



# SERIES OVERVIEW



# WHO WE ARE



## THE AMA/FIM NORTH AMERICAN ROAD RACING CHAMPIONSHIP



### HISTORY

- 1976 First AMA Superbike Race
  - 2015 MotoAmerica acquires AMA Road Racing rights
  - 2018 AMA & MotoAmerica extend rights to 2029
- Fastest growing motorcycle series in the USA**

### MISSION

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



# WHAT WE DELIVER



[Click for YouTube sizzle video](#)

## EXCITEMENT & ENGAGEMENT

Amongst the most competitive racing in motorsports  
Exceptional marketing integrations

## WEEKEND RACE EVENTS

9 Events in 2021, over 5 classes, 120 riders, 90 total races  
Open race paddock for fans, multi-day camping, Kids Zone

## PREMIUM CIRCUITS

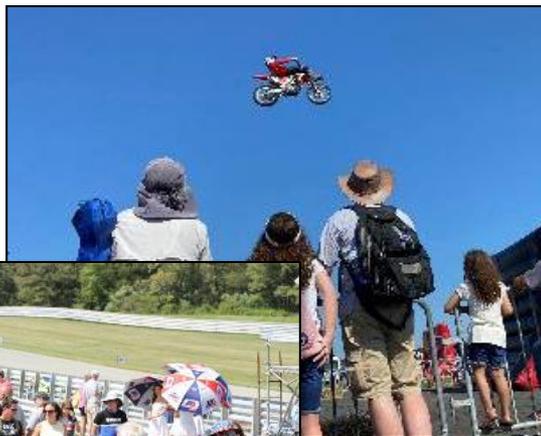
Apr 30-May 2	Michelin Raceway Road Atlanta, GA
May 21-23	Virginia International Raceway
Jun 11-13	Road America, WI
Jun 25-27	The Ridge Motorsports Park, WA
Jul 9-11	WeatherTech Laguna Seca Rcw, CA
Jul 30-Aug 1	Brainerd International Raceway
Aug 13-15	Pittsburgh Int'l Race Complex, PA
Sep 10-12	New Jersey Motorsports Park, NJ
Sep 17-19	Barber Motorsports Park, AL

# MORE THAN RACING



Not 1-day races but 3-day festivals. Race paddock open to fans for easy access to riders, outstanding camping plus entertainment, free kids' carnival activities, stunt shows and more.

Fostering motorcycle community.



# WHO WE REACH



Multi-vehicle families into motorized recreation and equipment.



**41% Light Truck**  
**15% SUV Ownership**

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

64% Own more than one motorcycle. Sport, V-Twin, Adventure, Off-Road, Naked, Touring, Cruiser, Vintage, ATV, UTV.

**44% Camp**  
**55% Travel**  
**41% Own Generator**



# SERIOUS GROWTH



## Doubling Social Media & Digital

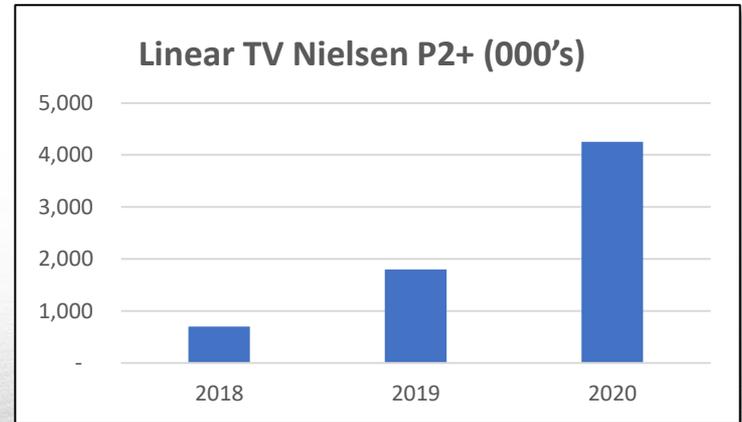
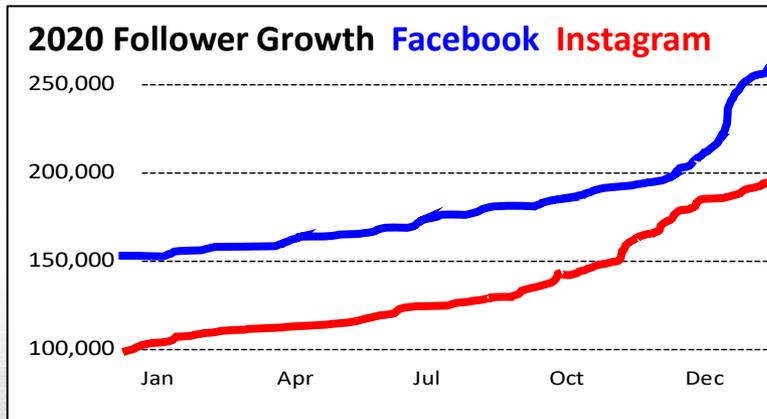
### Facebook, Instagram, Twitter:

