



WHO WE ARE



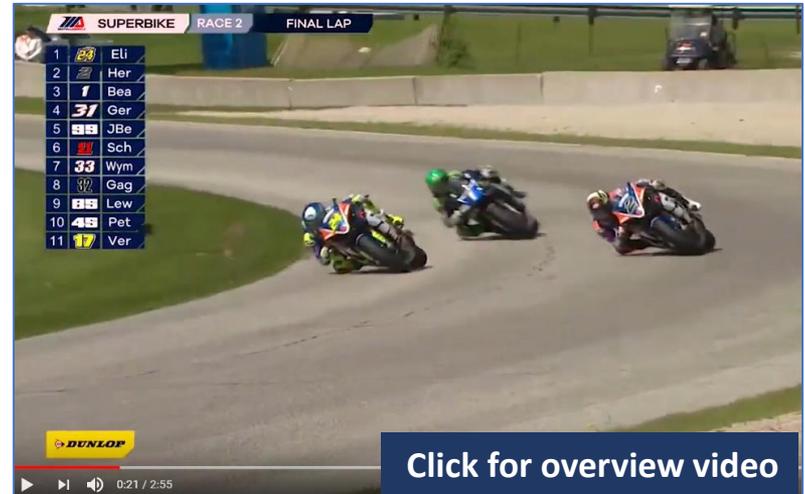
The AMA/FIM North American Road Racing Championship, aligned with Dorna.

HISTORY

- 1932 AMA Professional Road Racing established.
- 2015 MotoAmerica obtains Road Racing & Superbikes.
- 2018 AMA & MotoAmerica extend rights to 2029.

MISSION

- Deliver USA road racing to a world audience.
- Deliver outstanding marketing value to partners.



WHAT WE DELIVER



EXCITEMENT & ENGAGEMENT

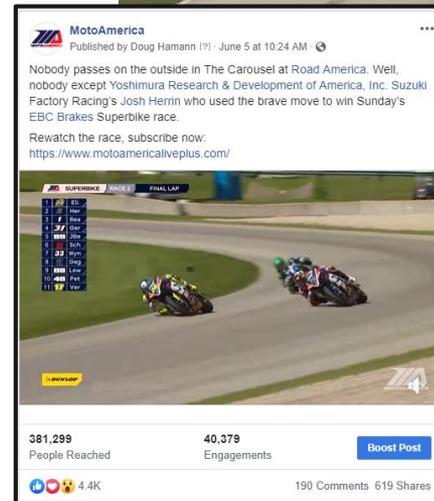
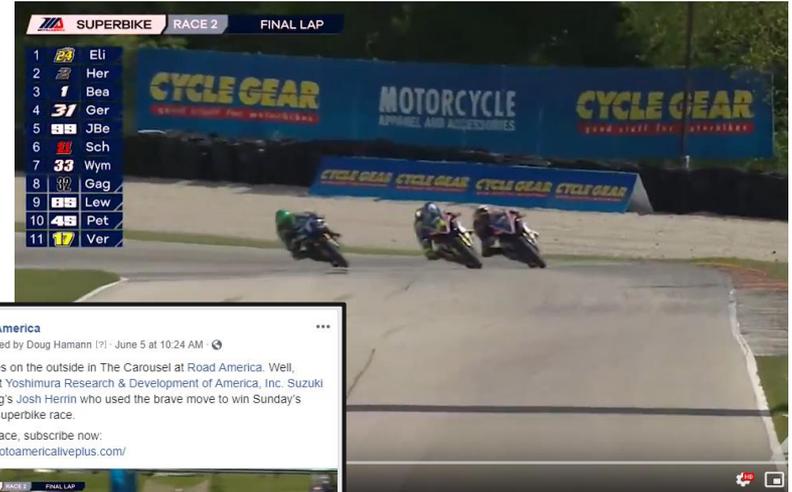
Amongst the most competitive racing in motorsports plus personalities & technology.

Events, Television, Streaming, Social Media.

AUTHENTIC INTEGRATION

Exceptional opportunities to showcase products, brands and personalities.

