

# RACE REPORT

Brainerd International Raceway  
Event Date: July 28-30, 2023



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION



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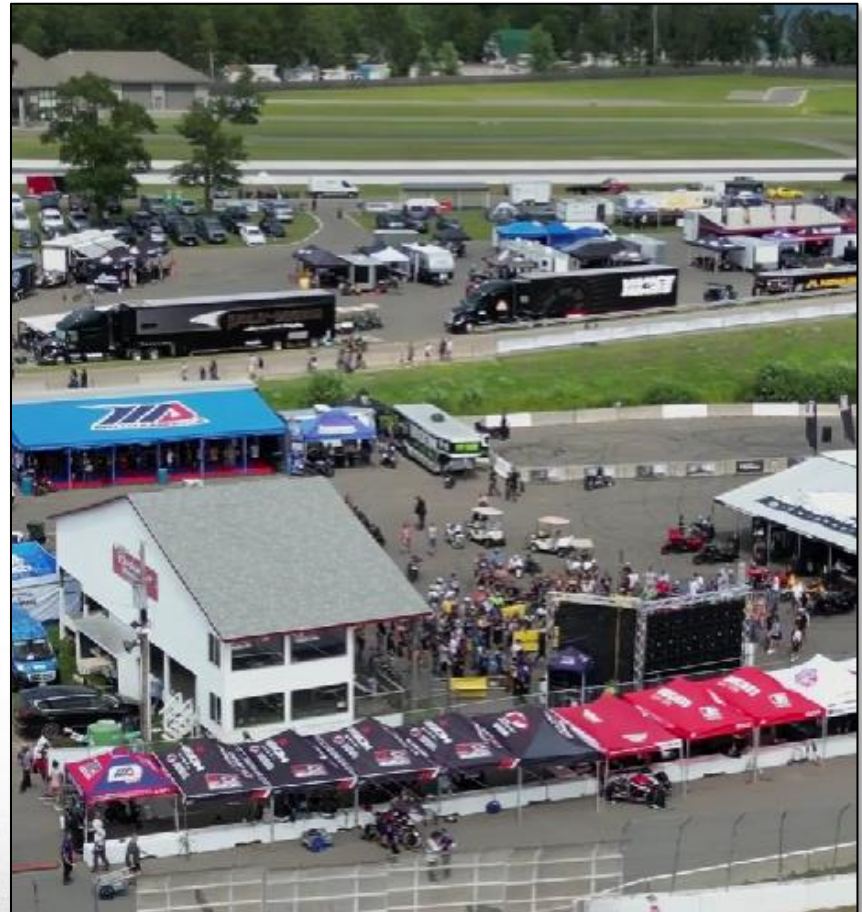
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## EIGHT YEARS OF GROWTH AND SUCCESS

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 OVERVIEW

Event Date: July 28-30, 2023



## For MotoAmerica race fans, Brainerd had it all.

Race fans were treated to special moments on the racetrack as well and well as in the paddock and grandstands.

- Supersport World Championship winner, PJ Jacobsen, won his first MotoAmerica victory in Sunday's Medallia Superbike race.
- Josh Hayes became the winningest rider in American professional motorcycle road racing history with his 87<sup>th</sup> race victory.
- Hayden Gillim had a great weekend winning both Steel Commander Stock 1000 races. In addition, Hayden won Mission King Of The Baggers on Saturday and was runner-up on Sunday.

### Classes:

- *Medallia Superbikes*
- *Supersport*
- *Junior Cup*
- *Steel Commander Stock 1000*
- *Mission King Of The Baggers*
- *Royal Enfield Build. Train. Race.*

## IMPACT SUMMARY

142	Rider Entries
6	Competition Classes
11	Races Total
439K	Linear TV AA Nielsen P2+ (est)
6M	Digital Video Views
12.4M	Social Media Impressions
381K	Social Media Engagement
15,956	Attendance

Digital metrics reflect July 28-August 8, 2023, time period.



# RACE VIEWERSHIP: TV



**438,966 TOTAL AA Nielsen P2+\***

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

## 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, Caribbean
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 July 28, 2023, to present, plus forecasted reairs.
Nieslen P2+:	Average Audience of persons in household over 2 years old.



