

AMA/FIM ROAD RACING CHAMPIONSHIP SERIES



**SERIES
OVERVIEW**

WHO WE ARE



AMA/FIM North American Road Racing Championship



[Click for 2019 Sizzle Video](#)

HISTORY

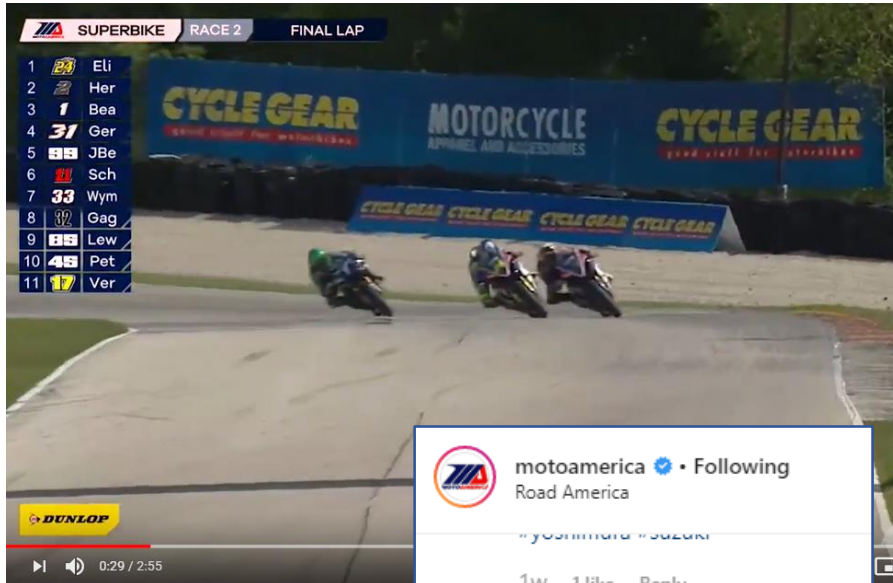
- 1976 First AMA Superbike Race.
- 2015 Road Racing & Superbikes rights to MotoAmerica.
- 2018 AMA & MotoAmerica extend rights to 2029.

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 and technology.
Experiential Television Streaming Social Media

AUTHENTIC INTEGRATION

Exceptional opportunities to showcase products, brands and personalities. From commercial spots to in-broadcast and social media integrations.

WHO WE REACH



Multi-vehicle families centered on recreation and the equipment to support it.



42% Over \$100K HH
19% Over \$75K HH



44% Camp
55% Travel

64% Own more than one motorcycle.

Sport, Adventure, Dirt, V-Twin, Naked, Touring, Cruiser and Vintage.



CLASSES



EBC BRAKES SUPERBIKE

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

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.

SUPERSPORT

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

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.

LIQUI-MOLY JUNIOR CUP

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

"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

PREMIUM EVENTS



3-DAY EXPERIENTIAL IMPACT

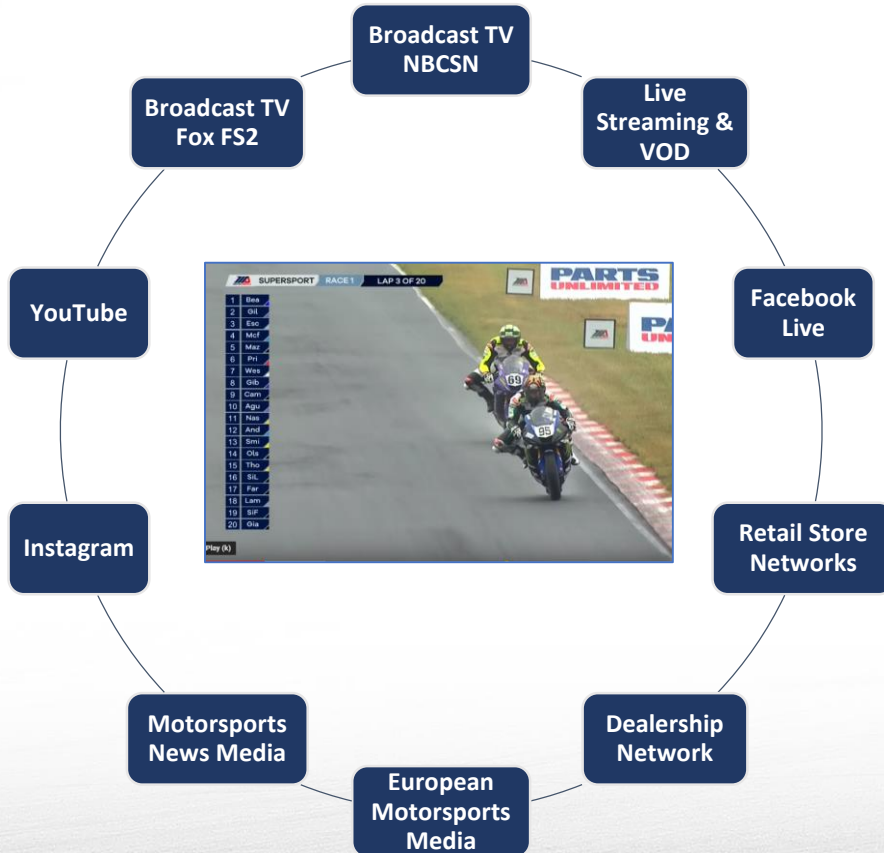
Open paddock for easy interaction with 120+ riders.
Family entertainment, Kids Zone, 16 & Under Free.
Multi-day camping audience with RV's and toy haulers.



