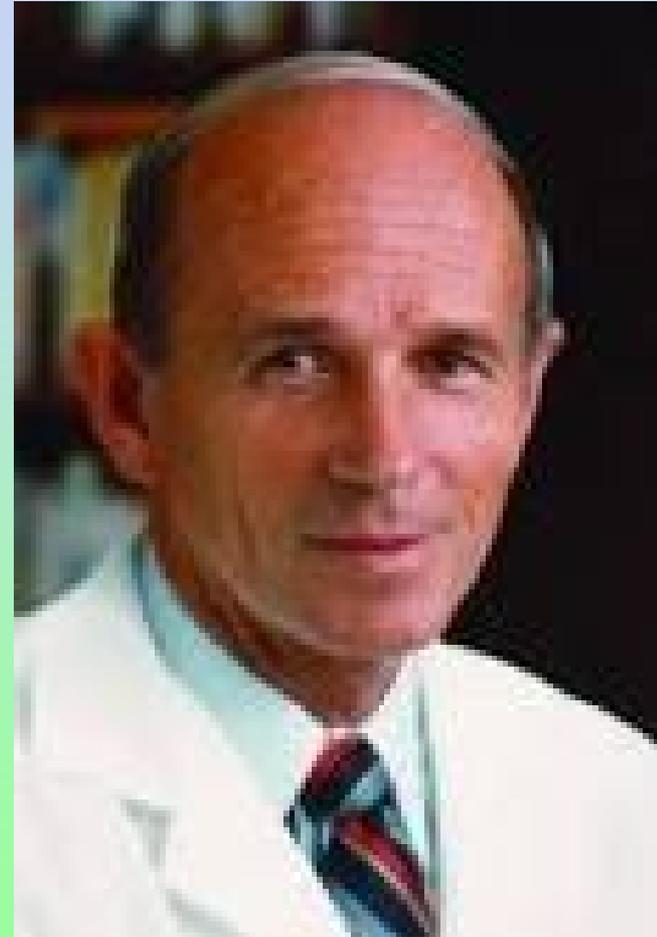


*The Lilac Bloomsday
Run (1977-2015)*

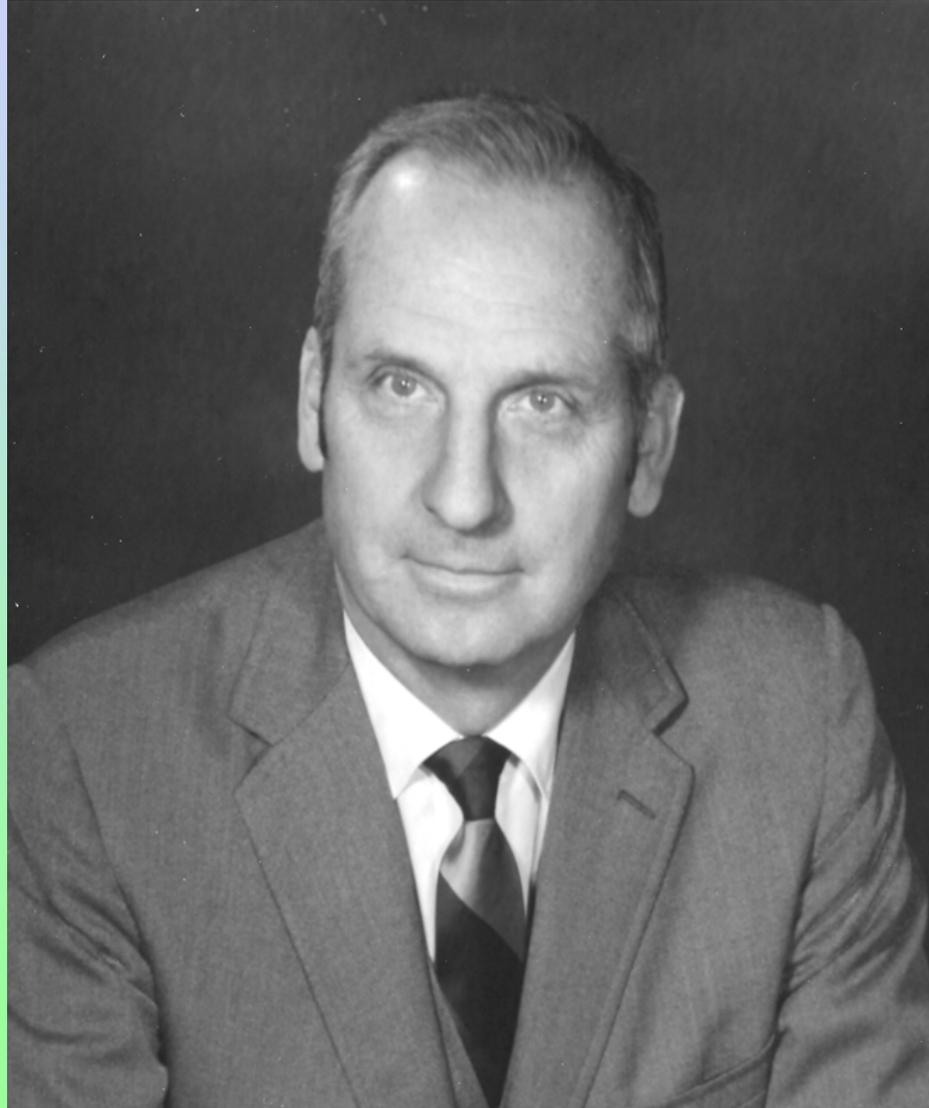


Montreal, 1976. Start of the men's marathon with DON KARDONG (USA. 8) in the centre. photo by Mark Shearman.

