# **RACE REPORT**

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





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### **Coverage Details:**

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# **SERIES OVERVIEW**



# 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 Date: June 23-25, 2023** 



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.

### **IMPACT SUMMARY**

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.



### **RACE VIEWERSHIP: TV**



### 244,535 TOTAL AA Nielsen P2+\*

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

#### **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, Carribean 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 reairs.

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** 



	TOTAL	<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



#### ⊕ Top fan

#### 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!

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



#### ⊕ Top fan

#### 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 36



### Libby Traylor

Way to go Jake!! We're yelling at home!!!!



#### Pete Zimmerman

Great racing today at the

Ridge

Event Date: June 23-25, 2023



### TV, ONLINE, ENDEMIC AND NON-ENDEMIC

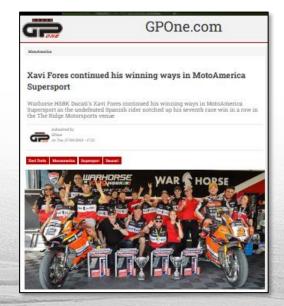




TV Listings



Media hit list located HERE.



This is a press release from Suzuki...

Brea, CA (June 20, 2023) – Team Hammer is pleased to announce that Taylor Knapp will compete for the team aboard a Vision Wheel M4 Ecstar Suzuki GSX-R1000R at Ridge Motorsports Park in Shelton, Washington, on June 23-25.

Knapp will serve as a single-round guest rider aboard the factory Superbike that was unexpectedly in need of a capable pilot following the surprise retirement of former class champion Toni Elias following the Road America round.

Knapp is well suited to the role. He is one of the most experienced and versatile riders in the paddock,

boasting a racing resume that spans disciplines, classes, nations, and manufacturers.

Over the past two decades, Knapp has enjoyed a decorated and varied road racing career, running up
from a high to educate and frame (Supposition allow a condition to the complex lags duties. Knapp has

front as both a privateer and factory Superbike pilot. In addition to his premier class duties, Knapp has raced in Daytons Sportbike, Stock 1000, and the King of the Baggers over the years, while also competing overseas in the British Superbike series.

Additionally, he's racked up numerous other racing accomplishments and accolades, including victorious performances at the Barber Pro Cup Challenge and WERA F1 National Championship.

### **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.









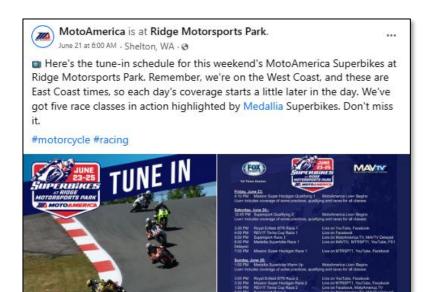




### **EVENT MARKETING**

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9 comments 21 shares









JUNE 23-25

**CO** 113



# **IMAGERY**

**Event Date: June 23-25, 2023** 











# **IMAGERY**

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### **SERIES PARTNERS**



































































# CONTACTS



