

# RACE REPORT

Location:  
Event Date:

Road America  
June 3-5, 2022



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**Coverage Details:**

Linear TV Viewership

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This report primarily reflects metrics from race weekend and the 10 days thereafter.

## SEVEN YEARS OF GROWTH AND ACCOMPLISHMENT

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.

The series attacks 2022 with eleven events, including its first co-event with Daytona International Speedway.

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.



# BROADCAST OVERVIEW



MotoAmerica race events are broadcast across the most diverse content distribution footprint of any North American motorsports series.

## LINEAR USA

Superbike and Inside MA on Fox. Supersport and Jr Cup on MAVTV. Prior-year Superbike and Supersport on MAVTV.



## OTT/SVOD

All race classes: Live+: Streaming & SVOD. YouTube: Highlights and more with full races posted week later.



## F.A.S.T.

Select classes stream live and prior-year races air indefinitely.



## SOCIAL

Select classes stream live in addition to numerous highlights, news and lifestyle.



## INTERNATIONAL

Superbike and Supersport with many live airings and numerous reairs.



# EVENT OVERVIEW

Event Date: June 3-5, 2022



**Friday & Saturday delivered record-breaking crowds and Sunday, while rainy, still delivered impressive attendance. Fans crowded numerous vendor booths, the open race paddock, bike shows and stunt shows.**

An enormous camping crowd enjoyed 640 acres of land in RV's, motorhomes, toyhaulers and tents. Various motorcycle demo rides operated from open until close.

The successful weekend delivered outstanding competition from eight MotoAmerica classes:

*Medallia Superbike  
Supersport  
YUASA Stock 1000  
STG Junior Cup  
Twins Cup  
King Of The Baggers  
Royal Enfield BUILD.TRAIN.RACE.  
Mini Cup*

## IMPACT SUMMARY

242	Rider Entries
36,608	Attendance (4% increase over 2021)
8	Competition Classes
11	Races total
153,552	Linear TV AA Households USA (est)
2.5M	Digital Video Views
4M	Social Media Impressions
247,845	Social Media Engagement

Digital data reflects June 3-12, 2022.



## DIGITAL SUMMARY

	IEWS	HOURS
Streaming & SVOD	87,928	5,634
YouTube	569,150	37,385
Facebook	617,397	139,198
Instagram	316,439	n/a
Twitter	52,875	n/a
TikTok	806,983	n/a
<b>Total:</b>	<b>2,450,772</b>	<b>182,217</b>

### Notes

- Digital metrics reflect just May 3-12, 2022 period.
- \*Does not include Instagram Reel metrics.

## LINEAR TV SUMMARY

**153,552** Total AA Households USA (est)

### International broadcast partners for this event:

Fox Sports: Asia, Australia, Canada

ESPN Latin America

SuperSport Network South Africa

Eurosport

Discovery+

(Ratings for the above are delayed)