10 RACES, PREMIER FACILITIES

<u>Date</u>	<u>2020 Locations</u>
APR 3-5	Circuit of the Americas, TX
APR 17-19	Michelin Raceway Road Atlanta, GA
MAY 1-3	Virginia International Raceway, VA
MAY 29-31	Road America, WI
JUN 26-28	The Ridge Motorsports Park, WA
JUL 10-12	WeatherTech Laguna Seca Raceway, CA
AUG 7-9	Pittsburgh International Race Complex, PA
AUG 21-23	Indianapolis Motor Speedway, IN
SEP 11-13	New Jersey Motorsports Park, NJ
SEP 17-20	Barber Motorsports Park, AL

RACE COVERAGE



A broad spectrum of demos across unduplicated audiences.



EXPOSURE SUMMARY



2019 Race Program Viewership

THREE BROADCAST PROGRAMS + OTT, SOCIAL MEDIA

- FS2 *MotoAmerica Superbike Racing* (Live/SDD)
- FS2 *MotoAmerica Rewind* (Race Compilation)
- NBCSN *Inside MotoAmerica* (Lifestyle, Highlights)
- OTT *MotoAmerica Live+* (Live Streaming, VOD)
- OTHER Facebook Live, YouTube, Other Networks

AVG Broadcast TV Viewership: *	165,000/race
AVG Broadcast TV & OTT Viewership: **	200,000/race
YOY Broadcast TV Increase:	134% (2.3x 2018)
ANNUAL TV & OTT Race Viewership:	2.0 Million/season
ANNUAL Other Race Viewership: ***	2.2 Million/season
ANNUAL Grand Total Race Viewership:	4.2 Million/season
ANNUAL Race Programming Hours:	200+



2018 Race Program Viewership

LIVE/SDD & RACE COVERAGE

ANNUAL Broadcast TV Viewership (BEIN Sports)	.7 Million
ANNUAL YouTube & Facebook Race Viewership	1.5 Million
ANNUAL Grand Total Race Viewership	2.2 Million

EVENT



Event Attendance

2018:	343,554
2019:	320,547
2019:	16% YOY increase MotoAmerica events (w/o COTA)

SOCIAL



Social Media YTD

Facebook	151,000 Followers
Instagram	96,000 Followers
Twitter	15,000 Followers
Total	262,000 (33% Increase YOY)

Facebook	153 Million Impressions
Instagram	23 Million Impressions
Twitter	4 Million Impressions
Total	180 Million (229% Increase)

ONLINE



Digital YTD

Websites:	1.2 Million PV's, 500K UV's Year
Newsletter	30,000 Subscribers, 2x Month
Podcast	4,000 Listeners/Month
YouTube	2.4 Million Views/Year (47% Increase)
Giphy GIF's	25 Million/Year

PRINT



Fan Collateral

Pre-event and at-event collateral. Distribution at events, dealerships, retail chains and partners. 200,000/Year.