From commercial spots to authentic integration, all targeted to key demographics.



CLASSES



EBC BRAKES SUPERBIKE

Premier class in the series, showcasing the top riders in the nation aboard highly modified, production-based 1000cc motorcycles capable of 200+ mph.

SUPERSPORT

Middleweight and highly topical class of the series, Supersport features highly modified production-based 600cc motorcycles.

LIQUI-MOLY JUNIOR CUP

Open to manufacturers who homologate machines for the category. With age limits of 14-28, Junior Cup is a high-focus breeding ground for future road racing stars.

TWINS CUP

Addresses one of the most popular categories of motorcycles while providing teams and tuners the freedom to more heavily modify engine and suspension components.

STOCK 1000

Alternative feeder class to Superbike, providing riders the chance to gain experience and recognition on powerful 1000cc motorcycles before making the move to premier classes.

"The racing –honestly some of the BEST racing I've ever seen. The riders were engaged, competitive, and pushing each other to the limit. I don't think I've witnessed better racing in person."
Fan Survey 12/18

RACE EVENTS



10 EVENTS, PREMIER FACILITIES

| | |
|----------------|---|
| Apr 5-7 | Michelin Raceway Road Atlanta, GA |
| Apr 12-14 | Circuit of the Americas, TX |
| May 4-5 | Virginia International Raceway, VA |
| May 31 - Jun 2 | Road America, WI |
| Jun 15-16 | Utah Motorsports Campus, UT |
| Jul 12-14 | WeatherTech Laguna Seca Raceway, CA |
| Aug 10-11 | Sonoma Raceway, CA |
| Aug 23-25 | Pittsburgh International Race Complex, PA |
| Sep 7- 8 | New Jersey Motorsports Park, NJ |
| Sep 20-22 | Barber Motorsports Park, AL |



2-3 DAYS OF EXPERIENTIAL IMPACT

Open paddock delivers fan interaction with 120+ riders.
Family entertainment, Kids Zone, 16 & Under Free.
Multi-day camping audience with RV's, coaches, toy haulers.

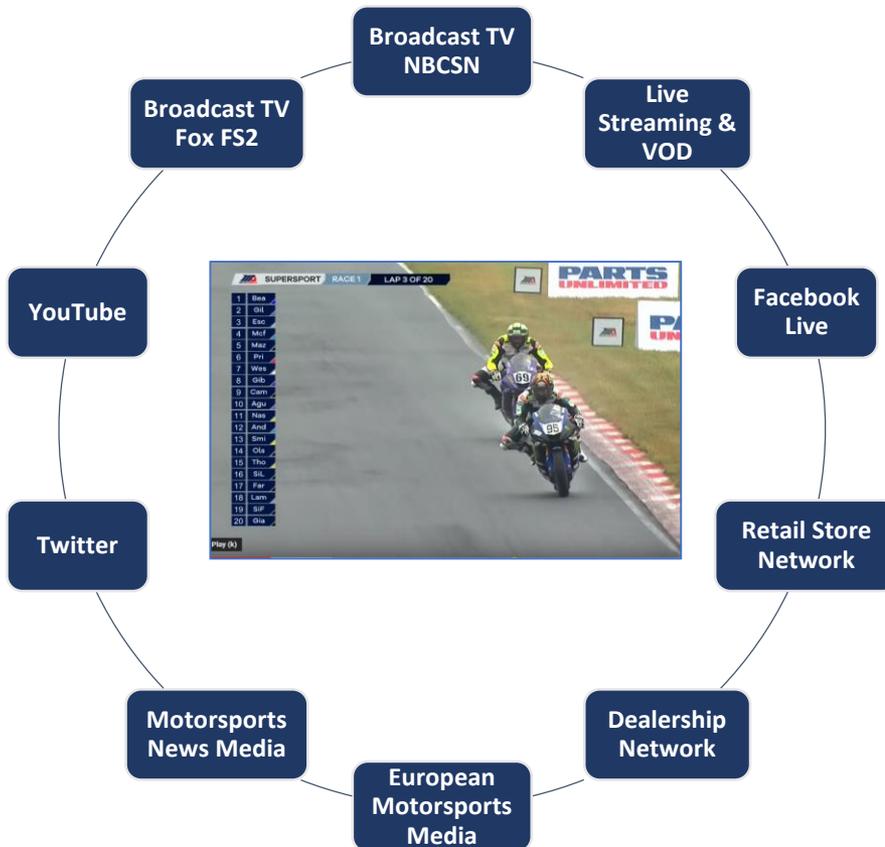
*"The fan/rider/crew interaction is second to none in pro racing.
Very much enjoy that aspect." MotoAmerica Fan Survey 12/18*