240M Impressions      69% YOY Increase  
120M Reach            80% YOY Increase

10M YouTube Views      3x YOY Increase  
784,000 Digital Followers    100% YOY Increase

## Doubling Race Viewership

SEASON TOTALS (000's)	<u>2020</u>	<u>2019</u>	<u>YOY X</u>	<u>YOY %</u>
Linear TV (AA Households)	3,576	1,484	2.4	141%
Digital Views*	6,293	2,269	2.8	177%



\*Live Streaming, SVOD, Live Facebook, YouTube

# WHY WE ARE WINNING



## New classes = reach, diversity

- YOUTH** *MiniCup* from 3 to 4 races in 2021
- VINTAGE** *Heritage Cup* 2 races minimum in 2021
- V-TWIN** *King of the Baggers* from 1 to 3 in 2021

## Programming Investments

Producing all content across 2 USA and 4 international TV networks, Live Streaming, Live Social Media and YouTube. 200 Annual hours, 13 programs per race, 100+ airings.



**9,310,139**  
People Reached

**1,149,683**  
Engagements

Program	Shows	Network
<i>Live Superbikes Sat &amp; Sun</i>	20	Fox Sports FS1/FS2
<i>MotoAmerica Rewind</i>	10	Fox Sports FS2
<i>Junior Cup</i>	20	Fox Sports FS2
<i>King of the Baggers</i>	5	Fox Sports FS1/FS1
<i>Inside MotoAmerica</i>	11	Fox Sports FS2
<i>Live Supersport</i>	20	MAVTV
<i>Live+ Streaming</i>	20	MotoAmerica Live+
<i>Superbike, Supersport</i>	20	Eurosport
<i>Superbike</i>	20	SuperSport South Africa
<i>Superbike</i>	20	Fox Asia, StarSports

# RACE CLASSES



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



Middleweight and high-focus, Supersport features highly modified production-based 600cc motorcycles.



Harley-Davidson & Indian V-Twins. Inaugural 2020 race delivered strong consumer and industry attention. Three KOTB races in 2021.



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



Alt feeder-class to Superbike, providing riders recognition on 1000cc motorcycles before moving to premier.



Successful youth series dubbed “The Road To MotoAmerica.” Four classes: 110cc, 160cc, 190cc (racers -15) and 190 Adult (racers 15+) Four 2021 events.



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



Fan favorite, open to pre 1987 Superbikes and vintage racing bikes. Minimum two 2021 events.

# A NOTABLE EXPANSION



The inaugural *Drag Specialties King of the Baggers* delivered incredible engagement.

