

# RACE REPORT

*Dynapac MotoAmerica Superbikes at the Ridge*

Event Date: June 24-26, 2022



**INDUSTRY ONLY, REPORT NOT FOR PUBLIC OR SOCIAL MEDIA DISTRIBUTION**



**Series Overview**  
**Broadcast Overview**  
**Event Overview**  
**Coverage Details:**

Linear TV Viewership  
Digital Viewership  
Social Media  
Earned Media

**Imagery**  
**Contact Info**

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 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.



TCL Channel, Apple AirPlay, Chromecast, Local Now, SamsungTV

## 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 24-26, 2022



After nearly seven consecutive days of rain, the skies parted and delivered an excellent event at The Ridge Motorsports Park. Attendance increased 17% YOY, a sign the Pacific Northwest has been underserved in terms of motorcycle road racing entertainment.

Fans, motorcycles, RV's and vendors filled the grounds to watch six classes of MotoAmerica racing and races from Dorna's North American Talent Cup.

*Medallia Superbike  
Supersport  
YUASA Battery Stock 1000  
STG Junior Cup  
REV'IT! Twins Cup  
Mini Cup by MOTUL  
North American Talent Cup*

The event also heralded the first class win by a female. Kayla Yaakov, won the Sunday race in STG Junior Cup. Facebook posts on Kayla's win have garnered over 600,000 impressions.

## IMPACT SUMMARY

<b>162</b>	<b>Rider Entries</b>
<b>13,013</b>	<b>Attendance</b>
<b>6</b>	<b>Competition Classes</b>
<b>11</b>	<b>Races total</b>
<b>142,338</b>	<b>Linear TV AA Households USA (est)</b>
<b>1.3M</b>	<b>Digital Video Views</b>
<b>2.5M</b>	<b>Social Media Impressions</b>
<b>155,491</b>	<b>Social Media Engagement</b>

Digital metrics reflect June 24-July 4, 2022 period.



## DIGITAL SUMMARY

	VIEWS	HOURS
<b>Streaming &amp; SVOD</b>	83,910	6,673
<b>YouTube</b>	658,174	44,125
<b>Facebook</b>	357,835	66,014
<b>Instagram</b>	28,041	N/A
<b>Twitter</b>	41,040	N/A
<b>TikTok</b>	100,904	N/A
<b>TOTAL</b>	<b>1,269,904</b>	<b>116,811</b>

### NOTES

Digital metrics reflect just June 24 - July 4, 2022 period.  
TV Ratings reflect June 25 to present plus forecasted reairs.

## LINEAR TV SUMMARY

**142,338** 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)





# SOCIAL MEDIA

Event Date: June 24-26, 2022



	<u>TOTAL</u>
Posts	155
Impressions	2,515,937
Engagement	155,491
Video Views	527,820
Comments, Shares, Retweets	5,073

## Facebook

## Instagram\*

## Twitter

## TikTok

**QUOTE OF THE RACE!**  
- KAYLA YAAKOV

OBVIOUSLY, YOU HAVE ANA CARRASCO AND MARIA HERRERA AND MELISSA PARIS AND ELENA MYERS. BUT FOR ME IT'S ALWAYS BEEN NICKY HAYDEN. I LIVE BY A LOT OF HIS MOTTO'S.

**9.48K** ENGAGEMENT TOTAL

8.36K REACTIONS  
344 COMMENTS  
779 SHARES

**250K** PAGE FANS

**3.80%** ENGAGEMENT RATE BY FOLLOWER

**8.36K** REACTIONS

6.85K LIKES  
1.47K LOVES  
0 HAHAS  
43 WOWS  
1 SADS

Chanelle Preston · 2:33  
Congratulations!!! Discovered you at RA and have been cheering for you since!!!

Jessica Martin  
So incredibly proud of you. So glad you got this on your birthday weekend. You are going to do big things in life.

Richard Bolen · 3:15  
Congrats Kayla!