Seeds of the Running Boom



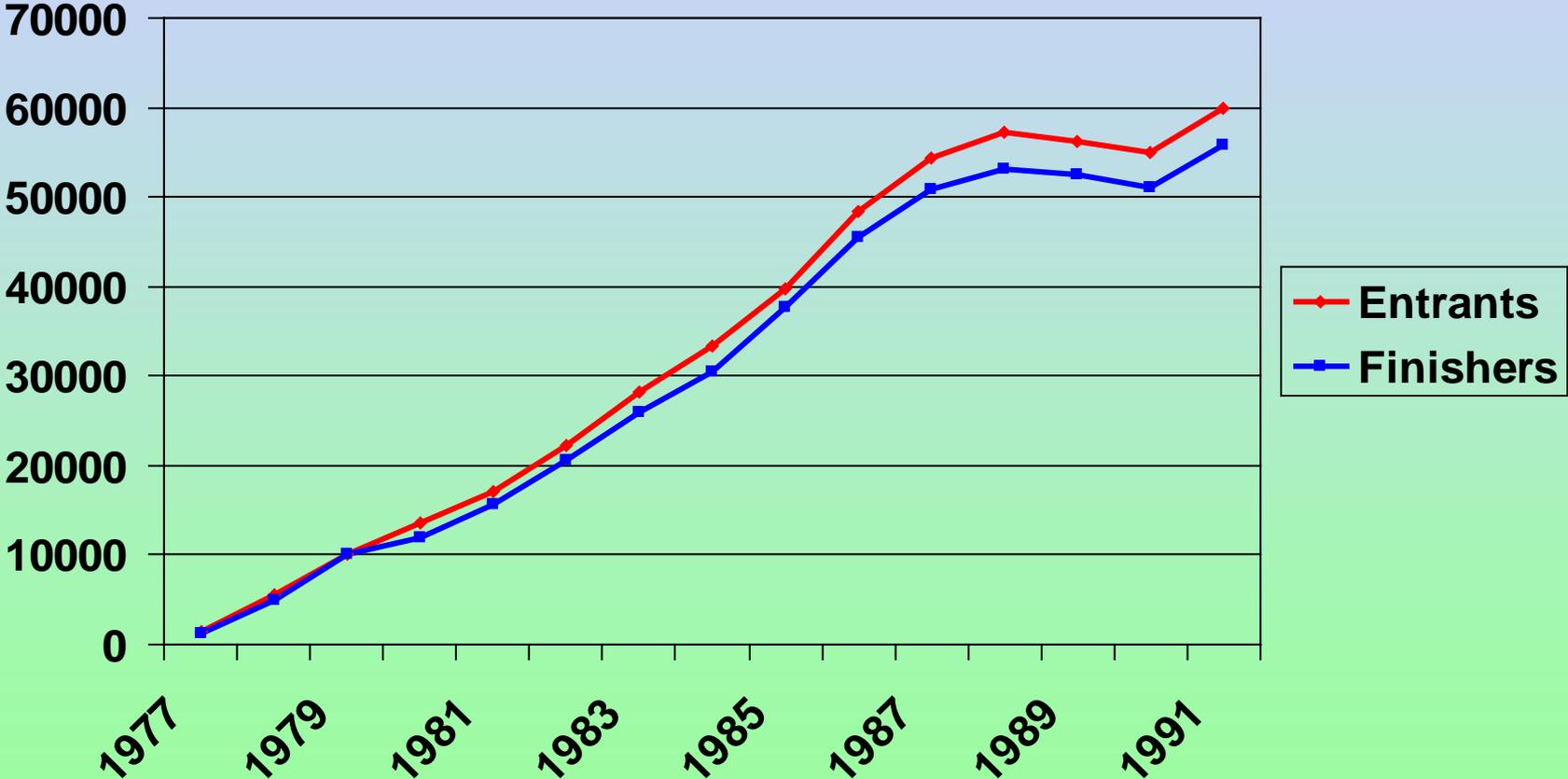
Mayor David Rodgers







