

RACE REPORT

Ridge Motorsports Park
June 27-29, 2025



Series Overview
Event Overview
Viewership
Social Media
Earned Media
Imagery
Marketing



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

A DECADE OF GROWTH & SUCCESS

Since acquiring AMA rights in 2015, MotoAmerica has consistently delivered incredible growth across entries, classes, attendance, viewership, social media and content distribution



A SPORTS SUCCESS STORY

MotoAmerica delivers ten 3-day annual events with over 100 total races. Each event features up to 200 riders competing in 5-7 classes. All-day entertainment reaches affluent crowds with camping, family-friendly activities, bike shows, and stunts.



EVENT OVERVIEW

Ridge Motorsports Park
June 27-29, 2025



Another record-breaker at Ridge Motorsports Park

2025 Marks the fifth consecutive year that MotoAmerica has grown its attendance at Ridge Motorsports Park.

Roadracing fans traveled from various PNW locations plus California and other states to enjoy five classes of racing delivering ten individual races over the 3-day weekend.

In addition to at-event fans, the premiere airing of Superbike Rewind delivered an impressive 145,000 AA Nielsen P2+ Viewership on Fox Sports FS1.

SNAPSHOT

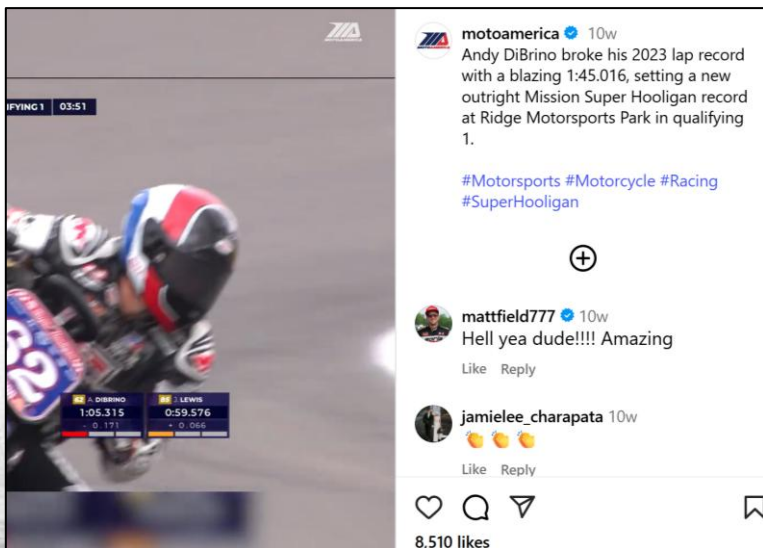
110	Rider Entries
5	Competition Classes
10	Races total
178K	Linear TV AA P2+
4.3M	Digital Video Views
9.3M	Social Media Impressions
259K	Social Media Engagement
17,331	Attendance

- Metrics: June 27-July 6; 10-day metrics
- P2+: Average Audience of all persons in household over 2-years old watching at any moment.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	16,021	5,533
YouTube	326,836	47,001
Facebook	1,261,427	4,765
Instagram	2,210,599	N/A
X	32,957	N/A
TikTok	490,157	N/A
TOTAL	4,337,997	57,299



LINEAR TV SUMMARY

178,000 Total AA P2+ USA (FOX FS1 & FS2)
19,180 Uniques (NBC Peacock)

RACE BROADCASTS:

- MotoAmerica Live+ All Classes Live & SVOD
- Fox Sports FS1 *Superbike Rewind, Mission King Of The Baggers*
- NBC Peacock *Live Superbike*
- ESPN Latin America *Superbike and Motovation Supersport*
- MTRSPT1 *Superbike & Supersport live, others delayed*
- YouTube All classes, delayed

RACE BROADCAST DISTRIBUTION:

- Fox Sports FS1 USA
- Fox Sports FSR: Canada, Caribbean
- NBC Peacock: USA
- NBC Sports Now: USA
- ESPN LATAM: Brazil, Chile, Columbia, Mexico, Peru, Argentina, Guatemala
- MTRSPT1 (FAST) USA, Australia, New Zealand, Denmark, Spain, France, Great Britain, Italy, Mexico, South Africa

NOTES:

- Metrics and ratings reflects all race classes.
- Metrics: June 27-July 6; 10-day metrics
- P2+: Average Audience of all persons in household over 2-years old watching at any moment.

	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	312	77	53	111	30	41
Impressions	9,323,591	1,862,936	3,125,880	147,364	490,157	3,697,254
Engagement	258,601	65,274	150,094	3,928	27,208	12,097
Video Views	4,321,976	1,261,427	2,210,599	32,957	490,157	326,836
Comments, Shares	13,189	2,280	8,354	423	1,089	1,043

Ren De Freitas
More exiting to watch than the current motogp championship....

Top fan
Jerry Johnson
Some amazing racing going on. Was a great time!

Top fan
John Crute
First time attendee, but it will not be my last if I can help it. Excellent, technical track, and first class racers. What could be better?

William Kreutzer
I had a great day of watching the races on Sunday, can't wait until next time.

Dawne Medica Mosley
We are here! Watching from the back of our trailer!

