

RACE REPORT

MotoAmerica Superbikes at Minnesota
Event Date: July 29-31, 2022



INDUSTRY ONLY, REPORT NOT FOR PUBLIC SOCIAL MEDIA DISTRIBUTION

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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 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: July 29-31, 2022



Two years ago, Brainerd International Raceway reported that fans requested AMA Superbikes more than any other motorsports series for a return to the famous northern track.

MotoAmerica answered with an attendance increase of 12% over the prior year, notably impressive as the 2022 is only the second year since MotoAmerica's return.

Seven classes of racing filled the grounds from Friday to Sunday, entertaining crowds who commuted from as far away as Montana and Michigan.

Medallia Superbikes
Supersport
YUASA Stock 1000
STG Junior Cup
REV'IT! Twins Cup
Mission King Of The Baggers
Royal Enfield BUILD.TRAIN.RACE.

IMPACT SUMMARY

171	Rider Entries
15,066	Attendance (12% increase)
7	Competition Classes
10	Races total
170,991	Linear TV AA Households USA (est)
1.3M	Digital Video Views
7.1M	Social Media Impressions
200K	Social Media Engagement

Digital metrics reflect July 29 - August 8, 2022, period.



DIGITAL SUMMARY

	VIEWS	HOURS
Live+ Streaming/SVOD	92,043	3,874
YouTube	400,220	36,424
Facebook	263,513	56,881
Instagram	378,185	n/a
Twitter	35,738	n/a
TikTok	100,106	n/a
Total	1,269,805	97,178

Notes

Digital metrics reflect July 29 - August 8, 2022, period.
TV Ratings reflect July 29 to present plus forecasted reairs.

LINEAR TV SUMMARY

170,991 Linear TV 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: July 29-31, 2022



	TOTAL
Posts	187
Impressions	7,144,627
Engagement	193,440
Video Views	1,177,762
Comments, Shares	6,391

	Facebook	Instagram	Twitter	TikTok	YouTube
Posts	42	15	96	5	29
Impressions	1,457,787	744,698	247,695	100,106	4,594,341
Engagement	116,096	41,973	11,654	7,882	15,835
Video Views	263,513	378,185	35,738	100,106	400,220
Comments, Shares	2,418	1,456	305	270	1,942

Donna Cochran · 5:54
 This is the greatest program ! Should grow into a very successful group! Fun Inspirational ❤️🏁
 1w

Jeremiah Pagan · 26:46
 🏆🏆 Great job. Don't sweat the drop. No biggie. Great race. ...

Danny Smith 2 weeks ago
 MotoAmerica seems to have a lot of classes! (I'm WSB. and MotoGP) which does Danilo Petrucci race in?
 🏆 🏁 REPLY

MotoAmerica 2 weeks ago
 We have a ton! We like to pride ourselves being a place that has something for any motorcycle fan. Danilo Petrucci races in the Medallia Superbike class. You can also check out more info about the different classes and bikes here if you like. <https://www.motoamerica.com/classes/>
 ...
 Read more
 🏆 2 🏁 REPLY

Danny Smith 2 weeks ago
 MotoAmerica Thanks! I feel a new obsession coming on! 🏆

Simon Fuller 7 days ago
 Great racing guys !!!!! Thank you for uploading. Greetings from north east Victoria, Australia
 🏆 2 🏁 REPLY

williamland1 8 days ago
 Thank you MotoAmerica for posting this ! Love watching the baggers !! Can't wait to see them in New jersey for the final race 🏆🏁🏆

keith winters 2 weeks ago
 Thanks for these. Lovin' these circuits. Watching from U.K. Great you folks cover all groups. Look forward to Superbikes.
 🏆 2 🏁 REPLY

Digital metrics reflect July 29 - August 8, 2022, period.

