

RACE REPORT

Ridge Motorsports Park
Event Date: June 23-25, 2023



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

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EIGHT YEARS OF GROWTH AND SUCCESS

Since acquiring AMA road racing rights in 2015, MotoAmerica has consistently delivered growth across riders, classes, attendance, viewership, content distribution and social media.

A true sports success story.

For 2023, MotoAmerica entertains fans with ten events across the USA delivering over 100 total class races.

Each event spans a weekend with up to 250 riders competing in 5-7 race classes. Three days of non-stop racing entertain large, affluent crowds with camping, family-friendly entertainment, bike shows, stunts and more.



EVENT OVERVIEW

Event Date: June 23-25, 2023



IMPACT SUMMARY

Excellent weather supplies MotoAmerica the opportunity to prove the Pacific Northwest is hungry for road racing. More than 100 entries served up ten exciting races to a record crowd of fans.

Classes:

- Medallia Superbikes
- Supersport
- REV'IT Twins Cup
- Mission Super Hooligan National Championship
- Royal Enfield Build. Train. Race.

114	Rider Entries
5	Competition Classes
10	Races Total
245K	Linear TV AA Nielsen P2+ (est)
8.6M	Digital Video Views
15M	Social Media Impressions
670K	Social Media Engagement
15,207	Attendance

Digital metrics reflect June 23-July 10, 2023, time period.



244,535 TOTAL AA Nielsen P2+*

Classes	USA Networks				Global Networks					
<i>Medallia Superbike</i>	FS1, FS2	MAVTV Live	YouTube Live	MA Live+	MTRSPT1 Live	MotoAmericaTV	ESPN LATAM	SuperSport	Star+ China	FSR
<i>Supersport</i>		MAVTV	YouTube	MA Live+	MTRSPT1	MotoAmericaTV Live	ESPN LATAM	SuperSport	Star+ China	
<i>Junior Cup</i>		MAVTV	YouTube	MA Live+	MTRSPT1 Live	MotoAmericaTV				
<i>Steel Commander STK 1000</i>			YouTube	MA Live+	FB Live	MTRSPT1	MotoAmericaTV Live			
<i>Royal Enfield BTR</i>			YouTube Live	MA Live+	FB Live	MTRSPT1	MotoAmericaTV			

International TV Networks:

MTRSPT1 reach:	USA, France, Great Britain, Spain, Italy, Mexico, Australia, New Zealand, Denmark, South Africa
ESPN Latin America reach:	Brazil, Chile, Columbia, Peru, Argentina, Guatemala
Fox Sports FSR reach:	Canada, Caribbean
SuperSport reach:	South Africa
Star+ reach:	China

Notes

*Linear TV:	USA programs on Fox Sports and MAVTV only, all class programs.
Streaming:	MotoAmerica Live+ streaming and SVOD metrics on next page.
Digital/Social:	Metrics on next page.
TV Ratings:	Reflect June 14, 2023, to present, plus forecasted rears.
Nieslen P2+:	Average Audience of persons in household over 2 years old.



RACE VIEWERSHIP: DIGITAL



	<u>Video Views</u>	<u>Total Hours</u>
Live+ SVOD	97,874	1,720,459
YouTube	431,793	56,689
Facebook	209,368	2,673
Instagram	6,256,089	N/A
Twitter	41,976	N/A
TikTok	1,585,635	N/A
TOTAL	8,622,735	1,779,820

Notes

Metrics and rating reflects all race classes.

Digital metrics reflect June 23 -July 10, 2023 time period.

TV Ratings reflect June 23, 2023, to present, plus forecasted reairs.





SOCIAL MEDIA


Event Date: June 23-25, 2023





	<u>TOTAL</u>	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>TikTok</u>	<u>YouTube</u>
Posts	257	48	46	122	19	22
Impressions	15,039,690	1,432,721	6,730,258	395,968	1,585,635	4,895,108
Engagement	659,658	96,112	455,303	12,932	81,398	13,913
Video Views	8,524,861	209,368	6,256,089	41,976	1,585,635	431,793
Comments, Shares	34,057	2,064	28,972	352	1,094	1,575


 **Marcello Cruz**
Awakening to the sound of race motors on two wheels in perfect weather... #TheRidge #MotoAmerica


 **Roey Haviv**
That was a good race considering how hard it is to overtake at the Ridge.
Like Reply 1d

 **William Burgess**
This was a big win. Being able to pass Jake is something nobody has been able to do for years. This season is getting really interesting!