Jeff Carter · 0:42  
You are extraordinary . Great job.

Dwight Wood  
Great job Kayla Yaakov!

Sandra Parsons · 0:24  
Way to go!!!!

Scott Swensgard · 18:30  
Love this class. So needed. Bravo Motoamerica

Dezira Burnette · 26:47  
Way to go Logan!!! We're so proud of you!!!

Jeannine Glover · 24:30  
Great Job Lit Logan C

jeanluc5388  
5d Reply

mildly\_radioactive Viva MotoAmerica  
5d Reply

skydive\_d The content you guys produce is amazing, and the racing is superb!  
6d 6 likes Reply

throttle\_smack This gave me goosebumps  
6d 6 likes Reply

\* Instagram metrics do not reflect Reels data.  
Digital data only reflects June 24-July 4, 2022 period.

# SOCIAL MEDIA

Event Date: June 24-26, 2022



**MotoAmerica**  
Published by Douglas Hamann · June 24 at 3:00 PM · 🌐

Supersport Championship leader **Josh Herrin** earned the provisional pole at Ridge Motorsports Park, and he very nearly broke the lap record in the process. All in all, it was a good day's work from the Warhorse HSDucatiing Ducati NYC rider. 🏍️ #Ducati #motorcycle #racing

1,495,371  
People reached

17K

18 Comments 214 Shares

Boost a post

**MotoAmerica**  
Published by Ethan Schaffer · June 24 at 4:04 PM · 🌐

**Cameron Petersen** hit a false neutral during Medallia Superbike Qualifying 1 and somehow ended up on the surface of the moon. Known for his motocross skills, Petersen handled the tabletop jump at Ridge Motorsports Park without consequence and ended up second on the provisional starting grid. GEICO Motorcycle

473,889  
People reached

Liliana Nicole and 4.3K others

22 Comments 138 Shares

Boost a post

**MotoAmerica**  
Published by Douglas Hamann · June 24 at 4:20 PM · 🌐

There was a bit of a traffic jam at the end of Medallia Superbike Qualifying 1 at Ridge Motorsports Park. Trying to fit three bikes into the space of two never works out well, but Danilo Petrucci wanted to leave a quick message for Mathew Scholtz Racing with Max Flinders being collateral damage. #motorcycle #racing

153,124  
People reached

2.7K

124 Comments 240 Shares

Boost a post



Regional coverage of the event totaled over 3.42M audience reach.

### Broadcast Segments:

- King 5 Evening News – Reporter Jose Cedeno’s 2-Seater Experience and event preview
- NW News Radio 1000 AM/97.7 FM – Rider Andy DiBrino’s interview and event preview

### Print/Online

- King 5 Online – What’s Up This Week (Friday, June 24)
- King 5 Online – What’s Up This Week (Thursday, June 23)

### TV Roundups (syndicated by the Associated Press)


- The Bakersfield Californian
- The Cumberland Times-News
- The Auburn Citizen
- Mankato Free Press
- Kenosha News
- Journal Times (Friday and Saturday)
- Gettysburg Times

 MSN.com  
US | Jun 27 • 12:57 PM

Kayla Yaakov Becomes First Woman To Win MotoAmerica Race


is **MotoAmerica** Junior Cup competitor Kayla Yaakov, and the 15-year-old rider just claimed the first victory for a female in the **MotoAmerica**




 Roadracing World • Roadracing World Publishing , Roadracing World , World Publis...  
US | Jun 25 • 12:28 PM

MotoAmerica: Gagne Smashes Lap Record, Takes Superbike Pole Position

, Inc. By David Swarts. Editorial Note: The previous **MotoAmerica** Superbike All-Time Lap Record at **Ridge** Motorsports Park was a 1:39.568,




 News Weather Near Me VERIFY Watch Live

← ADVERTISE WITH US CORONAVIRUS EVENING NEW DAY SPORTS FACING R

ENTERTAINMENT

## MotoAmerica Superbike racing comes to Shelton - What's Up This Week

—  
Some of the best riders in the country are heading our way.  
#k5evening



# EVENT MARKETING

Event Date: June 24-26, 2022



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

**DYNAPAC**  
TRUCK GROUP  
**JUNE 24-26**  
**SUPERBIKES**  
AT RIDGE  
MOTORSPORTS PARK  
**MOTOAMERICA**

- ★ 3-Day Camping
- ★ Fun for Family and Friends

Enjoy our FREE Kid Zone!