**49,261 Facebook comments, from one race!**

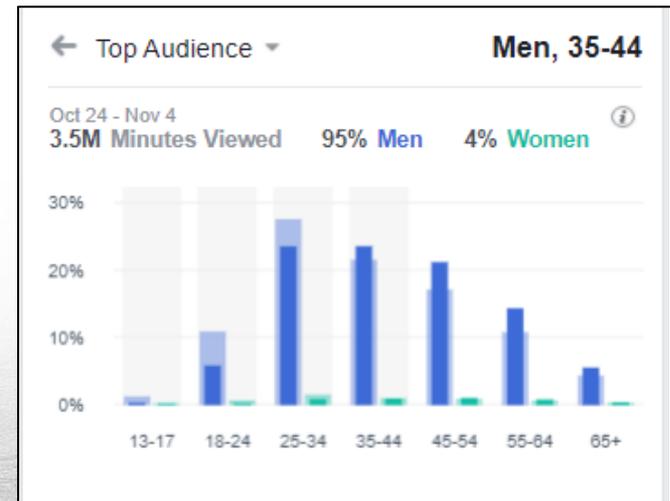
## Impact Summary

Linear TV	100,000 Nieslen AA Household's
YouTube	1.3M Views (1M in 3 weeks)
Facebook	15M Reach, 16M Impressions
Instagram	1M Impressions
News Media	170 Articles
Facebook (others)	440 Social Media Posts



2021 *KOTB* grows to 3 races with its own TV program and attendance draws at Road Atlanta, Road America, Laguna Seca.

## A Youthful V-Twin audience



# EXPOSURE SNAPSHOT



## 2021 Race Programming



FS2/FS1	<i>Superbike Racing</i>	(Live, 20 airings)
FS2	<i>MotoAmerica Rewind</i>	(Compilation, 10 shows)
FS2	<i>Junior Cup Class Racing</i>	(2-Day Delay, 20 shows)
FS2	<i>King of Baggers Racing</i>	(Live & Delayed, 5 shows)
MAVTV	<i>Supersport Class Racing</i>	(Live, 20 shows)
FS2	<i>Inside MotoAmerica</i>	(Lifestyle, 11 shows)
OTT	<i>MotoAmerica Live+</i>	(Streaming, SVOD, 20 shows)
OTHER	Facebook Live, YouTube, Eurosport TV, Fox Sports Asia	

## 2020 Race Viewership Avg's



AVG Linear TV Viewership/race	398,000 AA HH, 469,000 P2+*
AVG Digital Views (Races only)	658,000**
AVG Total TV Ratings & Views	1 Million+
TOT Year Linear TV	3.6M AA HH, 4.3M AA P2+*
TOT HH Reach Linear TV	4.59 Million
YOY Linear TV Increase	139% (2.4x 2019)

## Event Attendance



2019: 320,547 (10 Events, 9 increased, ex COTA)  
 2019: 16% YOY increase MotoAmerica events  
 2020: 3% Avg increase at all fan-events during pandemic.

\* USA Nielsen Average Audience (AA) Household, Nielsen AA P2+  
 \*\* Digital: Live+ Streaming, SVOD, Facebook Live, YouTube

## Social Media, Digital



Facebook	267,000 Followers
Instagram	237,000 Followers
Twitter	17,000 Followers
TikTok	194,000 Followers
YouTube	69,000 Subscribers
<b>Total</b>	<b>784,000 (100% Increase YOY)</b>

### Social Media Reach 2020:

Facebook	130 Million Impressions
Instagram	75 Million Impressions
Twitter	8 Million Impressions



Digital Ads	9 Million Year
YouTube	10 Million Views YTD (3M in 2019)
YouTube	1.2 Million Total Hours
Websites	2.0 Million PV's, 500K UV's Year
Email	40,000 Monthly Newsletter, Emails
Podcast	4,000 Listeners/Month



## PR, Media

Media coverage across enthusiast, general, industry.  
 2,660 News Articles 2020 (Earned Media)

# RACE VIEWERSHIP



## PER EVENT

AA HH's	Network	TV Program
193,000	FS1, FS2	Live Superbike Racing, Sat & Sun, MA Rewind
100,000	MAVTV	Live Supersport Racing, Sat & Sun
37,000	FS2	Junior Cup Racing, Sat & Sun
68,000	NBCSN	Inside MotoAmerica (moving to FS2 for 2021)
50,000	FS2, FS1	King of the Baggers Racing (New for 2021, est.)
<b>398,000</b>		<b>AVG USA LINEAR TV AA HOUSEHOLDS 2020</b>