CONTENT REACH



SHOWS & HIGHLIGHTS DISTRIBUTION



Reaching a broad spectrum of demos across unduplicated audiences.



EXPOSURE SNAPSHOT



TELEVISION

2019

2019 Race Viewership Overview

FS2 – MOTOAMERICA SUPERBIKE RACING (Live/SDD)
Sat & Sun, 90 mins, 20x Shows, 30 hours

FS2 – MOTOAMERICA REWIND (Race Compilation)
Following Week, 60 mins, 10x Shows, 20 hours

NBCSN – INSIDE MOTOAMERICA (Lifestyle, Highlights)
Following Week, 60 mins, 11x Shows, 11 hours

STREAMING/VOD – MOTOAMERICA Live+ (Live, VOD)
Live all weekend, 6-8 hours/race day, 140 hours

OTHER – Facebook Live, Other Networks, YouTube

TOTAL AVG RACE VIEWERSHIP: 287,000

TELEVISION

2018

2018 Race Viewership

LIVE/SDD RACE COVERAGE

.7M beIN Sports TV Nielsen HH*
1.5M YouTube & Facebook
2.2M Total Race Viewership

(*beIN Sports USA Dropped from Comcast, DirectTV mid season 2018)

Event Attendance

2018: 343,554 (108% YOY)

EVENT



SOCIAL



Social Media

Race coverage, highlights, engagement.

2018 Followers: 192,360 (FB, IG, Twitter)
2018 Engagement: 1.4M (128% YOY)
2018 Impressions: 52.9M (108% YOY)
2019 Total Followers: 227,000

ONLINE



Websites, Newsletter, Podcast

MotoAmerica.com 768K Unique Visitors, Season
1.8M Page Views, Season
Newsletter 30,000 Subscribers, 2x Month
Podcast Reach TBA

PRINT



Fan Collateral

At-event information on the championship, teams, riders, sponsors.

