

# Sunday, May 2, 2010

## Orange County, California

### Events:

- Full Marathon
- Half Marathon
- 5K Run
- Kids Run the OC (May 1, 2010)
- Two Day Health, Nutrition & Fitness Expo at OC Fair & Event Center
- Finish Line Festival at the OC Fair & Event Center

### Audience:

- 12,000 Registered Runners
- 25,000 Expo Visitors
- 35,000 Finish Line Festival Attendees
- 50,000 Spectators (Course and Finish Line)
- 2,000 Volunteers

### Awards:

Over \$10,000 in cash prizes will be distributed for the marathon and half marathon elite and masters levels.

### Media/Advertising:

The OC Marathon has an extensive 12-month Media Advertising & Public Relations campaign. The marketing and public relations team has positioned The OC Marathon as a world class event, showcasing the natural beauty and diversity of Orange County.

The total number of impressions expected from the comprehensive marketing and publicity campaign is over thirty million. This consists of approximately ten million impressions from public relations and the media marketing campaign. These numbers are based on historical data, but with current sponsorship agreements and media outlets, we expect to exceed that. The value of these campaigns is well over \$500,000.00.

### Charity Component:

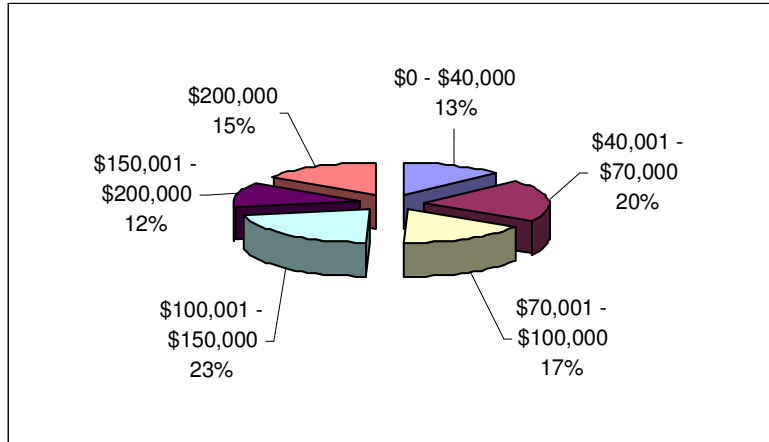
In the first five years, The OC Marathon has generated nearly \$2 million through charity pledge programs, and has donated \$480,000 directly to the charities.

### Kids Run the OC:

The Kids Run The OC Training Program was designed to help pre-adolescent kids become more physically fit, promote an active and healthy lifestyle and combat the onset of childhood obesity. . . while having fun! By the end of the program each student will have accumulated the equivalent of 25.2 miles of fun activity, and will be ready to finish their own Marathon by completing their final mile at the Kids Run The OC held in conjunction with The OC Marathon finish line events at the OC Fair and Event Center on **Saturday, May 1, 2010**. The OC Marathon is proud to have the support of the OC Department of Education for the 2010 Kids Run the OC event.

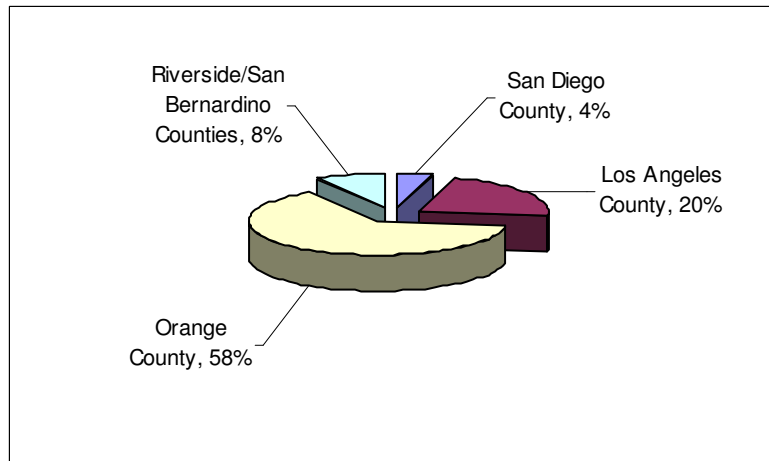
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## Income:



67% of OCM households report an income of over \$70,000  
49% of OCM households report an income of over \$101,000

## California Representation:



94% of OCM participants in 2009 came from California;  
with 58% from Orange County and 36% from other counties.

## Top City Representation:

1. Irvine 10%
2. Huntington Beach 5%
3. Newport Beach 5%
4. Costa Mesa 4%
5. Los Angeles 3%
6. Santa Ana 3%
7. Long Beach 3%
8. Anaheim 2%
9. Orange 2%
10. Tustin 2%

## Gender:

Female: 57%  
Male: 43%

## Ages:

Under 20: 13%  
20-29: 22%  
30-39: 27%  
40-49: 21%  
50-59: 11%  
60+: 4%