Views	Platform	Digital Program
50,000	MotoAmerica Live+	All day live streaming and SVOD
398,000	YouTube	Races, Highlights, reposted TV Programs
251,000	Facebook	Live or Delayed Racing only
<b>699,000</b>		<b>AVG DIGITAL VIEWS/PLAYS 2020</b>

International, Other		International & Dealer Exposure
184,000	Eurosport TV	Superbike Racing (UK, France)
tba	Fox Asia, StarSports	Superbike Racing (various Asian countries)
8,000	SuperSport S. Africa	Superbike Racing (Sub Saharan Africa)
tba	Atmosphere TV	Action Clips (Restaurants & bar TV network)
tba	MOTO TV	Highlights (300+ Motorcycle dealerships)

AA: Nielsen Average Audience Household  
 Digital Views: Streaming, Facebook Live, YouTube

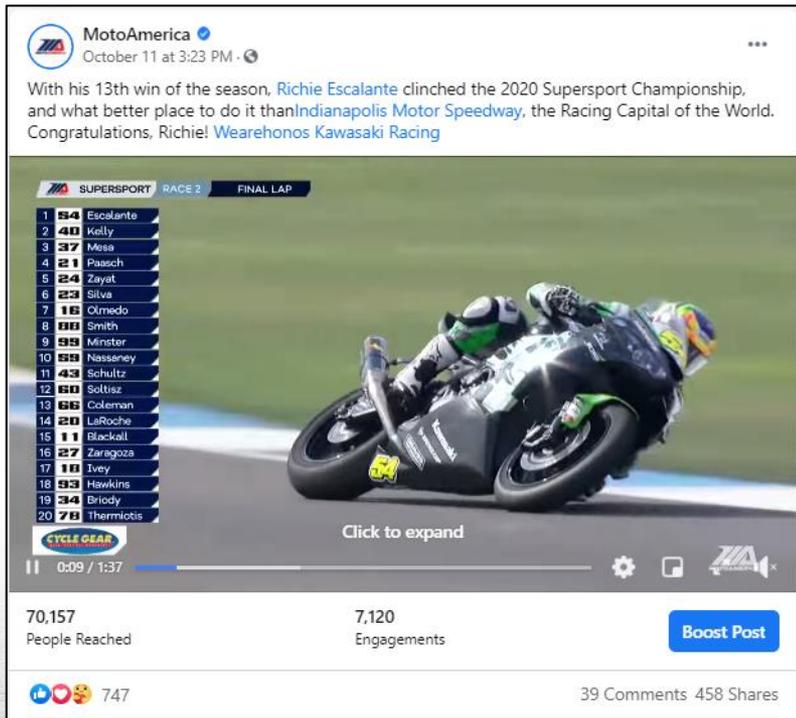
**1,289,000 TOTAL LINEAR TV AND DIGITAL VIEWS (PER EVENT AVG 2020)**

# DIGITAL MEDIA



## EXCEPTIONAL ENGAGEMENT

Constant growth with one of the highest Social Media engagement rates in motorsports.



## DIGITAL IMPACT

<b>Facebook YTD</b>	<b>100% YOY Increase</b>
Impressions	130 Million
Engagement	8.7 Million
Reach	75 Million
<b>Instagram YTD</b>	<b>100% YOY Increase</b>
Impressions	72 Million
Engagement	2.5 Million
Reach	39 Million
<b>Twitter YTD</b>	<b>25% YOY Increase</b>
Impressions:	8 Million

## YOUTUBE 3x YOY Increase

2020 Views	10 Million
Watch Time YTD	1.2M Hours +
Avg View Duration	7:55 Minutes

## DIGITAL FOLLOWERS 100% YOY Increase

Facebook	267,000	Followers
Instagram	237,000	Followers
Twitter	17,000	Followers
TikTok	194,000	Followers
YouTube	69,000	Subscribers
<b>Total</b>	<b>784,000</b>	