 **William Burgess**
This was a big win. Being able to pass Jake is something nobody has been able to do for years. This season is getting really interesting!
Like Reply 2d

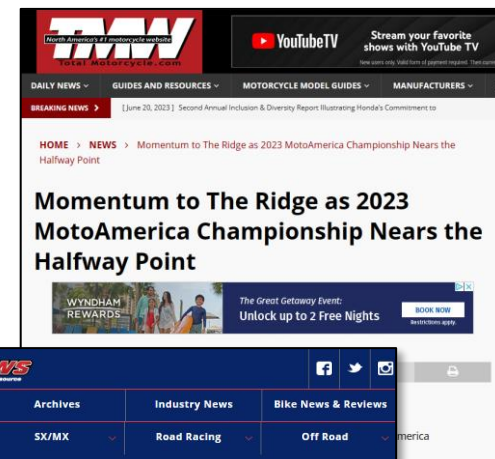
 **Alberto Acosta**
Been exciting to watch someone take the fight to the champ this year. It's literally the best of the best MotoAmerica has bred, pinned against each other 🗣️🔥

 **Libby Traylor**
Way to go Jake!! We're yelling at home!!!!

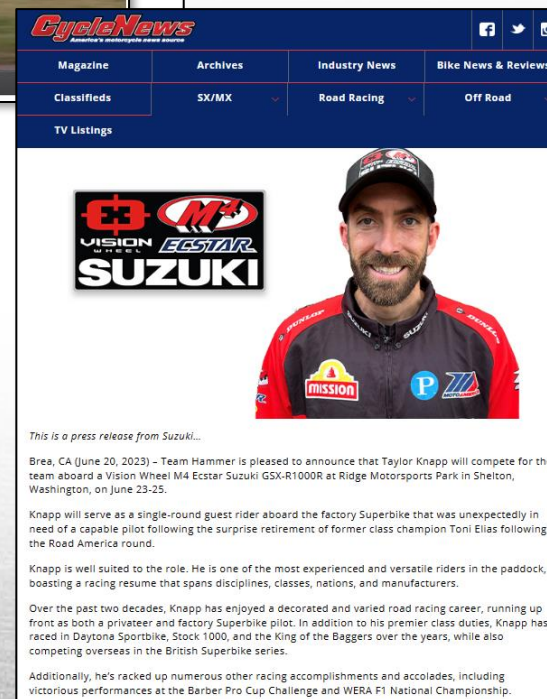
 **Pete Zimmerman**
Great racing today at the Ridge

Digital metrics reflect June 23-July 10, 2023, time period.

TV, ONLINE, ENDEMIC AND NON-ENDEMIC



Media hit list located [HERE](#).

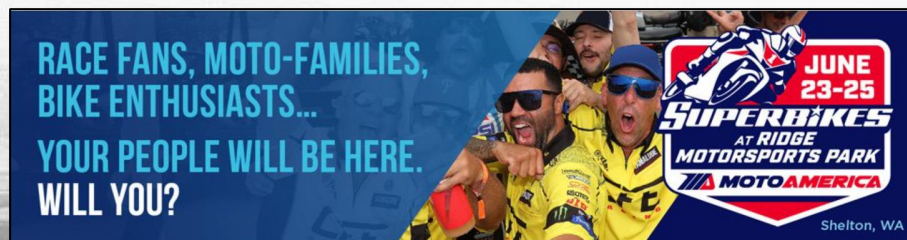
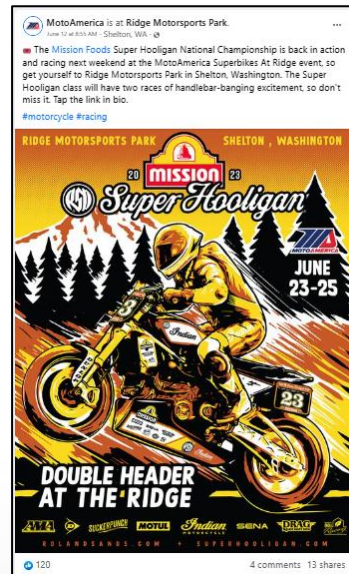


EVENT MARKETING

Event Date: June 23-25, 2023



Comprehensive multi-media campaign across multi-state area including ads across digital, social media, Billboards, Local TV, Posters/Flyers at Dealerships, Club Outreach, PR and more.









SERIES PARTNERS



Medallia



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