Roll Marathon Series races in Mexico. Participants have the chance to earn the Mexi Combo medal by participating in two out of the three Mexico races.

SOCIAL MEDIA

Rock 'n' Roll Querétaro Facebook:
3,100+
Rock 'n' Roll Marathon Series Facebook:
149,000+
Rock 'n' Roll Querétaro Twitter:
600+
Rock 'n' Roll Marathon Series Twitter:
124,000+
Rock 'n' Roll Marathon Series Instagram:
35,700+

MEXI COMBO MEDAL



Source: 2015 Participant Data