Shelton, WA • Ridge Motorsports Park

**DYNAPAC**  
TRUCK GROUP  
**JUNE 24-26**  
**SUPERBIKES**  
AT RIDGE  
MOTORSPORTS PARK  
**MOTOAMERICA**

**THESE ARE YOUR PEOPLE.**  
COME JOIN THE SCENE!

Racing & Family Fun at Ridge Motorsports Park • Shelton, WA

MotoAmerica is at Road America.  
Published by Doug Hamann • June 4 at 7:30 AM • Plymouth, WI

MotoAmerica's literbike riders always bring the high speeds, close passing, and excitement. Watch the Yuasa Battery, Inc. - USA Stock 1000 race from Road America live on MotoAmerica TV, Facebook, and YouTube today at 1:10 pm CT. #motorcycle #racing

**MOTOAMERICA.TV**

**TUNE IN**

**DYNAPAC**  
TRUCK GROUP  
**JUNE 24-26**  
**SUPERBIKES**  
AT RIDGE  
MOTORSPORTS PARK  
**MOTOAMERICA**

**LIVE STREAMING**  
JUNE 24-26

**DYNAPAC**  
TRUCK GROUP  
**JUNE 24-26**  
**SUPERBIKES**  
AT RIDGE  
MOTORSPORTS PARK  
**MOTOAMERICA**

Shelton, Washington

**6 CLASSES OF RACING!**

Medallia Superbikes • Supersport  
Yuasa Battery Stock 1000 • Twins Cup  
Sportbike Track Gear Junior Cup  
Mini Cup by Motul

**GET TICKETS TODAY!**



# EVENT MARKETING

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Additional examples.



**DYNAPAC**  
**MOTOAMERICA**  
**SUPERBIKES** AT  
**RIDGE MOTORSPORTS PARK**  
6 CLASSES OF RACING  
**JUNE 24-26**  
GET TICKETS TODAY!



**TUNE IN**  
**DYNAPAC**  
**SUPERBIKES** AT  
**MOTORSPORTS PARK**  
**MOTOAMERICA**  
**RIDGE**  
**LIVE STREAMING**  
**JUNE 24-26**



**DYNAPAC**  
**MOTOAMERICA**  
**JUNE 24-26**  
**SUPERBIKES** AT  
**RIDGE MOTORSPORTS PARK**  
**MOTOAMERICA**  
**SUPERBIKES**  
**ARE COMING**  
RIDGE MOTORSPORTS PARK • SHELTON, WA  
6/24 - 6/26



**RACE FANS,  
MOTO-FAMILIES,  
BIKE ENTHUSIASTS...  
YOUR PEOPLE  
WILL BE HERE.  
WILL YOU?**  
**DYNAPAC**  
**MOTOAMERICA**  
**JUNE 24-26**  
**SUPERBIKES** AT  
**RIDGE MOTORSPORTS PARK**  
**MOTOAMERICA**  
Shelton, WA



**RACE FANS, MOTO-FAMILIES, BIKE ENTHUSIASTS...  
YOUR PEOPLE WILL BE HERE. WILL YOU?**  
**DYNAPAC** **MOTOAMERICA**  
**SUPERBIKES** AT  
**RIDGE MOTORSPORTS PARK**  
**JUNE 24-26**  
Shelton, WA



# IMAGERY

Event Date: June 24-26, 2022





# IMAGERY

Event Date: June 24-26, 2022



# SERIES PARTNERS



Medallia



MANANALU

WILBUR





# CONTACTS



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