SOCIAL MEDIA

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MotoAmerica is at Brainerd International Raceway.
Published by Doug Hamann · August 1 at 9:00 AM · Brainerd, MN ·

The GEICO Motorcycle Quote of the Race came from Mission Foods King Of The Baggers race winner Bobby Fong, who expressed a personal sentiment that is felt by many racers at some point in their careers. #motorsport

QUOTE OF THE RACE!
PRESENTED BY
GEICO
MOTORCYCLE

“RACING, YOU HAVE THE HIGHEST OF HIGHS, AND THE LOWEST OF LOW, LOW LOWS. I DON'T FORGET THE FEELING WHEN YOU LEAVE THE TRACK AND YOU DON'T HAVE A GOOD DAY. IT'S THE WORST FEELING IN THE WORLD. BUT LEAVING THE TRACK TODAY GETTING FIRST, IT'S DEFINITELY GOING TO BE A REALLY GOOD FEELING. I DEFINITELY MISS THIS.”
- BOBBY FONG

58,646 People reached 1,823 Engagements ↑ +1.8x higher Distribution score

James Rispoli and 391 others 9 Comments 15 Shares

MotoAmerica
Published by Doug Hamann · July 31 at 6:30 AM ·

Some of the world's best motorcycle road racers were on track at Brainerd International Raceway as the Medallia Superbike riders showcased their talent in race one. Watch these highlights. #motorcycle #motorsport #racing

get that position? Cameron Peterson knows he's got

34,677 People reached 2,292 Engagements

Mathew Scholtz Racing and 891 others 34 Shares

MotoAmerica
Published by Tucker Scott · August 4 at 3:51 PM ·

Pit lane during Medallia Superbike practice and qualifying sessions is a beehive of activity with riders coming and going, teams swarming around the bikes to make adjustments and tire changes, and riders de-briefing with their crew chiefs while grabbing a quick drink before going back out.

35,414 People reached 433 Engagements

145 4 Shares

MotoAmerica
Published by Doug Hamann · July 31 at 5:13 PM ·

Just like threading a needle, a very big needle... Bobby Fong made an epic inside pass on Tyler Clarks in the Mission Foods King Of The Baggers race at Brainerd International Raceway. The overtake put Fong into the lead, and he went on to win his first Big Twins feature race of the season. #motorsport #bagger #motorcycle #baggernation

126,513 People reached 0 Engagements

Geoffrey Emmanuel and 1.6K others 396 Shares

MotoAmerica
Published by Doug Hamann · July 28 at 9:14 AM ·

It's MotoAmerica motorcycle road racing all weekend at Brainerd International Raceway with Medallia Superbikes at Minnesota plus Mission Foods King Of The Baggers and 5 other classes. Action starts with tonight's premiere of Ep. 6 of "Pressure To Rise" on FS2 at 9:30 ET.

21,093 People reached 225 Engagements

Mathew Scholtz Racing and 62 others 14 Shares

Broadcast Segments

- KSTP (ABC Twin Cities) – Interview with Jake Gagne, Superbikes at Minnesota preview.
- 91.5 & 102.7 The Word: Talked about MotoAmerica on their morning show.
- Lakeland PBS – Interview with Jake Gagne, Superbikes at Minnesota preview.

Print Coverage

- Brainerd Dispatch – Interviews with Kaleb, Jake and Danilo
- Brainerd Dispatch – Coverage of the passing of Scott Briody.

TV Roundups (syndicated by the Associated Press)

- The Lewiston Tribune
- The Observer-Reporter
- Roanoke Times

Calendar Listings:

- [Minnesota Parent](#)
- [92KQRS](#)

The screenshot shows a news broadcast from CBS Bay Area. The top banner includes logos for KSTP.com, News, Weather, Watch Live, Traffic, and Sports. Below that is a Petco advertisement. The main headline reads "MotoAmerica CBS BAY AREA in Brainerd". The byline states "By KSTP Updated: July 26, 2022 - 9:20 AM Published: July 26, 2022 - 6:50 AM". The video player shows a man in a blue cap (Jake Gagne) and a woman on a Zoom call. Below the video, there is a caption: "The largest racetrack in the upper Midwest is hosting the MotoAmerica Motorcycle Circuit! Today we welcome the first place racer in Superbike Cup standings, Jake Gagne, to talk about what you can see this weekend!". At the bottom, there are "Related Links" for "Home - MotoAmerica" and "Tickets | 2022 MotoAmerica | Brainerd International Raceway (showare.com)", along with social media icons for Facebook, Twitter, YouTube, Instagram, and LinkedIn.