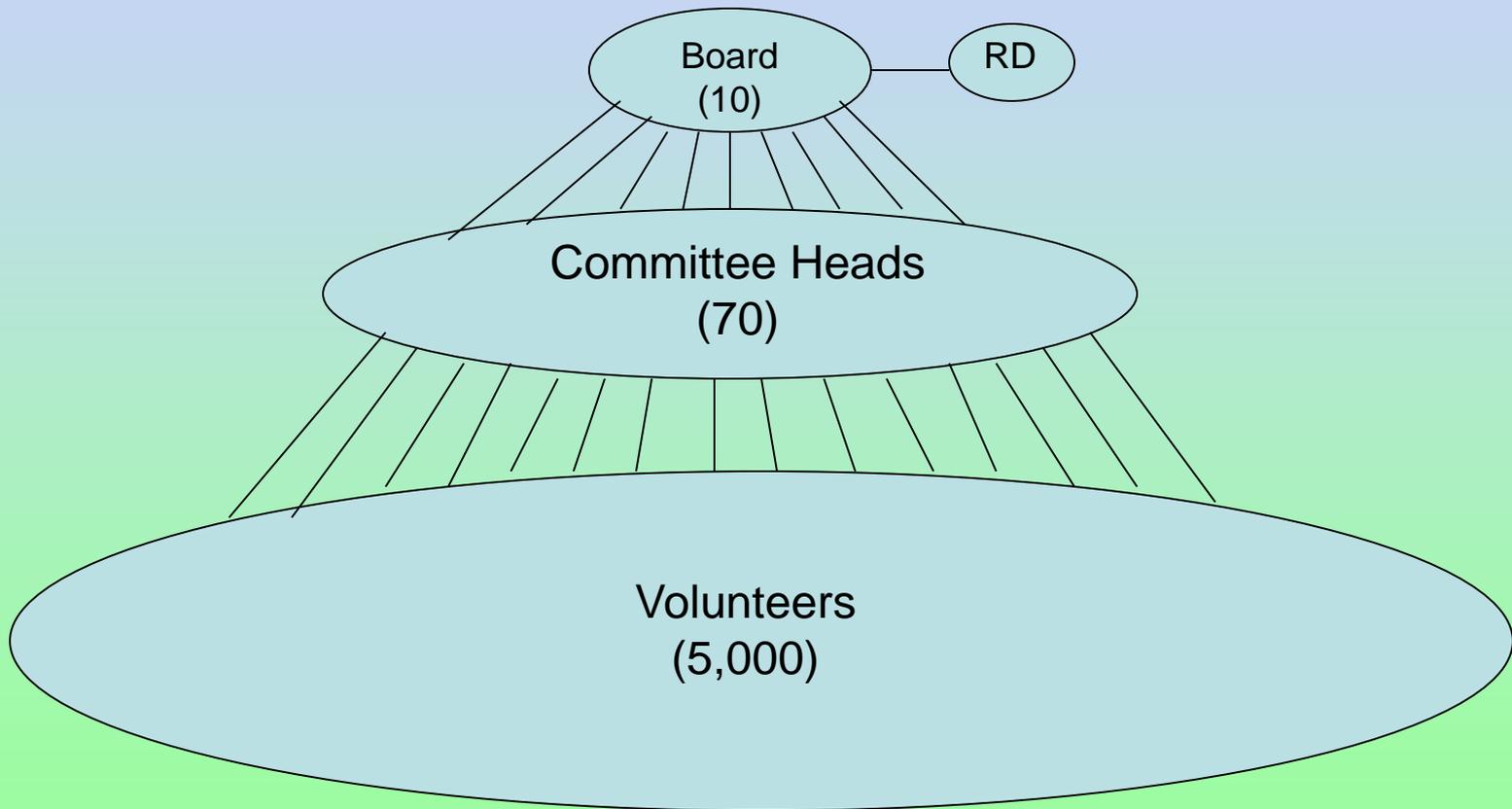
Bloomsday Numbers (1977-1991)