ROAD AMERICA

MotoAmerica Medallia Superbike Race 1 at Road America 2022

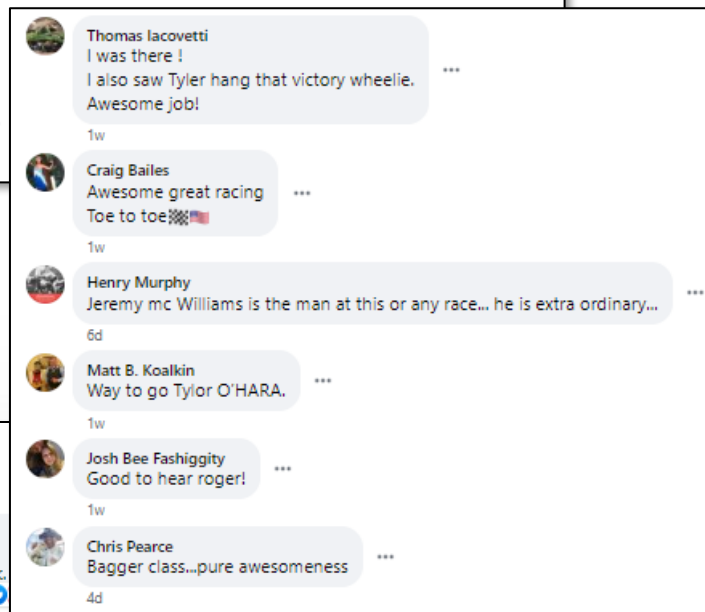
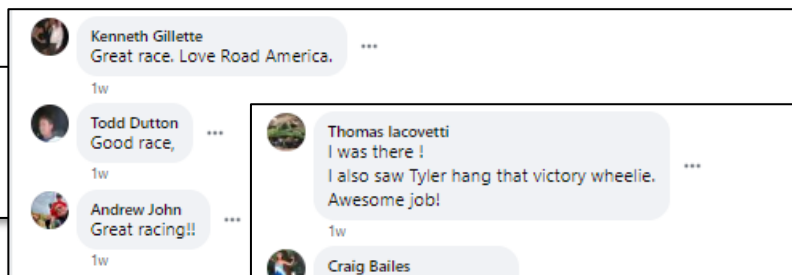
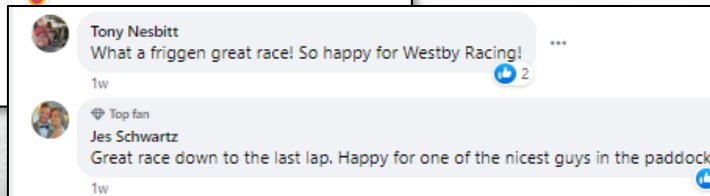
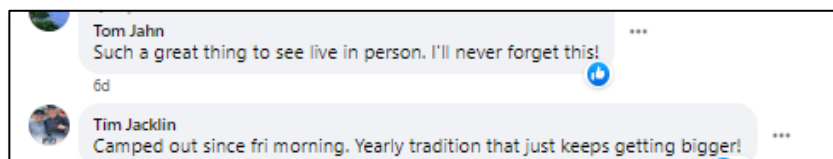
95,091 views Jun 11, 2022 There was a showdown in Medallia Superbike race one at Road America, and it showcased just how badly these guys want to win in MotoAmerica's prem...more

# SOCIAL MEDIA

Event Date: June 3-5, 2022



	<u>TOTAL</u>	<u>Facebook</u>	<u>Instagram*</u>	<u>Twitter</u>	<u>TikTok</u>
Posts	162	44	18	92	8
Impressions	4,189,068	2,100,394	908,610	373,081	806,983
Engagement	247,845	141,271	34,815	12,567	59,192
Video Views	1,793,694	617,397	316,439	52,875	806,983
Comments, Shares, Retweets	5,093	2,439	318	396	1,940



\* Does not include Instagram Reels.

Digital data only reflects June 3-12, 2022.

## Regional coverage of the event totaled over 8 million impressions:

### Broadcast segments:

- WHQG Milwaukee (Radio) – Interview with Tony Blackall
- TMJ4 Sports (Broadcast) – Interview with Tony Blackall
- TMJ4 Morning News (Broadcast) – Interview with Sean Bice
- FOX 6 Milwaukee (Broadcast) – Interview with Mathew Scholtz
- WLTU (Radio) – Interview with Mathew Scholtz
- WTMJ (Radio) – Interview with Mathew Scholtz

### Print Coverage

- Milwaukee Journal Sentinel – Interview with Mathew Scholtz
- Milwaukee Journal Sentinel – Interview with Tony Blackall
- Milwaukee Journal Sentinel – Pre-event coverage/where to watch piece

## MotoAmerica returns to Elkhart Lake

By FOX6 News Digital Team | Published May 31, 2022 9:50AM | Updated June 6, 2022 10:51AM | Auto Racing | FOX6 News Milwaukee

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WTMJ-TV • Delaney Brey  
US | Jun 6 • 4:36 PM

### Navy veteran to race at Road America to raise awareness for veterans

to go all in and I'm going to rock on over to **Road America**," says Blackall, veteran and **MotoAmerica** Racer. By "rock on over," he actually

P Powersports Business • Dave McMahon  
US | Jun 7 • 7:45 AM

### Harley-Davidson Road Glides go 1-2 at King of the Baggers Road America

8-10 at the Geico Motorcycle **MotoAmerica** Superbike Speedfest at Monterey at Laguna Seca Raceway, Salinas, Calif. **MotoAmerica** King of the