EDITORIAL INTEGRATION



PR, Media

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

*Nielsen P2+ **Nielsen P2+, ViewLift Views *** Social, YouTube, Eurosport TV

BROADCAST & OTT



FIVE UNIQUE PROGRAMS FOR DIVERSITY AND REACH



MotoAmerica Superbike Racing FS2

- LIVE Racing coverage of Superbike class
- MotoAmerica manages 100% of national spots.
- SAT & SUN shows, 60 mins each, 10 Races = 20 Shows.

MotoAmerica Rewind FS2

- Compilations of Sat & Sun races, primarily Superbike.
- 60 mins, 10 shows + repeats.

MotoAmerica Junior Cup FS2

- Compilations of Sat & Sun Superbike races.
- 30 mins, 10 shows + repeats.

Inside MotoAmerica NBCSN

- Covers: All classes, lifestyle, strategy, technology.
- MotoAmerica manages 100% of national spots.
- 60 Mins, 10 Races + Wrap = 11 Shows + Repeats.

MotoAmerica Live+ MOTOAMERICA LIVE+

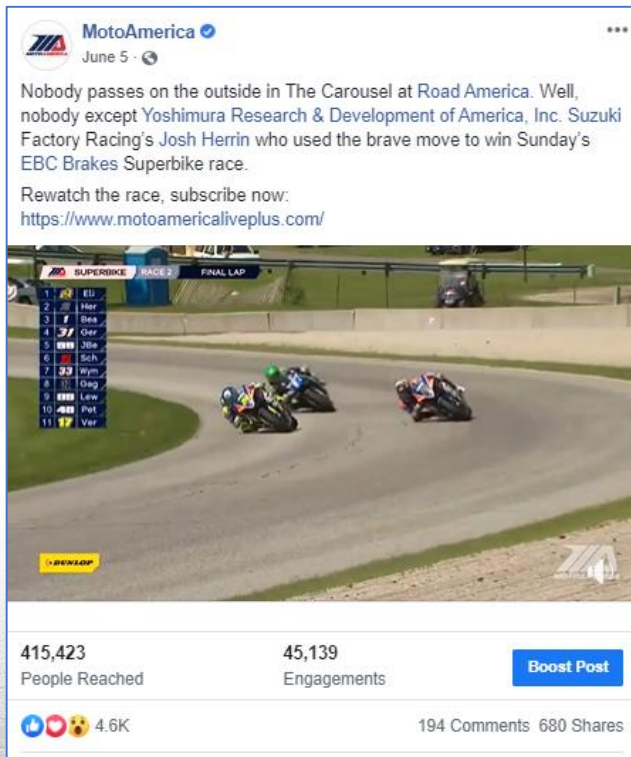
- Live Streaming & VOD, all day/weekend racing.
- Covers: All MotoAmerica classes, qualifying, practice, more.
- Paid Subscription: \$60 Annual, \$10 Event.
- Viewership is 50% Live, 50% Video On Demand.
- MotoAmerica manages 100% of limited spot inventory.

DIGITAL MEDIA



2019 – A DIGITAL HOME RUN

Outstanding engagement before, during and after events, continually amassing new followers with Grade-A content. MotoAmerica also boasts one of the highest engagement ratios in motorsports.



SOCIAL MEDIA YTD

Facebook	151,000	Followers
Instagram	96,000	Followers
Twitter	15,000	Followers
Total	262,000	34% YOY Increase

FACEBOOK YOY INCREASES

Engagement:	7,899,052	227%
Video Views:	36,791,173	719%
Impressions:	152,564,863	282%
Reach:	96,080,086	265%

INSTAGRAM YOY INCREASES

Engagement:	967,827	51%
Video Views:	3,763,841	193%
Impressions:	22,801,124	58%
Reach:	13,378,329	57%

TWITTER 2019

Impressions:	4,200,000
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YOUTUBE 2019 YTD