# RACE VIEWERSHIP: DIGITAL



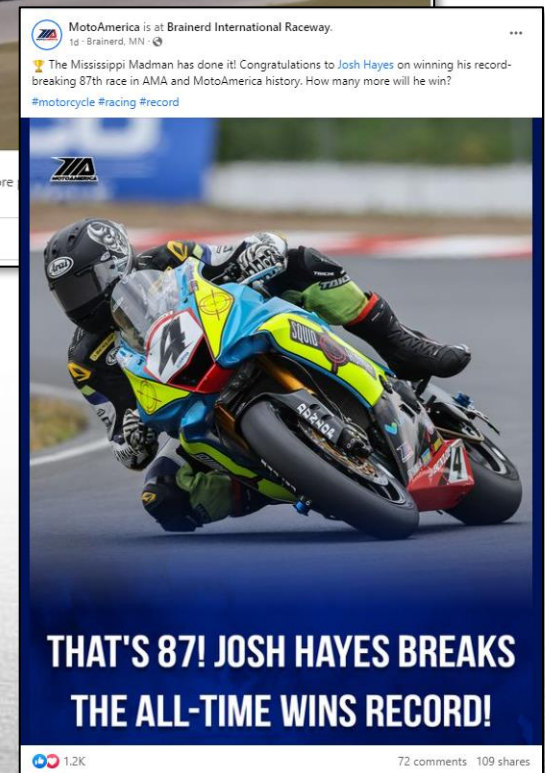
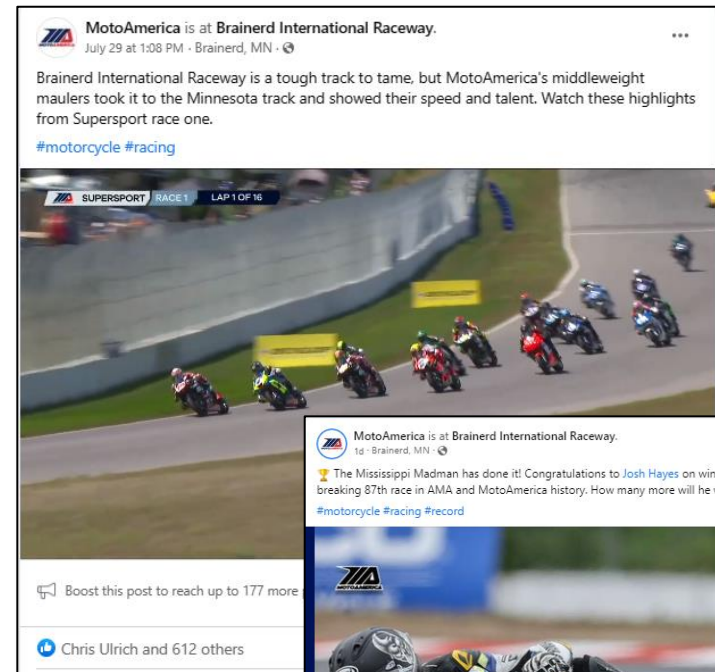
	<u>Video Views</u>	<u>Total Hours</u>
Live+ SVOD	78,018	1,420,691
YouTube	622,734	61,937
Facebook	107,488	1,622
Instagram	3,253,035	N/A
Twitter	95,981	N/A
TikTok	1,837,334	N/A
<b>TOTAL</b>	<b>5,994,590</b>	<b>1,484,249</b>

## Notes

Metrics and rating reflects all race classes.

Digital metrics reflect July 28-August 8, 2023, time period.

TV Ratings reflect July 28, 2023, to present, plus forecasted reairs.





# SOCIAL MEDIA

Event Date: July 28-30, 2023



	<u>TOTAL</u>	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>TikTok</u>	<u>YouTube</u>
Posts	197	35	40	60	19	43
Impressions	12,392,181	982,203	3,560,423	254,908	1,837,334	5,757,313
Engagement	381,241	48,977	236,634	18,011	54,430	23,189
Video Views	5,916,572	107,488	3,253,035	95,981	1,837,334	622,734
Comments, Shares	23,554	1,293	17,140	348	1,631	3,142



**Dave Christel**

Was a great weekend at BIR! Sunday's races were intense.



**Paul Alexander**

Evening guys from the 🇺🇸 more sbk action from **MotoAmerica** great to see Fast Freddie Spencer on commentary



**Dolph McVicker**

Was some great racing this weekend! Very exciting to watch! Lots and lots of talent!!!



Top fan

**David Stone**

Never thought I'd enjoy the bagger races more than the superbikes!



Top fan

**Scott Demick**

Love that quote. I imagine there were thousands of race fans watching all feeling the same way as the race passed the half way point. I was on the edge of my seat!!