# EVENT MARKETING

Event Date: June 3-5, 2022



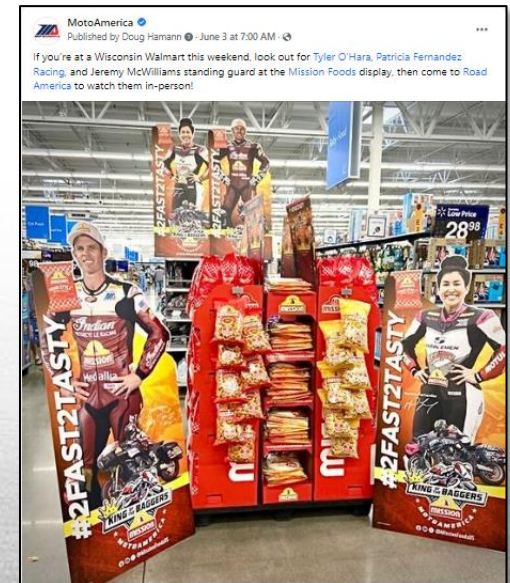
Comprehensive multi-media campaign across multi-state area including advertising across digital, social media, OOH/Billboards, Local TV, Network TV, Posters/Flyers at Dealerships, Clubs/Organization Outreach, PR and more.



Billboard placement, Wisconsin freeway. Rotates between Superbikes and King Of The Baggers creative.



Mission Foods co-marketing display within local Wal-Marts.



# EVENT MARKETING

Event Date: June 3-5, 2022



Additional examples.

**TUNE IN**

**JUNE 3-5**  
**SUPERBIKES**  
AT ROAD AMERICA  
MOTOAMERICA

**LIVE STREAM**  
JUNE 3

**GEICO**  
MOTORCYCLE

**8 CLASSES OF RACING!**

- Medallia Superbikes • Supersport
- Yusaa Battery Stock 1000 • Twins Cup
- Sportbike Track Gear Junior Cup
- Mini Cup by Motul • Mission King of the Baggers
- Royal Enfield BUILD. TRAIN. RACE.

**GET TICKETS TODAY!**

SEE BAGGERS RACE AT ROAD AMERICA!

**JUNE 3-5**  
**SUPERBIKES**  
AT ROAD AMERICA  
MOTOAMERICA

**JUNE 3-5**  
**KING OF THE BAGGERS**  
MOTOAMERICA

Road America • Elkhart Lake, WI

**8 CLASSES OF ROAD RACING!**

- Medallia Superbikes
- Supersport
- Yusaa Battery Stock 1000
- Twins Cup
- Sportbike Track Gear Junior Cup
- Mini Cup by Motul
- Mission King of the Baggers
- Royal Enfield Women's BUILD. TRAIN. RACE.

VIP & Camping ticket packages available. Vintage MotoFest, stunts and family fun. Kids Zone with free carnival games!

All day live streaming at [MotoAmerica.com/live](https://www.MotoAmerica.com/live)

**GEICO** MOTORCYCLE

TICKETS: [MotoAmerica.com/calendar](https://www.MotoAmerica.com/calendar)  
16 & younger receive free general admission at gate with paying adult

**JUNE 3-5**

**BAGGER RACING AT ROAD AMERICA**  
GET TICKETS AT [MOTOAMERICA.COM](https://www.MotoAmerica.com)

**DRAG** SPECIALTY LUBES  
**MOTUL**

**KING OF THE BAGGERS**  
MOTOAMERICA

**MISSION**  
MOTOAMERICA

**GEICO**  
MOTORCYCLE

Billboard placement, Chicago freeway. Rotates between Superbikes and King of the Baggers creative.

**TUNE IN**

**JUNE 3-5**  
**SUPERBIKES**  
AT ROAD AMERICA  
MOTOAMERICA

**GEICO**  
MOTORCYCLE

**JUNE 4 & 5**  
7:00 PM ET

**FS2**

**MOTOAMERICA**

**MISSION**  
MOTOAMERICA

**KING OF THE BAGGERS**  
AT ROAD AMERICA

**DRAG** SPECIALTY LUBES  
**MOTUL**

**GEICO**  
MOTORCYCLE

# IMAGERY

Event Date: June 3-5, 2022



# IMAGERY

Event Date: June 3-5, 2022



# IMAGERY

Event Date: June 3-5, 2022



# SERIES PARTNERS



Medallia



MANANALU

WILBUR



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