EDITORIAL INTEGRATION



PR, Media

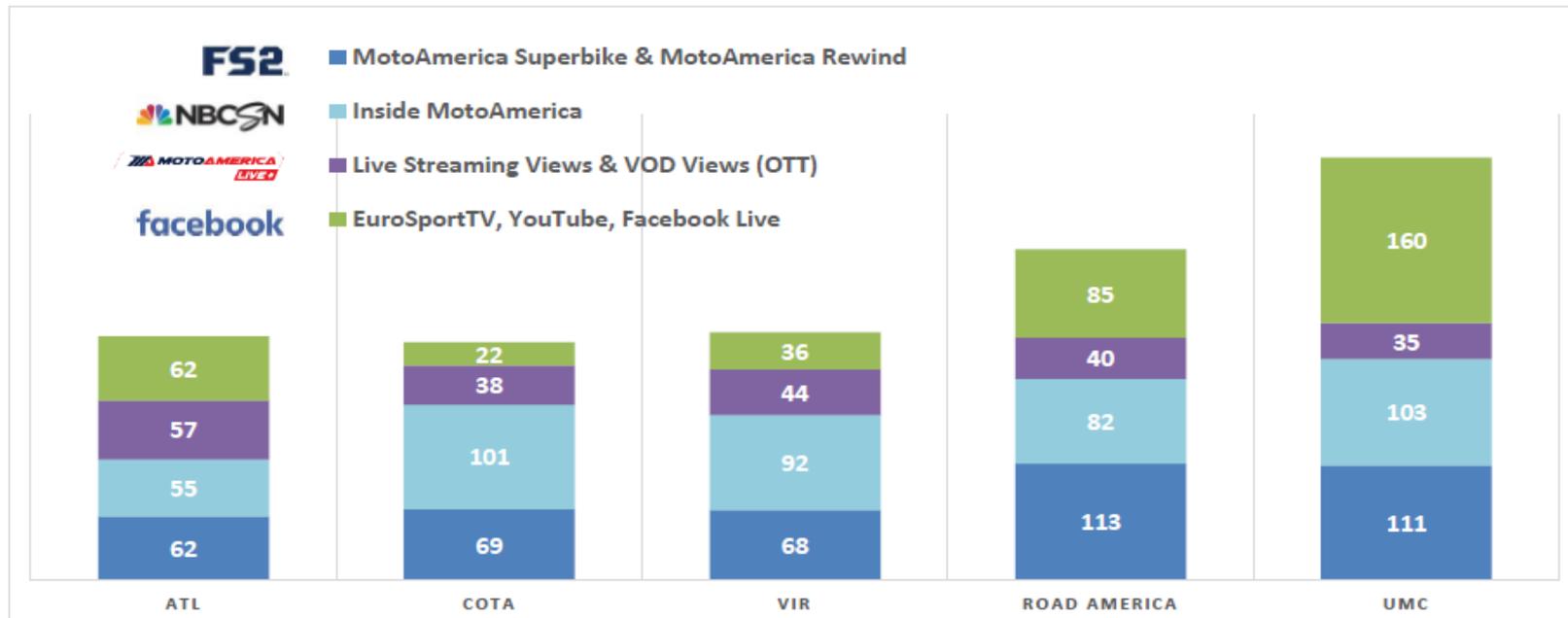
Local and National coverage across enthusiast, consumer and industry media.

2019 SHOW VIEWERSHIP



2019 Show Viewership - Season To Date (000's)

| <u>Network</u> | <u>Show</u> | <u>ATL</u> | <u>COTA</u> | <u>VIR</u> | <u>Road America</u> | <u>UMC</u> | <u>AVG</u> |
|-------------------------------------|---|------------|-------------|------------|---------------------|------------|------------|
| Fox FS2 Broadcast | <i>MotoAmerica Superbike & MotoAmerica Rewind</i> | 62 | 69 | 68 | 113 | 111 | 85 |
| NBCSN Broadcast | <i>Inside MotoAmerica</i> | 55 | 101 | 92 | 82 | 103 | 87 |
| MotoAmerica Live+ | Live Streaming Views & VOD Views (OTT) | 57 | 38 | 44 | 40 | 35 | 43 |
| EuroSportTV, YouTube, Facebook Live | TV Episodes, Supersport & STK1000 Class Races | 62 | 22 | 36 | 85 | 160 | 73 |
| Total | Total Show Viewership | 236 | 230 | 240 | 320 | 409 | 287 |