Largest U.S. Road Races (1-10)

1. AJC-Peachtree Road Race
2. Lilac Bloomsday Run
3. Dick's-Bolder Boulder
4. ING-New York City Marathon
5. B of A-Chicago Marathon
6. Cooper River Bridge Run
7. OneAmerica 500 Festival Half-Marathon
8. EIF Revlon Run for Women
9. Ukrop's Monument Avenue
10. Blue Cross Broad Street Run

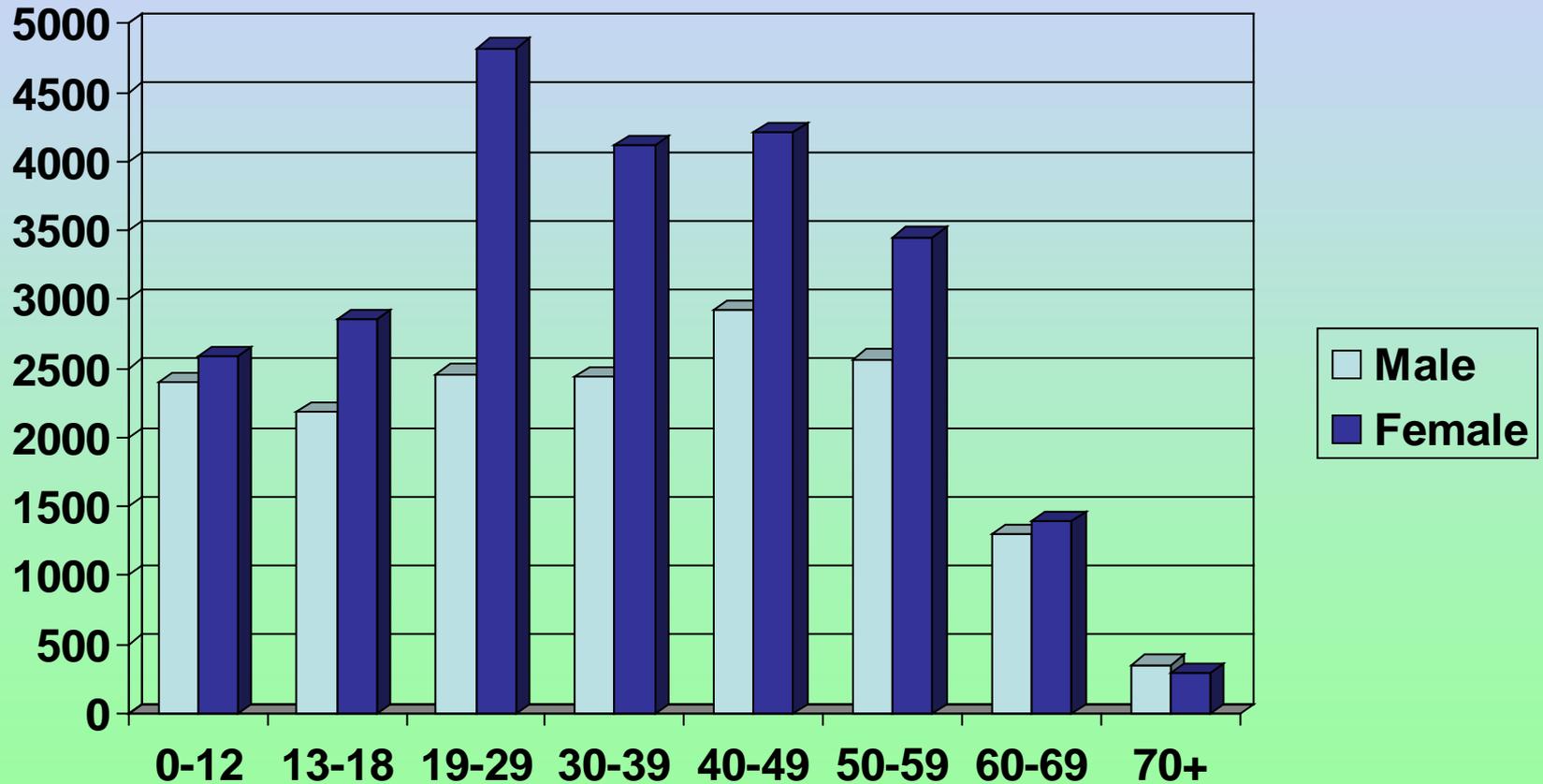
Bloomsday Structure



Bloomsday Mission

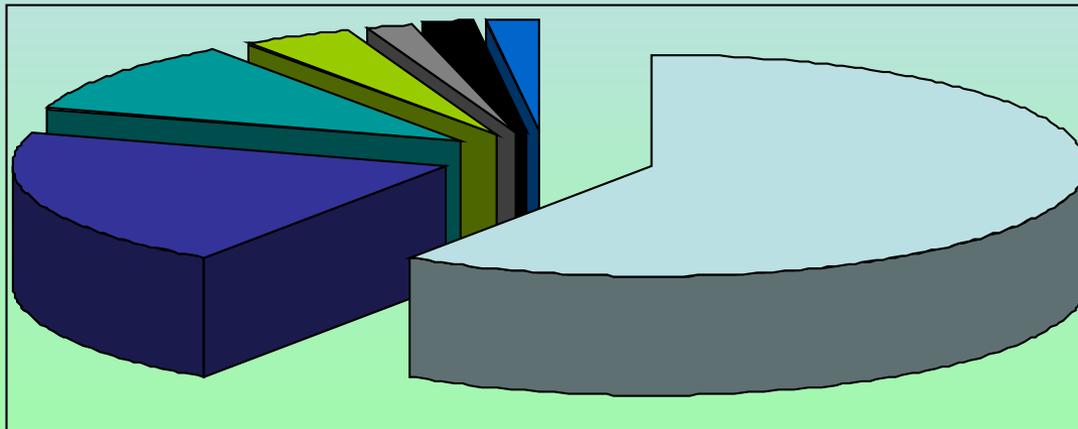
To promote national and international sports competition and fitness education for the civic betterment, social improvement, and physical well-being of the general public.

Finishers per Division



Geographical Breakdown

(2009 Entrants)





LODGING IMPACT, continued

2015 LILAC BLOOMSDAY RUN
ESTIMATED LODGING IMPACT
 (using figures from post-race participant surveys)

| | |
|---|--------------|
| ACTUAL FINISHERS (a) | 42,986 |
| SURVEY RESPONDENTS | 3,843 |
| % OF TOTAL | 9% |
| % STAYING IN HOTELS (b) - from survey data | 22.5% |
