

RACE REPORT

Ridge Motorsports Park
June 28-30, 2024



Series Overview
Event Overview
Viewership
Social Media
Earned Media
Marketing
Imagery



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

SERIES OVERVIEW

MOTOAMERICA

10th ANNIVERSARY

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



REWARDING EVENTS, AFFLUENT AUDIENCES

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.



VICTORY IN THE PNW

MotoAmerica delivered yet another successive attendance increase at Ridge Motorsports Park with 2024 as the fifth year the series has raced at the park. MotoAmerica and the Ridge look forward to further pulling fans from the Pacific Northwest in coming years.

In the *racing entertainment* department, the series and its riders continued to produce a variety of winners. In the premiere class, Steel Commander Superbike, the end of the weekend saw Bobby Fong become the fourth different winner of the season, contributing to the most exciting points chase in the series' ten-year history.

Full race results [located here](#).

SNAPSHOT

| | |
|---------|-------------------------------|
| 139 | Rider Entries |
| 5 | Competition Classes |
| 10 | Races total |
| 222,179 | Linear TV AA P2+ (Forecasted) |
| 754K | Digital Video Views |
| 4.8M | Social Media Impressions |
| 82K | Social Media Engagement |
| 16,167 | Attendance |

NOTES: See next page.



DIGITAL SUMMARY

| | Video Views | Total Hours |
|---------------|----------------|---------------|
| MA Live+ SVOD | 52,907 | 23,066 |
| YouTube | 268,575 | 36,091 |
| Facebook | 253,108 | 1,655 |
| Instagram | 146,386 | N/A |
| X | 5,012 | N/A |
| TikTok | 27,877 | N/A |
| TOTAL | 753,865 | 60,811 |

10 Day metrics (Event weekend and seven days after.)



LINEAR TV SUMMARY

FORECASTED

| | |
|---------|-------------------------|
| 161,587 | Total AA Households USA |
| 222,179 | Total AA P2+ USA |

LINEAR TV NETWORKS USA:

- MAVTV: Superbikes Sat & Sun (Live)
- FOX FS1: Superbikes Rewind (Delay)
- MAVTV: Supersport Sat & Sun (Delay)
- MAVTV: Junior Cup Sat & Sun (Delay)
- MAVTV: Inside MotoAmerica (delay)

INTERNATIONAL BROADCAST PARTNERS:

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

NOTES:

- Forecasted: Multiple Premieres for other classes and Reairs will air after report date. Forecast is based on trending averages.
- P2+: Average Audience of entire household over 2-years old watching at any moment. For MAVTV, P2+ is estimated.

SOCIAL MEDIA

Ridge Motorsports Park
June 28-30, 2024



| | TOTAL |
|------------------|-----------|
| Posts | 152 |
| Impressions | 4,836,541 |
| Engagement | 82,354 |
| Video Views | 700,958 |
| Comments, Shares | 3,388 |

| Facebook | Instagram | X | TikTok | YouTube |
|----------|-----------|--------|--------|-----------|
| 52 | 19 | 48 | 3 | 30 |
| 934,989 | 514,682 | 72,805 | 27,877 | 3,286,188 |
| 38,691 | 29,001 | 1,722 | 1,556 | 11,384 |
| 253,108 | 146,386 | 5,012 | 27,877 | 268,575 |
| 1,129 | 797 | 195 | 63 | 1,204 |

Monte Axtell
Another great weekend at the Ridge Motorsports Park !



Sean Suttles
So much freakin talent in the top 10. We haven't seen such a tight spread in the top 3 in a looong time.

Brent McMullen
Great win for Stoltz , very impressive, but Kayla Yakov getting podiums both days is amazing! This young lady is a talent with a bright future!

Becky Ann Smith
Great battle by all; especially P6-P1.
Amazing to watch from the grandstands; quite the show!
2w

Dave Morris
This was awesome to see live.. great job out there;