2,400,000	Total Views	47% YOY Increase
275,000	Total Viewed Hours	

RACE ATTENDANCE



GROWTH SINCE MOTOAMERICA ACQUISITION

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Michelin Raceway Road Atlanta	13,750	16,329	15,750	14,000	19,797
Circuit of the Americas *	119,650	131,881	142,000	165,000	120,545
Virginia Int'l Raceway	11,000	10,257	10,200	10,200	13,524
Road America	18,500	23,781	23,525	24,009	25,800
Utah Motorsports Campus	9,500	9,165	9,300	9,500	9,623
WeatherTech Laguna Seca *	52,700	61,052	64,298	64,425	67,685
Sonoma Raceway			14,197	15,461	16,209
Pittsburgh Int'l Race Complex			14,544	15,203	15,974
New Jersey Motorsports Park	14,000	14,499	14,100	11,500	15,069
Barber Motorsports Park	10,250	8,634	10,033	14,256	16,321
Year Totals	249,350	275,598	317,947	343,554	320,547

Blue = Adverse weather

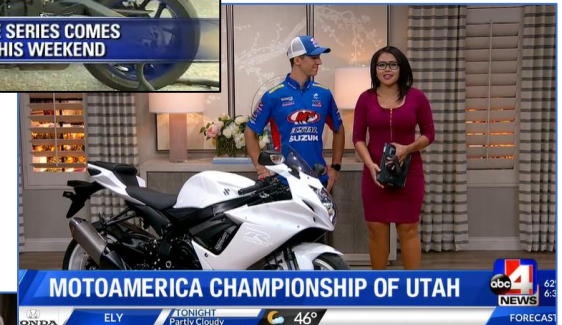
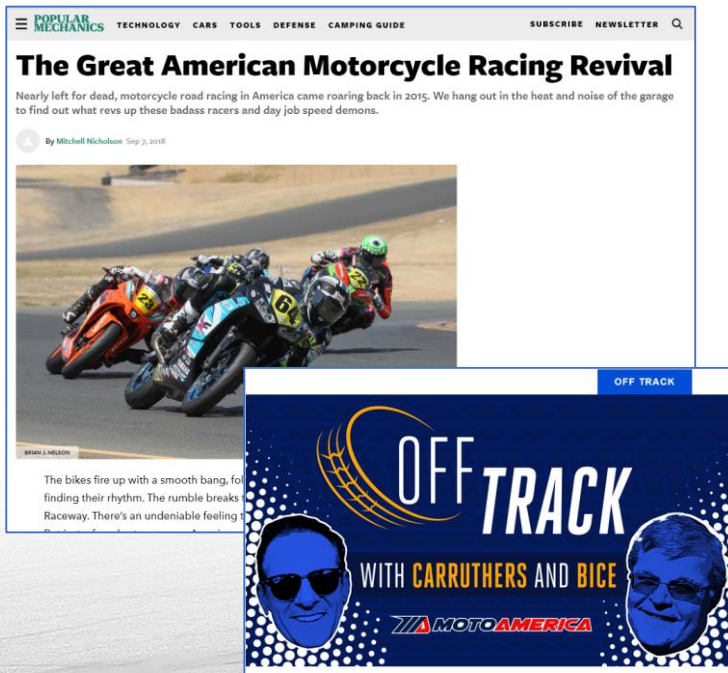
* Dorna event

COMMUNICATIONS



PR - Enthusiast, General, Regional

Newsletter, Podcast, Website



Images
link to
videos.

SPONSORSHIP



PROFESSIONAL SPORT
PREMIUM FACILITIES
FANATIC AUDIENCE
KILLER REACH

Proven, Powerful

One of the best selections of sponsorship deliverables in motorsports.

Creative, Flexible

Beyond advertising, integrate your product within MotoAmerica content streams.

Legitimate

Reporting from respected platforms such as Nielsen Repucom, Meltwater and more.

More

Hospitality/VIP, On-Board Camera, Award Sponsorships, Data Collection, Activations.



Class and Event Title sponsorship



Social Media integrations



**Content development and
Broadcast TV integrations**



**Commercial spot inventory
on two TV networks, OTT**



**Powerful Track Signage
across events, TV, OTT, Social**



**Experiential, Display,
Activations, Booth Shipping**

CONTACT



Demographics by media platform, fan survey and event media metrics are available in the MotoAmerica Appendix.



CONTACT

Jeff Nasi
SVP Sales | Marketing | Content
(714) 242-5954 O
(310) 993-9190 M
jnasi@motoamerica.com

Lance Bryson
Senior Sponsorship Mgr.
817.565.8087 M
lbryson@motoamerica.com

MotoAmerica
A KRAVE Group Company
3186-D Airway Ave.
Costa Mesa, CA 92626
www.motoamerica.com