| ESTIMATED RUNNERS IN HOTELS (a x b) = (c) | 9,668 |
| NUMBER OF ROOMS PER PARTY | |
| - One | 80.6% |
| - Two | 14.0% |
| - Three | 3.8% |
| - Four or more | 1.6% |
| Total % | 100.0% |
| Weighted Average Rooms per Party (d) | 1.27 |
| RUNNERS IN PARTY (SHARED ROOMS) | |
| - One | 18.7% |
| - Two | 40.7% |
| - Three | 16.8% |
| - Four or more | 23.8% |
| Total % | 100.0% |
| Weighted Average Runners in Party (e) | 2.46 |
| WEIGHTED AVERAGE ROOMS PER RUNNER (d divided by e) = (f) | 0.51 |
| ESTIMATED TOTAL HOTEL ROOMS BOOKED (c x f) = (g) | 4,977 |
| NUMBER OF NIGHTS | |
| - One | 47.7% |
| - Two | 37.6% |
| - Three | 10.4% |
| - Four or more | 4.3% |
| Total % | 100.0% |
| Weighted Average Room Nights (h) | 1.71 |
| ESTIMATED TOTAL ROOM NIGHTS (g x h) | 8,528 |

COMMENTS:

- Using data from the survey, the 2015 Bloomsday Run generated approximately 5,000 hotel room bookings and 8,500 "room nights" in the Spokane area.