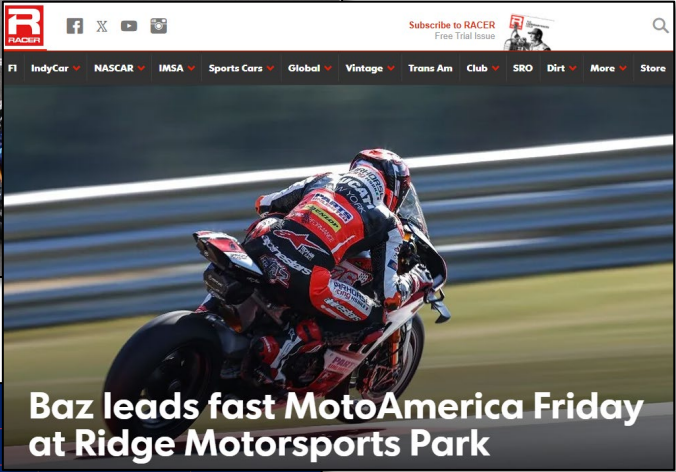
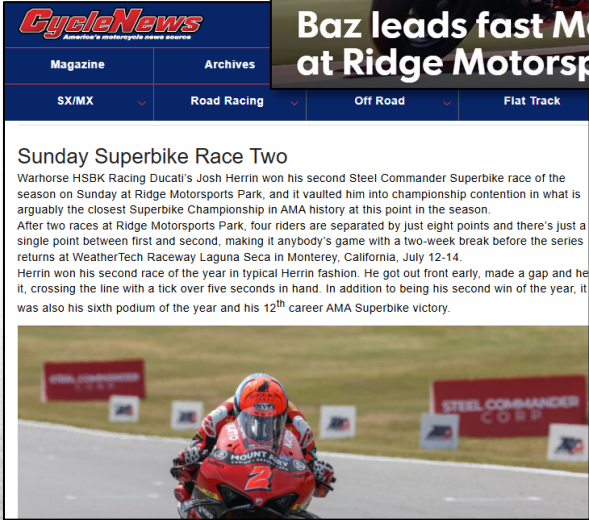
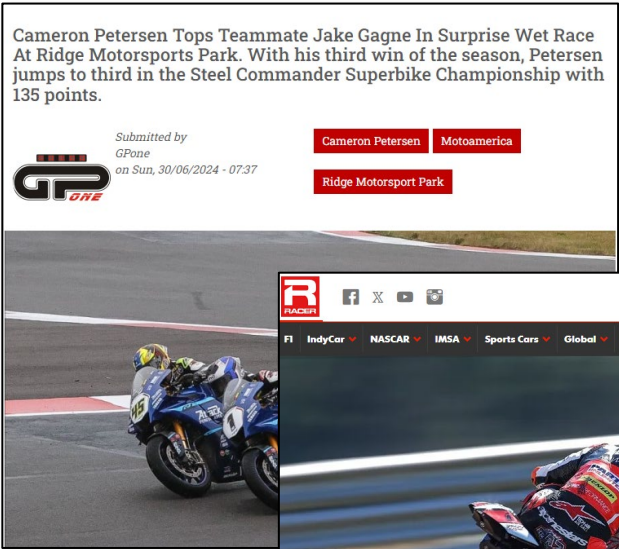
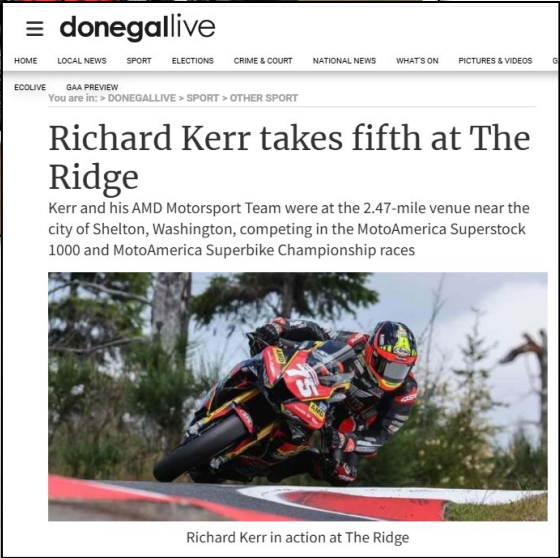
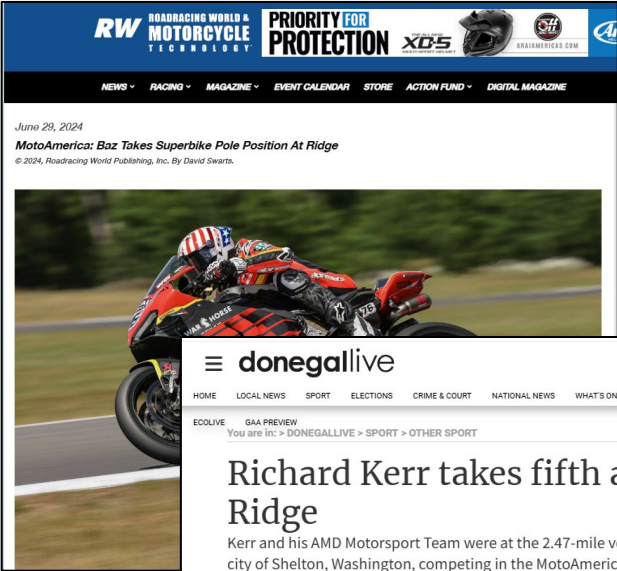
Ryne Snooks
Awesome weekend of racing

John McIntosh
Top 4 covered by 9 pts, love it.