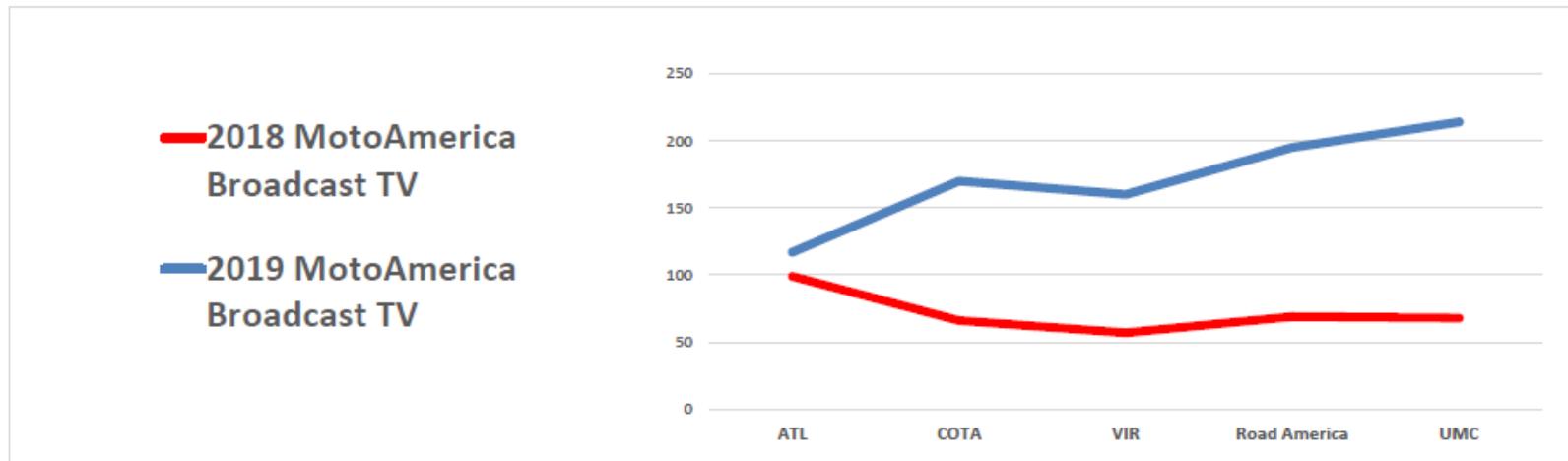
Sources: Nielsen P2+, ViewLift, Facebook, YouTube, Eurosport TV.

2019 TV GROWTH



2019 vs 2018 Broadcast TV - Season To Date (000's)

| Network | Show | Road Atlanta | COTA | VIR | Road America | Utah | Avg |
|-------------|-------------------------------|--------------|------|------|--------------|------|------|
| BEIN Sports | 2018 MotoAmerica Broadcast TV | 99 | 66 | 57 | 69 | 68 | 72 |
| Fox & NBCSN | 2019 MotoAmerica Broadcast TV | 117 | 170 | 160 | 195 | 214 | 171 |
| | Broadcast TV Increase | 18% | 158% | 181% | 183% | 215% | 138% |



Sources: Nielsen P2+

SHOW DETAILS



MotoAmerica Superbike Racing **FS2**

LIVE or Same Day Delay racing, primarily Superbike.
Covers Racing, Qualifying, Racer Profiles, Grid Walk, etc.
MotoAmerica manages all national spot inventory.

- Original Shows: 90 mins Sat, 90 mins Sun
- 10 Race Weekends = 20 Annual Shows
- Repeats are compilations titled MotoAmerica Rewind
- Rewind: 60 mins, 10 shows + multiple repeats



Inside MotoAmerica **NBCSN**

Highlights of prior race weekend, all competition classes.
Lifestyle, Strategy, Personalities, Points Chase, etc.
MotoAmerica manages 100% of spot inventory.

- Originals air after race wknd, 60 mins + repeats
- 10 Race wknds + Wrap = 11 Annual Shows + Repeats



2019 STREAMING/OTT

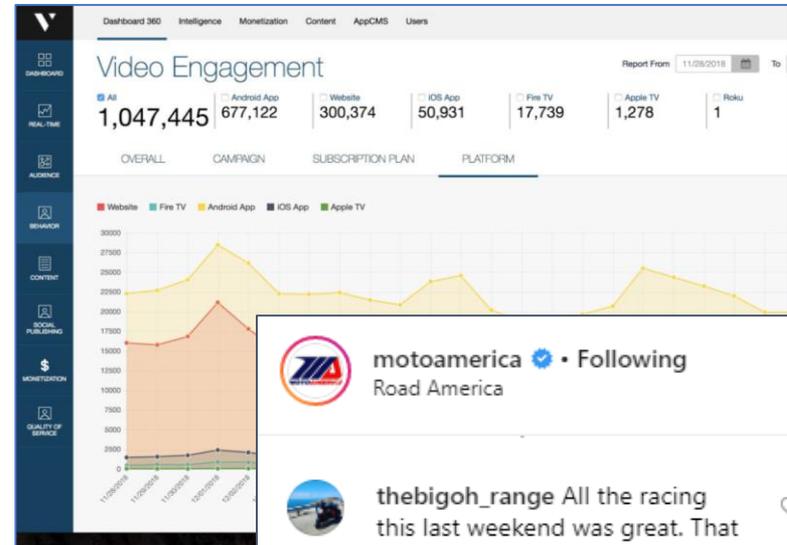


MotoAmerica Live+

All day racing 6-8 hours/day, all classes, qualifying, practice, interviews.

