

We are accepting quality samples from reputable manufacturers for our Goodie Bags. There is no charge to place a product sample in our Goodie Bags.

On September 20, 2014, 15,000 runners and 2,500 volunteers will converge on the National Museum of the United States Air Force for the Air Force Marathon. You can reach this informed, active audience with a product sample or promotional coupon through the Air Force Marathon Goodie Bag program.

**Paper Placement Rules:** Paper-only products, such as coupons, brochures and race promotions, may be accepted in one of three ways: as part of an exchange program, on a space-permitting basis, or you can guarantee placement for a nominal fee. Please contact the Air Force Marathon office for guaranteed placement.

## Why should you participate?

In 2012, our race sold out two months earlier than anticipated and we had a record number of runners and volunteers. We had a record number of runners register on January 1, 2013, when registration opened for our 2013 event. We anticipate our 2014 event will sell out even faster.

## Air Force Marathon Runner Demographics

**\$9,597,957:** The estimated economic impact the 2013 Air Force Marathon had on surrounding communities.

**35,000:** The estimated number of people who attended the 2013 Sports & Fitness Expo and race-day festivities

**50 and 14:** We had runners from all 50 states and 14 countries participate in 2013.

**77 percent:** The number of runners who said they would recommend the Air Force Marathon to a friend.

**50 percent:** The number of runners with a college degree or higher.

**38 percent:** The number of runners who are current or prior military. 62 percent of runners are civilians.

**2,520:** The number of runners who ran the 2013 Air Force Marathon at one of eight deployed locations.

**49-51:** Our race is 49 percent female runners and 51 percent male runners

## Air Force Marathon Volunteer Demographics

Volunteers are 98% local to the Dayton, Ohio area and, in 2013, we had 2,300 registered volunteers.