# RACE ATTENDANCE



## CONSISTENT GROWTH SINCE MOTOAMERICA ACQUISITION OF AMA ROAD RACING

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>YOY</u>	<u>2020</u>	<u>YOY +</u>
Circuit of the Americas*	119,650	131,881	142,000	165,000	120,545	-27%	***	
Michelin Raceway Road Atlanta	<b>13,750</b>	16,329	15,750	<b>14,000</b>	15,861	13%	16,177	2%
Virginia Int'l Raceway	11,000	10,257	10,200	<b>10,200</b>	<b>13,524</b>	33%	***	
Road America	<b>18,500</b>	23,781	23,525	24,009	<b>25,800</b>	7%	27,401	6%
The Ridge Motorsports Park							no fans	
WeatherTech Laguna Seca*	52,700	61,052	64,298	64,425	67,685	5%	no fans	
Pittsburgh Int'l Race Complex			14,544	15,203	15,974	5%	16,081	1%
New Jersey Motorsports Park	14,000	14,499	14,100	<b>11,500</b>	15,069	31%	15,381	2%
Barber Motorsports Park	<b>10,250</b>	<b>8,634</b>	10,033	14,256	16,321	14%	16,379	0%
The Brickyard / Indianapolis							9979**	
Utah Motorsports Campus	9,500	9,165	9,300	9,500	9,623	1%		
Sonoma Raceway			14,197	15,461	16,209	5%		
<b>Year Totals</b>	<b>249,350</b>	<b>275,598</b>	<b>317,947</b>	<b>343,554</b>	<b>316,611</b>			

Blue = Adverse weather

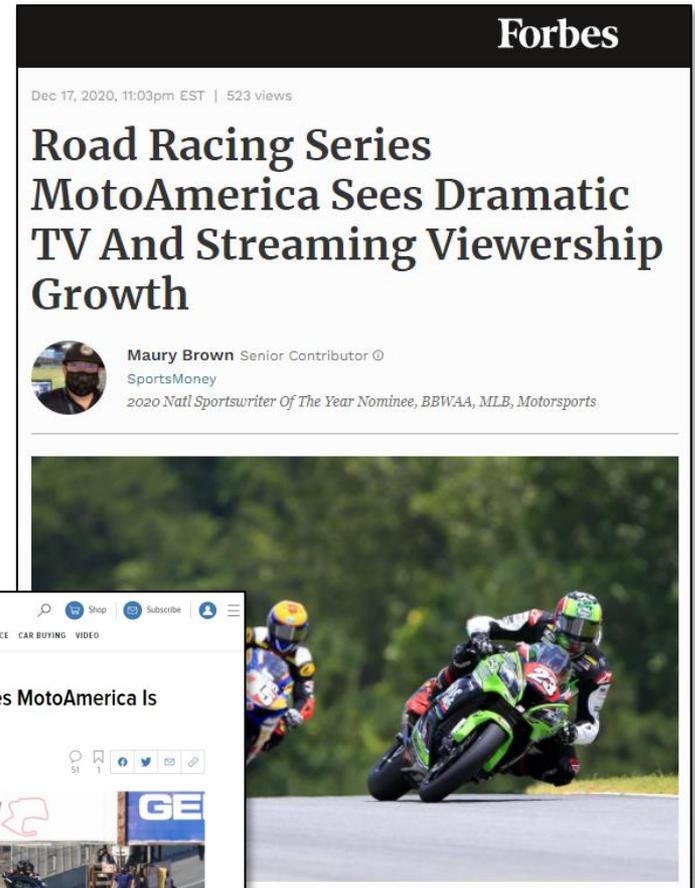
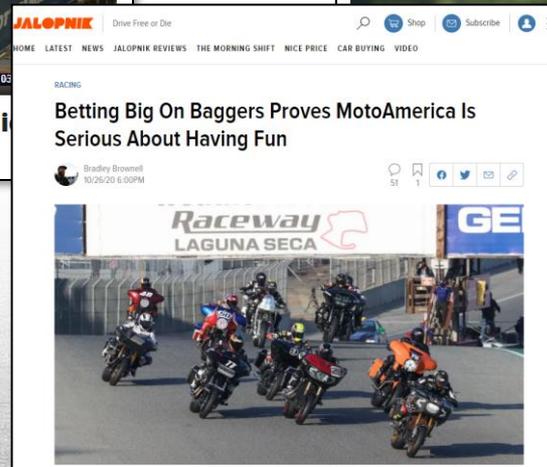
\* Dorna events 2015-2019, MotoAmerica appeared as exhibiton race. \*\*Indy 2020 was restricted event.