Viewership is 50% Live, 50% Video On Demand.

MotoAmerica manages 100% of spot inventory.



SOCIAL MEDIA



EXCEPTIONAL Engagement

MotoAmerica boasts one of the highest engagement ratios in motorsports, highlighting an authentic, organically-built audience of followers.

Metrics shown are July 15-16 race weekend where each series, except Motocross, held an event.

| COMPANY | TOTAL LIKES | ENGAGEMENT TOTAL | ENGAGEMENT RATE | CONVERSATIONS | POSTS | AVG POST/DAY |
|--|-------------|------------------|-----------------|---------------|-------|--------------|
|  | 125,909 | 107,809 | 85% | 1,661 | 171 | 24.4 |
|  | 186,123 | 39,035 | 21% | 580 | 55 | 7.9 |
|  | 866,438 | 20,960 | 2% | 885 | 50 | 7.1 |
|  | 937,336 | 139,341 | 15% | 3,511 | 174 | 24.9 |

Metrics July 2019

Facebook 133,000 Followers
 Instagram 83,000 Followers
 Twitter 14,000 Followers
Total 230,000



(Metrics: Rival IQ and Platform direct)

ATTENDANCE



GROWTH SINCE MOTOAMERICA ACQUISITION



COMMUNICATIONS



Enthusiast, General and Regional PR

Newsletter, Podcast, Website



+ Local Market Viewership: 45,581
Local Publicity Value:
\$5,398.90 per 30s

WISN 6/2/2019 10:53:22 PM: ...am glad everybody showed up. it has been a beautiful day. we will see who wins at the end. stephanie: how about a little racing? the moto America dunlop championship taking place at road America this week. josh herrin notched a dramatic last lap last corner win in the superbike race. it was his second of the season. and bobby fong captured the checkered flag in the super sport race. going 1-2 with teammate sean kelly. finally, final round of the memorial in ohio, and tiger woods came to play this sunday. the former champion shoots a 67 , but finishes tied for ninth. here's your

RACES AT ROAD AMERICA
ELKHART LAKE

BIG 12 SPORTS

Houston Astros 6
Oakland Athletics 4

06/02/2019 10:53:30 PM

MOTORCYCLE OWNERSHIP



MotoAmerica Fan Survey

Fans own a broad swath of models including metric, domestic, touring, sport-touring, adventure, v-twin and more.



| DO YOU OWN MOTORCYCLE | Responses | % |
|--|--------------|--------------|
| Yes, I own a motorcycle | 756 | 27.3% |
| Yes, I own more than one motorcycle | 1,783 | 64.4% |
| Not currently, but I have in the past | 174 | 6.3% |
| I've never owned a motorcycle | 41 | 1.5% |
| | 16 | 0.6% |
| | 2,770 | |

| BRAND OF PRIMARY MOTORCYCLE? | Responses | % |
|------------------------------|-----------|-------|
| BMW | 172 | 6.2% |
| Ducati | 230 | 8.3% |
| Honda | 334 | 12.1% |
| Harley Davidson | 83 | 3.0% |
| Indian | 10 | 0.4% |
| Kawasaki | 342 | 12.4% |
| Suzuki | 394 | 14.2% |
| Triumph | 132 | 4.8% |
| Victory | 9 | 0.3% |
| Yamaha | 643 | 23.2% |

| DO YOU PLAN TO BUY MC IN 12 MOS? | Responses | % |
|----------------------------------|-----------|-------|
| Yes | 1,008 | 36.4% |
| No | 884 | 31.9% |
| Don't Know | 853 | 30.8% |
| (Did not answer) | 25 | 0.9% |
| Total Responses | 2,770 | |

| TYPE OF YOUR MOTORCYCLES? | Responses | % |
|--------------------------------------|-----------|-------|
| Sportbike | 2,013 | 72.7% |
| Adventure Bike | 405 | 14.6% |
| Touring | 363 | 13.1% |
| Cruiser / Standard (metric) | 160 | 5.8% |
| Cruiser / Standard (domestic) | 148 | 5.3% |
| Naked Bike | 535 | 19.3% |
| Classic / Vintage (1979 and earlier) | 330 | 11.9% |
| ATV / UTV / SBS | 212 | 7.7% |
| Other | 647 | 23.4% |
| None of the above | 88 | 3.2% |