Alfred Na
This is cool. I stopped watching MotoGP because of the politics. It seems it's not as bad in MotoAmerica. Riders and teammates seem to genuinely enjoy racing each other and there's not as much high school drama.

MELTWATER TOTAL SUMMARY

71 News & Blog Mentions, 416 Total All Sources



Comprehensive multi-media, multi-state campaigns

| | |
|-------------------|---|
| Digital | Display and YouTube ads. |
| Social Media | Static and video ads. |
| TV-Network | Spots on motorcycle/motorsports shows. |
| TV-Local | Spots on local news affiliates. |
| Retail/Businesses | Posters/postcards in businesses, dealers. |
| Organizations | Outreach to clubs & organizations. |
| Email | Blasts to MotoAmerica, AMA, Track's. |
| OOH/Billboards | Static and electronic billboards. |

Get your tickets for MotoAmerica Superbikes at the Ridge!

...See more



motoamerica.com/ridge

Superbikes at The Ridge
Don't Miss It

[Learn more](#)

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...See more



motoamerica.com/ridge

Superbikes at The Ridge
Camp at the Track!

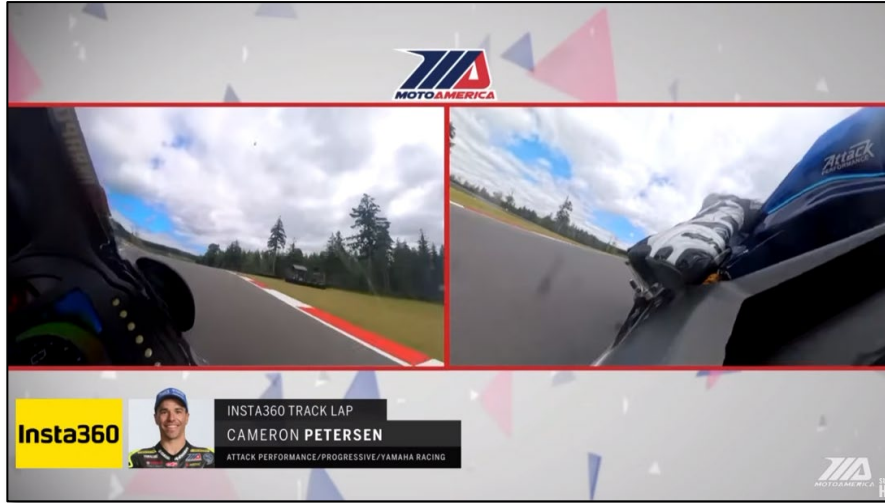
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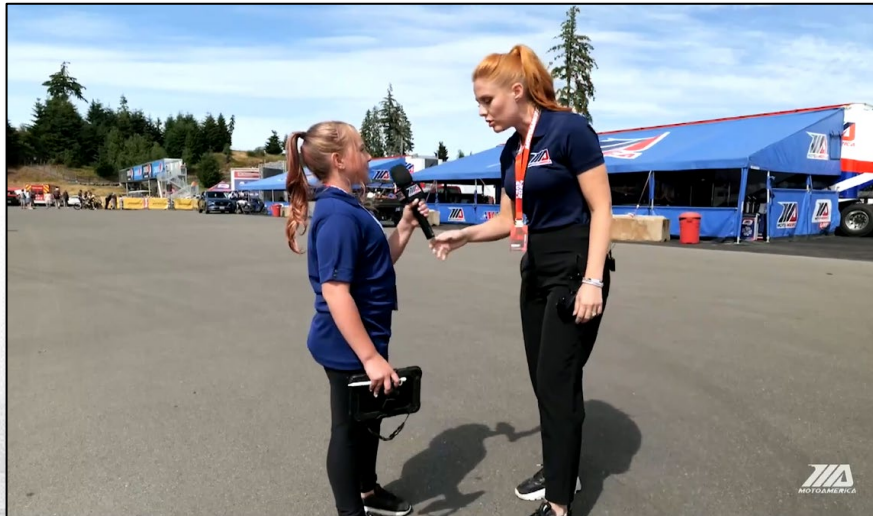
IN-BROADCAST

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SERIES SPONSORS

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