



QUICK FACTS

SEPTEMBER 23 - 25, 2016

RACE DAY SEPTEMBER 25

26.2 and 13.1 Mile Foot races
10K, 5K, 1K Foot Races
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

September 23-24, Place Bonaventure,
800, de La Gauchetiere West, Montreal
Retail Sales and Sampling Opportunities

AUDIENCE

32,400 Participants
77,600 Expo Attendees
42,200 Spectators

DEMOGRAPHICS

- Expo Attendee Spending: \$777,300
- Average Household Income: \$109,190
- 72% of Participants are Married

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

THE EVENT

Now in its 26th year, Oasis Rock 'n' Roll Montreal is the largest running event in Quebec, offering distances for everyone: 1K, 5K, 10k, 1/2 Marathon, and Full Marathon. It has become a fan favorite for destination runners and locals alike. With over 32,000 participants, one of the largest running expos in the industry, a rockin' headliner concert, free finish line festival, and elite runners traveling from around the globe, the event continues to draw impressive crowds and media coverage.

ENTERTAINMENT

It's a 26.2-mile street party as various live bands perform on multiple stages along the way, playing every genre of music, from country to alternative to good old fashioned rock 'n' roll. Spirit squads and themed water stations add to the festivities, with a finish line celebration and post race concert capping off an action-packed weekend.

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 \$11.2 million in economic impact over race weekend.

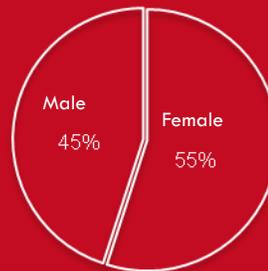
**Economic Impact numbers generated by 2015 Participant Survey Report*

CHARITY

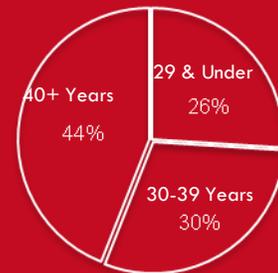
Charity is the heart of Rock 'n' Roll! Official charities have raised over \$300 million (net) for their respective causes through Rock 'n' Roll Marathon Series events since the inception of the Series in 1998. There are a group of charities recruiting participants to train and fundraise together and 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 55 countries were represented in the 2015 Oasis Rock 'n' Roll Montreal Marathon & 1/2 Marathon. Top Countries: Canada, United States, France, Mexico, Switzerland, Great Britain, and Germany. Top States: New York, California, Massachusetts, New Jersey, Pennsylvania, Illinois, Texas, Virginia, Vermont, and Maine.



GENDER



AGE

Source: 2015 Participant Data