This block contains a collage of four social media posts and news snippets:

- newsexplorer.net** (Aug 4, 11:23 PM): "Vídeo: Jake Gagne destruiu Yamaha YZF-R1 com acidente em Minnestona". The text below says: "O **MotoAmerica** esteve pela última vez no asfalto no Estado do Minnestona, nos Estados Unidos da América, para aquela que foi a sétima jornada".
- Roadracing World** (Jul 30, 12:41 PM): "MotoAmerica: Buycck Best In Royal Enfield BTR Q1 At Brainerd". The text below says: "**MotoAmerica**: Buycck Best In Royal Enfield BTR Q1 At **Brainerd**".
- Head Topics** (Aug 2, 10:20 PM): "Jake Gagne kehrt mit Wildcard in die SBK-WM zurück". The text below says: "von 14 Rennen auf dem **MotoAmerica**-Podium. Mit seiner Panigale V4R stand er somit bereits in zwölf von 14 Rennen auf dem **MotoAmerica**-Podium".
- MSN.com** (Aug 4, 2:04 PM): "Travis Wyman, Tyler O'Hara battle for the MotoAmerica King of the Baggers title". The text below says: ".com/hAuXgHIP6U — **MotoAmerica** (@MotoAmerica) July 31, 2022 Travis Wyman, Tyler O'Hara battle for the **MotoAmerica** King of the Baggers".

EVENT MARKETING

Event Date: July 29-31, 2022



Billboard creatives in rotation.



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.



EVENT MARKETING

Event Date: July 29-31, 2022



GEICO
FOR YOUR RV

JULY 29-31

SUPERBIKES AT MINNESOTA

MOTOAMERICA

★ 3-Day Camping
★ Fun for Family and Friends

Enjoy our FREE Kid Zone!

Brainerd International Raceway • Brainerd, MN

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

GEICO
MOTORCYCLE

JULY 29-31

SUPERBIKES AT MINNESOTA

MOTOAMERICA

Brainerd International Raceway

7 CLASSES OF ROAD RACING!

- Medallia Superbikes
- Supersport
- Yuasa Battery Stock 1000
- Twins Cup
- STG Junior Cup
- Mission King of the Baggers
- Royal Enfield BUILD.TRAIN.RACE.

GEICO
MOTORCYCLE

JULY 29-31

SUPERBIKES AT MINNESOTA

MOTOAMERICA

Brainerd International Raceway

GET TICKETS TODAY!

TUNE IN



GEICO MOTORCYCLE

JULY 8-10

SUPERBIKE SPEEDFEST AT MONTEREY

MOTOAMERICA

LIVE STREAMING

WeatherTech Raceway LAGUNA SECA

JULY 8-10

MOTOAMERICA LIVE

Social Media and Digital (Banner Ads, Native Forum Posts and YouTube) creatives in rotation.

MOTOAMERICA **MISSION** **KING OF THE BAGGERS AT MINNESOTA**

DRAG **MOTUL** **GEICO**

IMAGERY

Event Date: July 29-31, 2022



IMAGERY

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IMAGERY

Event Date: July 29-31, 2022



SERIES PARTNERS



Medallia



MANANALU

WILBUR



CONTACTS



MotoAmerica
18004 Sky Park Circle, Ste. 110
Irvine, CA 92614
www.motoamerica.com

SALES, MARKETING, BD
Jeff Nasi SVP
310.993.9190 M
jnasi@motoamerica.com

MEDIA, PR, PROMOTIONS
Jordan Miller VP
949.378.1697 M
jmiller@motoamerica.com