\*\*\* Superbike races from cancelled 2020 COTA & VIR races were added to Indy & Laguna to deliver 20 annual races.

# NEWS, CONVERSATIONS



OVER 7,000 GLOBAL NEWS ARTICLES,  
BLOG MENTIONS, FORUM POSTS



# INVOLVEMENT OPTIONS



## Event or Class Sponsorships

*“GEICO MotoAmerica Superbike Speedfest at Monterey”  
“HONOS Superbike Class”*



There was high drama in Saturday's HONOS Superbike race one at Indianapolis Motor Speedway with title points on the line, a new rider at the front and aboard a new bike, and great racing from start to finish. Don't miss this one. [Wearehonos](#)

## Custom Content Integrations

*TV & Social – “Dunlop track to street tire technology” segment  
Social: Sponsor tagging with specific targeting*

## Commercial Ad Spots

*Linear TV ads (:30 seconds) plus Added Value*

## Track Signage

*Enormous repeat impressions baked into TV & Digital content across USA, Europe, India, Indonesia, South Africa*

## Event/Experiential/Hospitality

*Display Booth, Ticket Supply, VIP Packages*

## Series Partnership

*Title Rights, Content Rights, Series Communications*



Pos	Number	Name
1	1	Bea
2	29	Eli
3	31	Ger
4	4	Sch
5	38	JBe
6	8	Her
7	55	Lew
8	45	Pet
9	9	Gag
10	33	Wym
11	25	Ant
12	36	Uri
13	47	Ora
14	88	Flt
15	42	Cof
16	17	Ver

# APPENDIX: DEMOS



## BROAD REACH OVER MULTIPLE MEDIA CHANNELS

Linear TV*		Facebook		Instagram		YouTube		MotoAmerica Live+		MotoAmerica.com	
Viewers		People Engaged		Followers		Viewers		Viewers		Viewers	
<u>AGE</u>	<u>%</u>	<u>AGE</u>	<u>%</u>	<u>AGE</u>	<u>%</u>	<u>AGE</u>	<u>%</u>	<u>AGE</u>	<u>%</u>	<u>AGE</u>	<u>%</u>
2-17	5%	13-17	2%	13-17	3%	13-17	1%	18-24	6%	18-24	8%
18-24	3%	18-24	13%	18-24	20%	18-24	14%	25-34	20%	25-34	22%
25-34	7%	25-34	29%	25-34	37%	25-34	28%	35-44	20%	35-44	19%
35-44	11%	35-44	22%	35-44	22%	35-44	22%	45-54	27%	45-54	21%
45-54	20%	45-54	18%	45-54	11%	45-54	18%	55-64	19%	55-64	19%
55-64	23%	55-64	10%	55-64	3%	55-64	12%	65+	7%	65+	11%
65-99	31%	65+	5%	65+	1%	65+	5%				
<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>
72%	28%	93%	7%	92%	8%	88%	12%	88%	12%	84%	16%

\*MotoAmerica Programs across Fox Sports and NBCSN

# CONTACT



*"Some of the BEST racing I've ever seen. The riders were engaged and pushing each other to the limit. I don't think I've witnessed better."*

MotoAmerica Fan Survey



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