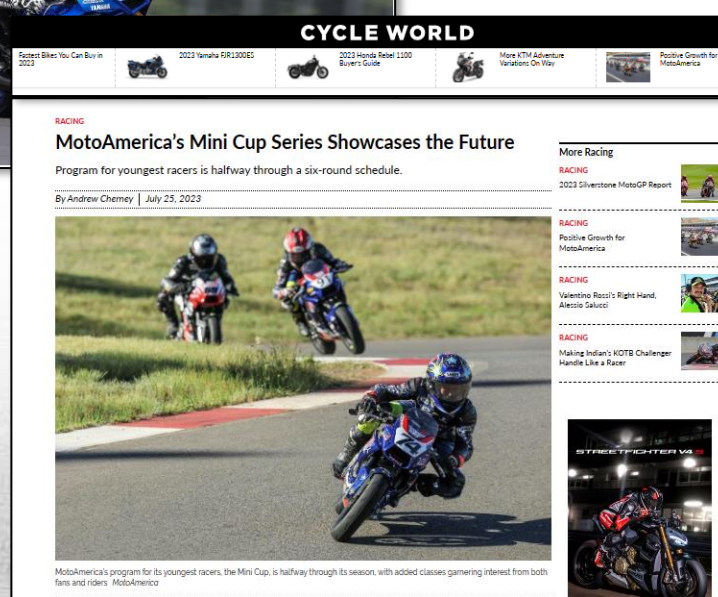
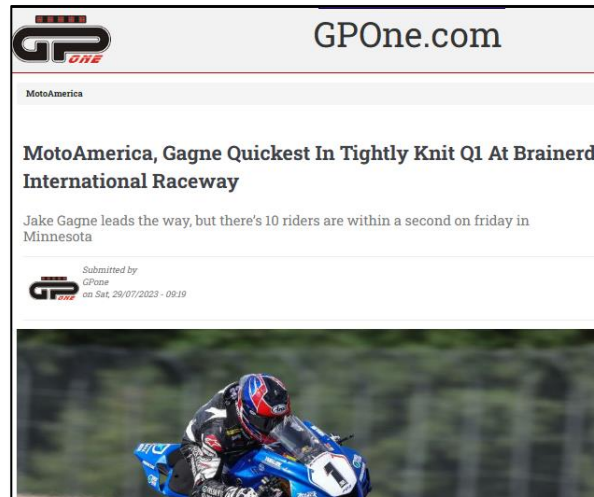
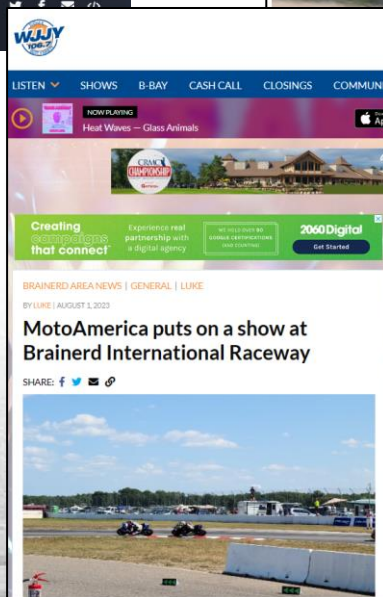
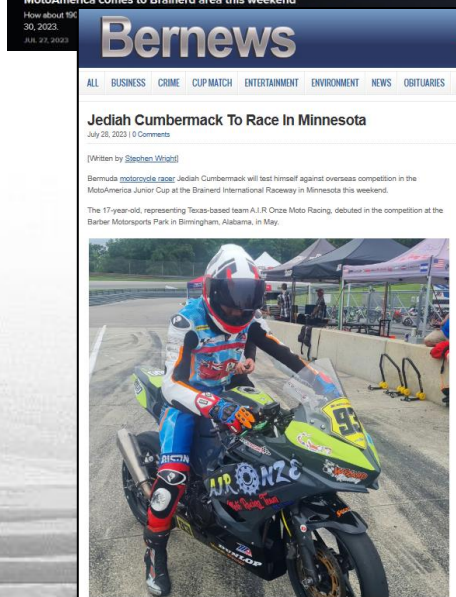
**Congratulations** to Josh



Digital metrics reflect July 28-August 8, 2023, time period.

Media hit list  
located [HERE](#).

## TV, ONLINE, ENDEMIC AND NON-ENDEMIC





# EVENT MARKETING

Event Date: July 28-30, 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.

