



QUICK FACTS

DECEMBER 2 - 4, 2016

RACE DAYS DECEMBER 3-4

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

HEALTH & FITNESS EXPO

December 2-3, The Henry B. Gonzalez Convention Center
Retail Sales and Sampling Opportunities

AUDIENCE

24,100+ Participants
36,600+ Expo Attendees
51,600+ Spectators

DEMOGRAPHICS

- Expo Attendee Spending: \$1,155,300
- Average Household Income: \$109,050
- 69% of Participants are Married
- 72% of participants have a Bachelor's degree or higher

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

THE EVENT

Entering its 9th year of running, the Humana Rock 'n' Roll San Antonio Marathon & 1/2 Marathon is perfect for newbies and elite athletes alike. This event offers two days of running and a course that winds through scenic downtown, finishing at the historic Alamo. This race hosts one of the largest running expos in the industry, a rockin' double 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 along the course, 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, 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.

ECONOMIC IMPACT

In 2015, participant and spectator spending generated an estimated \$28.6 million* in economic impact over race weekend.

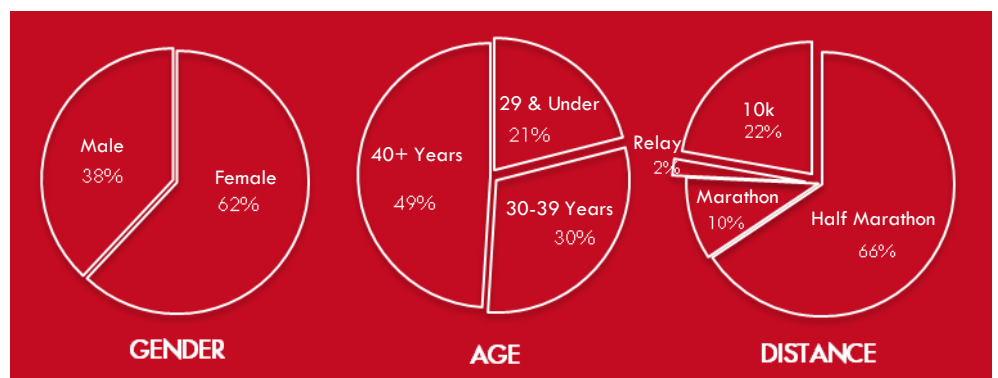
*Economic Impact numbers generated by 2015 Participant Survey Report

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

Every state and 28 countries were represented in the 2015 Human Rock 'n' Roll San Antonio Marathon & 1/2 Marathon. Top States: Texas, California, Illinois, Colorado, Arizona, Florida, Oklahoma, Virginia, North Carolina, Louisiana



Source: 2015 Participant Data