Economic Impact

- 2004 Study
- Gonzaga University
- Updated for 2015 numbers
 - Nearly \$13 million

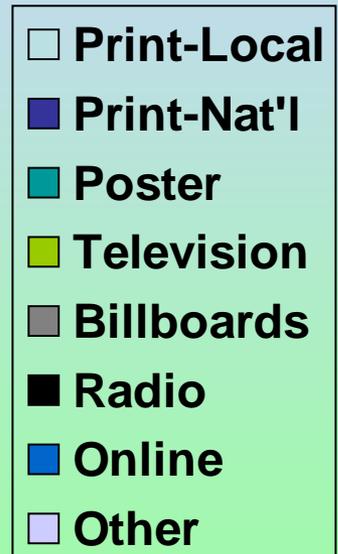
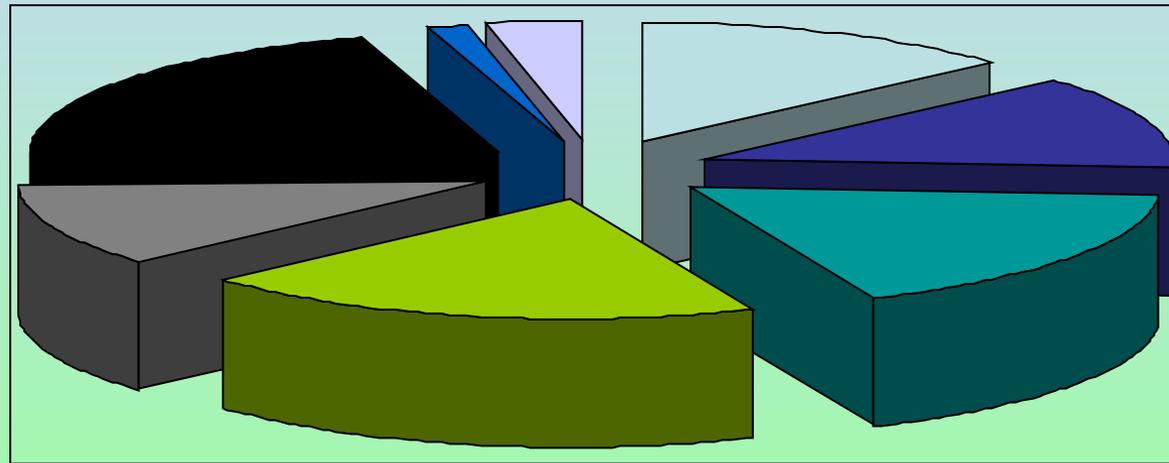
Recent enhancements