**2023**  
**JULY 28-30**  
**SUPERBIKES**  
AT BRAINERD  
MOTOAMERICA  
GET TICKETS TODAY!

**6 CLASSES OF ROAD RACING!**  
Medallia Superbikes  
Supersport  
Steel Commander Stock 1000  
Junior Cup  
Mission King of the Baggers  
Royal Enfield BUILD.TRAIN.RACE.

GEICO MOTORCYCLE  
Brainerd International Raceway

**KING OF THE BAGGERS**  
MISSION  
MOTOAMERICA  
DRAG MOTUL  
**BAGGERS ARE COMING**  
BRAINERD INTERNATIONAL RACEWAY • BRAINERD, MN  
7/29 - 7/31  
GEICO MOTORCYCLE

PRESENTED BY HARLEY-DAVIDSON  
**V-TWIN VISIONARY**  
**BYOB**  
BRING YOUR OWN BIKE  
RIDE-IN MOTORCYCLE SHOW  
WITH YOUR MOTO AMERICA KING OF THE BAGGERS EVENT ENTRY TICKET YOU ARE CORDIALLY INVITED TO BE PART OF V-TWIN VISIONARY'S BYOB (BRING YOUR OWN BIKE) BIKE SHOW. THIS ISN'T SOME BIG-BUCKS PRO-BIKE BUILDER SHOW, THIS IS A "SHOW OFF YOUR PRIDE AND JOY" RIDE-IN BIKE SHOW, WHICH HAS CLASSES FOR ANY & ALL AMERICAN V-TWIN MOTORCYCLES GOING AS FAR BACK AS 1903. BEST OF ALL THIS SHOW IS FREE TO SIGN UP!  
**BRAINERD INTL RACEWAY**  
**SUNDAY JULY 30TH**  
5523 BIRCHDALE RD BRAINERD MN

**RACE FANS, MOTO-FAMILIES, BIKE ENTHUSIASTS...**  
**YOUR PEOPLE WILL BE HERE.**  
**WILL YOU?** Brainerd International Raceway

**JULY 28-30**  
**SUPERBIKES**  
AT BRAINERD  
MOTOAMERICA  
GEICO MOTORCYCLE

**KING OF THE BAGGERS**  
AT MINNESOTA  
DRAG MOTUL GEICO  
MOTOAMERICA

**JULY 29-31**  
**SUPERBIKES**  
AT MINNESOTA  
MOTOAMERICA  
GEICO FOR YOUR BY  
★ 3-Day Camping  
★ Fun for Family and Friends  
Enjoy our FREE Kid Zone!  
Brainerd International Raceway • Brainerd, MN

**BAGGER RACING AT MINNESOTA**  
JULY 29-31  
BRAINERD, MN  
SEE 7 CLASSES OF RACING DURING SUPERBIKE WEEKEND  
GET TICKETS TODAY!  
DRAG MOTUL MOTOAMERICA



# EVENT MARKETING

Event Date: July 28-30, 2023



SAT JULY 29TH 2023

# MINNESOTA

V-TWIN VISIONARY  
PERFORMANCE  
MOTORCYCLE  
SHOW SERIES

PRESENTED BY HARLEY-DAVIDSON

## BRAINERD INTL RACEWAY

5523 BIRCHDALE RD BRAINERD MN

**BAGGERS  
ARE COMING**

BRAINERD INTERNATIONAL RACEWAY • BRAINERD, MN  
7/29 - 7/31

GEICO MOTORCYCLE

**JULY 28-30**  
**SUPERBIKES**  
AT BRAINERD  
MOTOAMERICA

**2023** GEICO MOTORCYCLE

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

RACING & FAMILY FUN AT BRAINERD INT'L RACEWAY

**MOTOAMERICA**

## SUPERBIKES AT BRAINERD

**JULY 28-30**  
**SUPERBIKES**  
AT BRAINERD  
MOTOAMERICA

3-Day Camping • Family Fun • Brainerd International Raceway • Minnesota

**BAGGER RACING AT MINNESOTA**  
**JULY 29-31 • 7 CLASSES OF RACING**  
During MotoAmerica Superbike Weekend

GEICO MOTORCYCLE

GEICO MOTORCYCLE

**JULY 28-30**

## SUPERBIKES AT BRAINERD

**6 Classes of Racing at Brainerd Int'l Raceway**

FAMILY FUN • KID ZONE • CAMPING • TICKETS: MOTOAMERICA.COM











# SERIES PARTNERS



Medallia



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