15,000 Target List, Dec 2018, 2,770 Respondents, 1,800+ Verbatims

DEMOS, ACTIVITIES



MotoAmerica Fan Survey

Active families, with interests centered around motorized recreation.



| GENDER | Responses | % |
|--------|-----------|-------|
| Male | 2,598 | 93.8% |
| Female | 144 | 5.2% |

| AGE | Responses | % |
|-------|-----------|-------|
| 25-35 | 513 | 18.5% |
| 35-45 | 691 | 25.0% |
| 45-55 | 773 | 27.9% |
| 55+ | 646 | 23.3% |

| WHAT ELSE DO YOU OWN? | Responses | % |
|-----------------------------------|-----------|-------|
| Towed RV/Camper/Trailer/ToyHauler | 799 | 28.8% |
| Sports car / Collectors car | 680 | 24.6% |
| Generator | 1,137 | 41.1% |

| OTHER BESIDES MOTORCYCLE? | Responses | % |
|---------------------------|-----------|-------|
| Car | 897 | 32.4% |
| Truck | 1,151 | 41.6% |
| SUV | 423 | 15.3% |

| ETHNICITY | Responses | % |
|-------------------|-----------|-------|
| White | 2,280 | 82.3% |
| Hispanic / Latino | 115 | 4.2% |

| HH INCOME | Responses | % |
|-----------------------|-----------|-------|
| \$50,001 to \$75,000 | 440 | 15.9% |
| \$75,001 to \$100,000 | 515 | 18.6% |
| Over \$100,000 | 1,164 | 42.0% |
| Prefer Not to Answer | 343 | 12.4% |

| WHAT ELSE DO YOU DO? | Responses | % |
|--------------------------------|-----------|-------|
| Camping | 1,224 | 44.2% |
| Fishing | 602 | 21.7% |
| Hunting | 358 | 12.9% |
| Golf / Tennis | 375 | 13.5% |
| RV Travel | 422 | 15.2% |
| USA Travel | 1,541 | 55.6% |
| International Travel | 739 | 26.7% |
| Concerts / Live Music | 1,263 | 45.6% |
| Children's Sports / Activities | 645 | 23.3% |
| Community Events | 889 | 32.1% |

15,000 Target List, Dec 2018, 2,770 Respondents, 1,800+ Verbatims

VEHICLE OWNERSHIP



Vehicles of Function & Entertainment

Light trucks, an essential part of the household.
Owned by a performance-minded race fans.

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SPONSORSHIP



TYPES & LEVELS

OFFICIAL
SUPPORTING
PRODUCT
EVENT TITLE
CLASS TITLE

TELEVISION



SOCIAL



DELIVERABLES

LOGO RIGHTS, INTEGRATION
TV INTEGRATION
TRACK SIGNAGE
EXHIBITOR SPACE
VIDEO CONTENT CREATION
VIDEO CONTENT DISTRIBUTION
SOCIAL MEDIA INTEGRATION
PR, WEBSITE, NEWS INTEGRATION
PODCAST INTEGRATION
CO-MARKETING
JUMBOTRON, PA ANNOUNCE
TICKETING & CREDENTIALS
HOSPITALITY
TEAM SPONSORSHIP



EVENT ACTIVATION



ONLINE



Be seen within a professional sport held at premium facilities with intense audiences.

More than advertising, MotoAmerica sponsorships integrate your brand/product into the content stream.

Sponsors receive seasonal reporting. Platforms include Nielsen/Repucom, Rival IQ, Meltwater and direct.

CONTACT



CONTACT

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