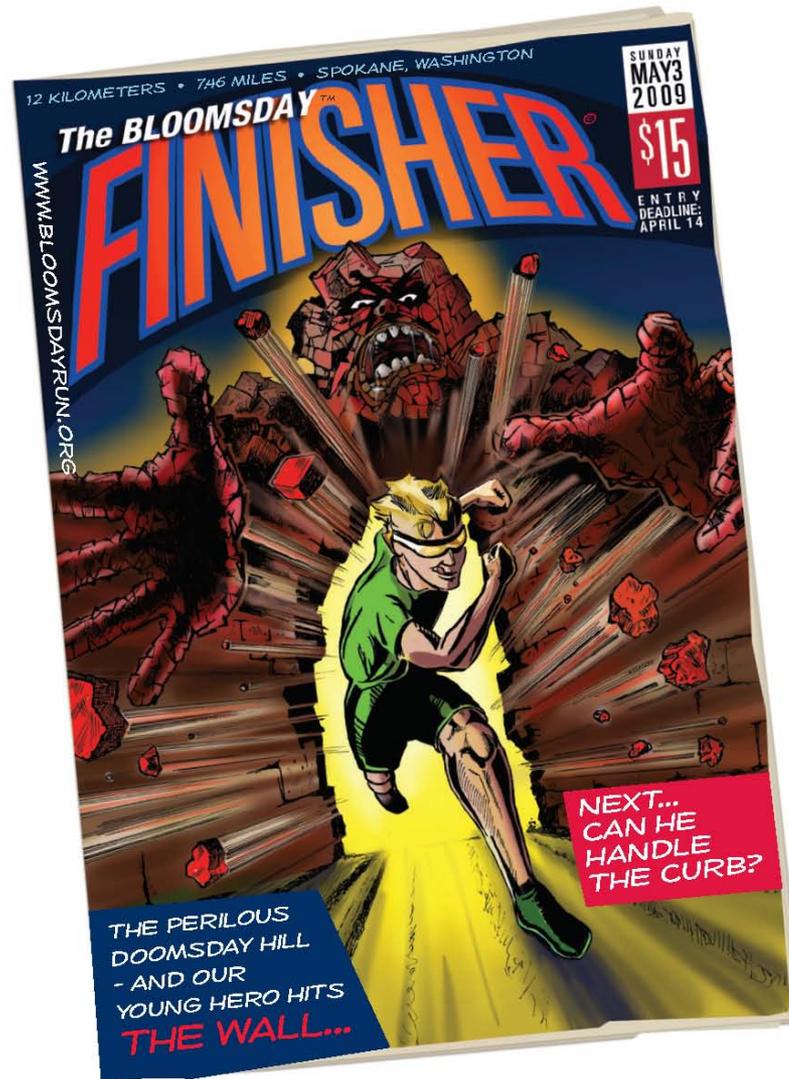
- Chip timing
- Improved starting procedure
 - Dramatic finish area
- On-course entertainment (& voting)
 - Post-race celebration

Why didn't you do
Bloomsday?

I forgot...

Bloomsday Advertising (2009)





FLEX YOUR SUPERPOWERS - ENTER TODAY!



WWW.BLOOMSDAYRUN.ORG

The stampede
was coming.

This time,
he was ready.

"A rip-roaring good time!"

*"An instant classic -
you'll want to experience it again!"*

"The feel-good event of the year!"

"The ending took my breath away!"

COMING MAY 1

BLOOMSDAY™ 2011

Produced by ULAZ BLOOMSDAY ASSOCIATION - Limited Run Only: 7.46 Miles/12K - Spokane, Washington - Opens May 1, 2011 - Directed by Ulaz Bloomeday Association - Starting: YOU
- Entry Fee: \$15 - Entry Deadline: April 12th 2011 - Performed Live on the Streets of Spokane - No animals harmed in the making of this event - Rated G - Approved for All Audiences

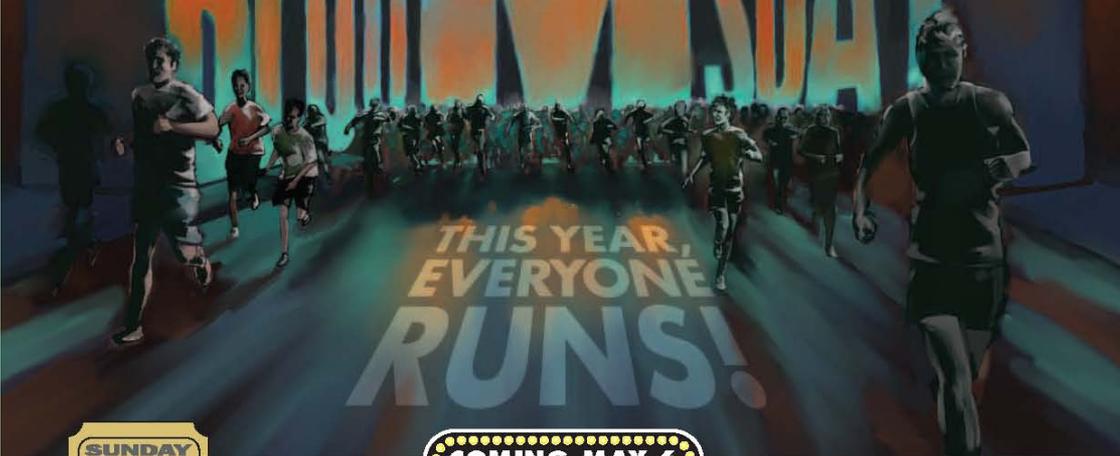
www.bloomedayrun.org



"The adrenaline rush is awesome!"

