



QUICK FACTS

OCTOBER 21 - 23, 2016

RACE DAYS OCTOBER 22-23

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

HEALTH & FITNESS EXPO

October 21-22, Location TBD
Retail Sales and Sampling Opportunities

AUDIENCE

10,000+ Participants
13,800+ Expo Attendees
17,850+ Spectators

DEMOGRAPHICS

- Expo Attendee Spending: \$385,650
- Average Household Income: \$120,500
- 74% of Participants are Married
- 68% of participants have a Bachelor's degree or higher

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

THE EVENT

In 2014, the first Rock 'n' Roll Vancouver Half Marathon held its inaugural running event, offering a 13.1 mile and 10k distance. Now pairing with the Cunningham Seawall 10k, the event offers a remix challenge, providing two days of running. With a flat and fast course winding through Vancouver and presenting waterfront views, this race is perfect for newbies and destination runners. 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 13.1 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 \$7.2 million* in economic impact over race weekend.

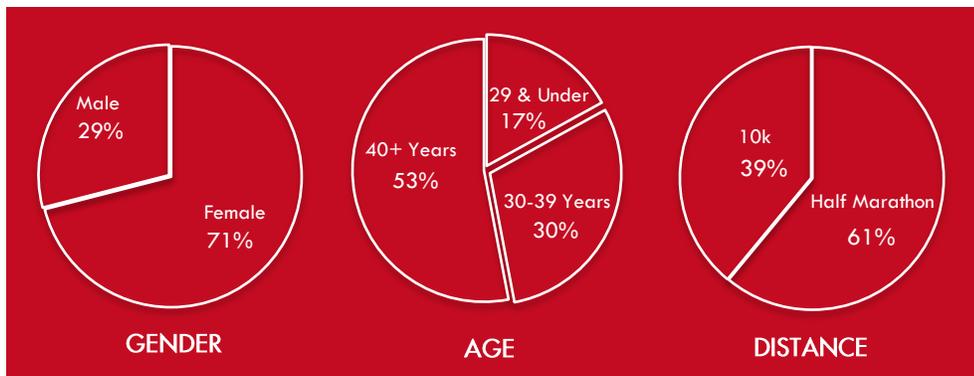
*Economic Impact numbers generated by 2015 Participant Survey Report

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

46 states and 21 countries were represented in the 2015 Rock 'n' Roll Vancouver Half Marathon. Top States: Washington, California, Oregon, Texas, Arizona, Colorado, Illinois, Virginia, Nevada, New York. Top Countries: (not including U.S.) Canada, Great Britain, Mexico, Australia.



Source: 2015 Participant Data