Alfonso Broxton
Congratulations Josh. Watching you fellas on superbikes at that track gets my heart rate up



Total Potential Audience Reach: 153, 686,012 (with syndication)

National

- NBC Sports: How to Watch MotoAmerica Round 4 at Ridge Motorsports Park: Schedule, TV/stream info, past results - <https://www.nbcsports.com/motor-sports/news/how-to-watch-motoamerica-round-4-at-ridge-motorsports-park-schedule-tv-stream-info-past-results>
- NBC Sports: MotoAmerica Superbike highlights: Round 4, Ridge Motorsports Park, Race 1 - <https://www.nbcsports.com/watch/motoamerica-superbike-highlights-round-4-ridge-motorsports-park-race-1>
- NBC Sports: What MotoAmerica Superbike riders said after Race 1 and 2 at The Ridge - <https://www.nbcsports.com/watch-what-motoamerica-superbike-riders-said-after-race-1-and-2-at-the-ridge>
- NBC Sports: MotoAmerica Superbike 2025 highlights: Round 4, The Ridge, Race 2 - <https://www.nbcsports.com/watch/motoamerica-superbike-2025-highlights-round-4-the-ridge-race-2>
- NBC Sports: Josh Herrin scores third consecutive victory at The Ridge's in Saturday's race - <https://www.nbcsports.com/motor-sports/news/josh-herrin-scores-third-consecutive-victory-at-the-ridges-in-saturdays-race>
- NBC Sports: Josh Herrin secures Superbike championship lead with Ridge Motorsports sweep - <https://www.nbcsports.com/motor-sports/news/josh-herrin-secures-superbike-championship-lead-with-ridge-motorsports-sweep>

Local Print/Online

- KCPQ-TV/KZJO-TV (Seattle, WA): MotoAmerica returns to Shelton, WA this weekend - <https://www.fox13seattle.com/video/1665123>

Broadcast

- KXXO-FM: MotoAmerica Superbikes - <https://www.kxxo.com/events/motoamerica-superbikes/>
- KXXO-FM: Interview with Mallory Dobbs at 7:10 AM on 6/25 - <https://spaces.hightail.com/space/61lpbBSx8Z>
- KXXO-FM: Interview with Mallory Dobbs at 8:10 AM on 6/27 - <https://spaces.hightail.com/space/61lpbBSx8Z>
- KCPQ-TV/KZJO-TV (Seattle, WA): Good Day Seattle at 9:00AM on 6/26 - <https://muckrack.com/broadcast/savedclips/view/QMXy5fbDkO>
- KOMO-TV (Seattle, WA): KOMO 4 News at 11:00PM on 6/27 - <https://muckrack.com/broadcast/savedclips/view/OXgJKInBeD>



Syndications

- Yahoo Sports: How to Watch MotoAmerica Round 4 at Ridge Motorsports Park: Schedule, TV/stream info, past results - <https://sports.yahoo.com/article/watch-motoamerica-round-4-ridge-181933105.html>
- NewsBreak: How to Watch MotoAmerica Round 4 at Ridge Motorsports Park: Schedule, TV/stream info, past results - <https://www.newsbreak.com/news/4075748305390-how-to-watch-motoamerica-round-4-at-ridge-motorsports-park-schedule-tv-stream-info-past-results>
- Yahoo Sports: Josh Herrin scores third consecutive victory at The Ridge in Saturday's race - <https://sports.yahoo.com/article/josh-herrin-scores-third-consecutive-165114692.html>
- Knowledia: Josh Herrin secures Superbike championship lead with Ridge Motorsports sweep - <https://news.knowledia.com/US/en/articles/josh-herrin-secures-superbike-championship-lead-with-ridge-motorsports-f4d1d97ed56008bf99f3b5fcd4c20a55a2e7ff6c>

MARKETING

Ridge Motorsports Park
June 27-29, 2025



Specially branded Pepsi can distributed around PNW regional marketing area.



JUNE 27-29 2025
MOTOAMERICA SUPERBIKES
AT RIDGE MOTORSPORTS PARK

VIP SUPERFAN EXPERIENCE

Get the Ultimate Experience!

- 2-Days+ VIP Superfan Experience (Sat/Sun) with Friday gen admission (no Friday VIP activities)
- 3-day VIP Superfan parking pass
- SAT & SUN AMENITIES INCLUDE:
 - Climate-controlled VIP Superfan Suite with live TV feed on Sat & Sun
 - Catered breakfast & lunch (coffee, tea, water and snacks - cash bar at selected moments)
 - Meet & Greet with Racers & Industry
 - MotoAmerica Merchandise Voucher
 - Pre-Race Grid Access for Select Classes and Podium Viewing & Pictures*
 - Cardo Fan Lap
 - *All Riders - 1st Round Only (Under 18 - Noted Required)
- Superfan VIP Experience Digital Magazine

Full details at MotoAmerica.com/calendar

JUNE 27-29 2025
MOTOAMERICA SUPERBIKES
AT RIDGE MOTORSPORTS PARK

GET TICKETS. JOIN THE FUN!

ARE YOU A MOTOAMERICAN?

UNITE WITH RACE FANS AT RIDGE MOTORSPORTS PARK • SHELTON, WA

JUNE 27-29 2025
MOTOAMERICA SUPERBIKES
AT RIDGE MOTORSPORTS PARK

FIVE CLASSES OF RACING AT RIDGE MOTORSPORTS PARK SHELTON, WA

GET TICKETS TODAY!

SUPERBIKE • MOTOVATION SUPERSPORT • SC-PROJECT TWINS CUP
MISSION SUPER HOOLIGAN • ROYAL ENFIELD BUILD. TRAIN. RACE.

JUNE 27-29 2025
MOTOAMERICA SUPERBIKES
AT RIDGE MOTORSPORTS PARK

SUPERBIKES ARE COMING

RIDGE MOTORSPORTS PARK
SHELTON, WA
JUNE 27-29, 2025

SUPERFAN VIP

Ridge Motorsports Park
June 27-29, 2025







IMAGERY

Ridge Motorsports Park
June 27-29, 2025



SERIES PARTNERS

Ridge Motorsports Park
June 27-29, 2025



PROGRESSIVE



Insta360



THOM DUMA
FINE
JEWELERS



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