"3D as real as it gets!"

"A chase scene
of stupendous proportions!"



THIS YEAR,
EVERYONE
RUNS!

SUNDAY
MAY 6, 2012
ADMIT ONE
\$17
12K / 7.46 MILES
SPOKANE, WA

COMING MAY 6

BLOOMSDAY
2012

www.bloomofdayrun.org



Social Media

The image shows two social media posts side-by-side. On the left is a Twitter thread from the account 'Bloomsday @bloomsdayrun'. The top tweet, dated 14 Jul, asks for votes for a 'Best of Northwest Running' contest and includes a link. The second tweet, dated 11 Jul, asks for running locations in Spokane and includes a photo of a forest path. On the right is a Facebook post for 'Bloomsday' with 18,495 likes, featuring a photo of a large crowd at a race start line.

Tweets Follow

Bloomsday @bloomsdayrun 14 Jul
Please vote! We're a finalist in multiple categories for @northwestrunner's 2015 "Best of Northwest Running": [ht.ly/P2XQf](http://bit.ly/P2XQf)
Expand

Bloomsday @bloomsdayrun 11 Jul
If you're in #Spokane, where are you running today? Enjoy the cooler temps and rain! pic.twitter.com/VVUajmP7Q6



Tweet to @bloomsdayrun

Bloomsday 18,495 likes
START
Liked Sign

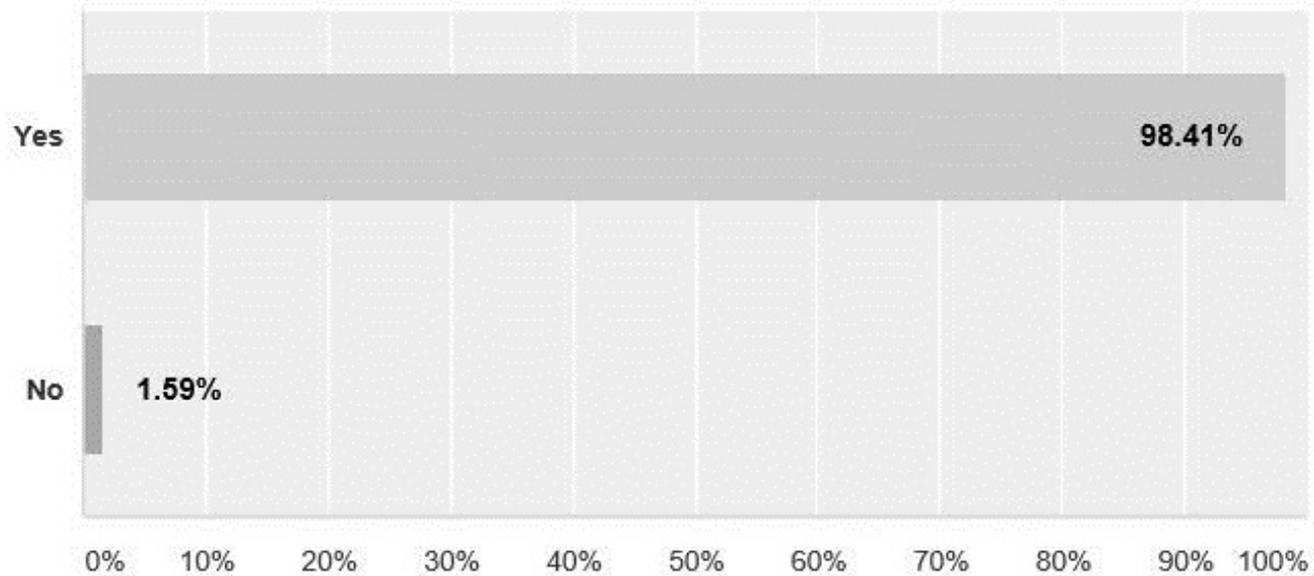
You and 29 other friends like this



RECOMMEND RATE

Would you encourage other runners to participate in this event?

Answered: 3,762 Skipped: 133



*I love it when a plan comes
together.*

—Hannibal Smith, the A-Team



? ? ? ? ?