



**NASHVILLE**

## Future Dates:

April 26, 2008

April 25, 2009

April 24, 2010

MUSIC EVERY MILE • POST RACE CONCERT • CHEERLEADERS

### **The Events:**

- 26.2 mile & 13.1 mile footrace
- YMCA Country Music Kids' Marathon
- Wheelchair Race
- Post Race Concert

### **The Audience:**

- Marathon = 7,500
- Half Marathon = 25,000
- YMCA Kids' Marathon = 3,500
- Spectators = 100,000
- Volunteers = 3,000

### **The Marketplace:**

- Two-day Health & Fitness Expo
- Nashville Convention Center
- Attendance: 50,000+

### **The Musical Ingredient**

Nashville streets come alive as 50 bands play on 27 entertainment stages along the course while hundreds of high school cheerleaders motivate participants to the finish line. A post race concert follows at night featuring a major country music artist.

### **The Charity**

The Leukemia & Lymphoma Society's Team in Training is the official event charity. Through their involvement with the Elite Racing Musical Marathons, Team in Training participants have raised an astonishing \$148 million (net) over the past 10 years, with \$16.3 million of that total raised through the Country Music Marathon & 1/2 Marathon.

### **The Brand's Exposure**

Extensive and comprehensive year-round marketing plan, targeting key markets throughout the country including print, radio, television, online and email advertising, direct mail, in-store distribution and cross-promotions with other key sponsors and products.

### **Telecasts**

The Country Music Marathon & 1/2 Marathon is featured on a one-hour national broadcast on Fox Sports Net and a one hour national broadcast on FSN and a one hour regional show on Comcast Sports Southeast.

### **The Media Blitz**

A full time PR team works year round to generate national, regional, and local exposure via print, radio, television and online media coverage.



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### Running is an Affluent Exercise

Among corporate executives, Congress persons and college presidents, running leads golf, tennis, swimming, walking, cycling, hiking, skiing and aerobics as a favored form of exercise. Forty-nine percent run once a week or more.

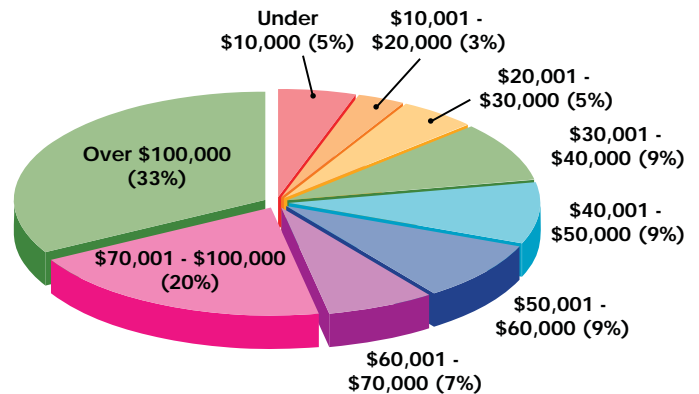
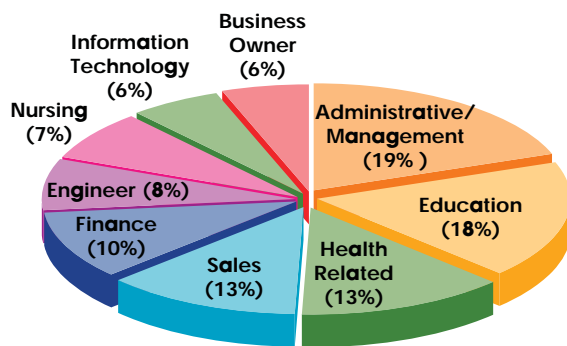
Source: Runner's World Magazine "Who's Who Survey"

### About the Running Marketplace

- 33.7 million Americans are runners
- 38% have been running for 3 years or less
- In 2000 there were 5 million new runners
- 11.7 million runners have household incomes of \$75,000 or more

### Runner's World Readership Survey

- Ages 18-49 86.30%
- College Educated 86.40%
- Household income \$50,000+ 72.50%
- Average # days run per year 222 days
- Own a computer at home 76%

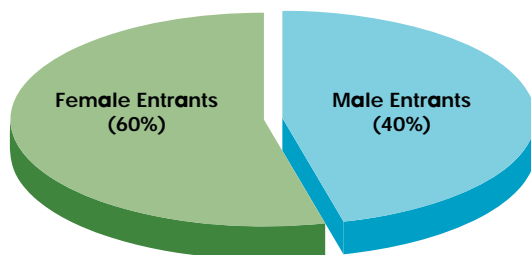


### Top Professions

The leading professions in the marathon & 1/2 marathon were administrative managers and in the education related field.

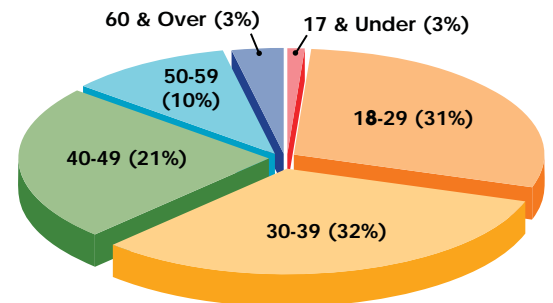
### Income Levels

53% of participants reported income levels in excess of \$70,000. 33% of participants reported annual incomes over \$100,000.



### Overall Male/Female Ratio

Women outnumbered male participants, as 60% of entrants in the marathon and 1/2 marathon were female.



### Age Distribution

The Country Music Marathon & 1/2 Marathon is primarily composed of adults in the 18-39 age group - 63% fit into that category. The largest age group in 2007 was 30-39, at 32%.