



# SERIES OVERVIEW



# WHO WE ARE

## THE PREMIER USA MOTORCYCLE ROAD RACING SERIES

### MISSION

Deliver USA road racing to a world audience  
Deliver outstanding marketing value to partners

### HISTORY

1976 First AMA Superbike Race  
2015 MotoAmerica acquires AMA Road Racing rights  
2018 MotoAmerica and AMA extend rights to 2029

AMA/FIM NORTH AMERICAN  
SUPERBIKE CHAMPIONSHIP



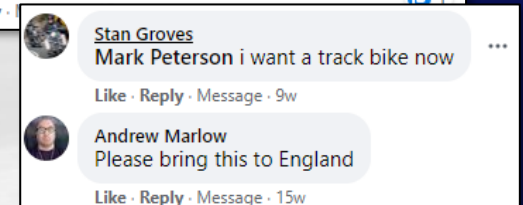
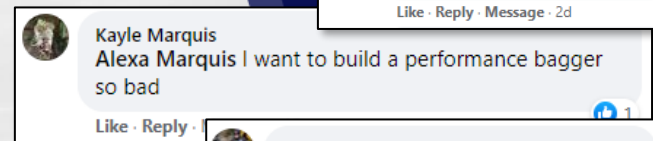
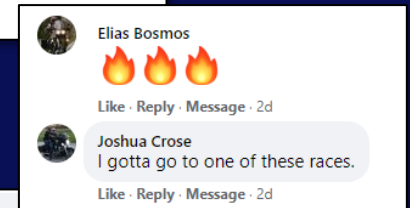
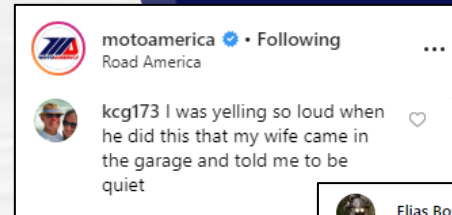
[Click for YouTube sizzle reel](#)



# WHAT WE DELIVER

## EXCITEMENT & ENGAGEMENT

- 4M** Race Viewership - Linear TV AA Households
- 24M** Race Viewership - Digital Race Views
- 1B** Digital Impressions
- 181M** Social Media Video Views
- 500K** Social Media Comments & Shares
- 300K** Attendance (10 Events)
- 101** Individual Races



# WHAT WE RACE



Premier class showcasing top riders aboard highly modified, production-based 1000cc motorcycles. Formerly titled HONOS Superbike. 20 Races.



Middleweight class, high-focus and fiercely competitive, Supersport features highly modified production-based 600cc motorcycles. 18 Races.



Alternative feeder-class to Superbike, providing riders recognition on 1000cc motorcycles before moving on to the premier Superbike class. 12 Races.



With age limits of 14-28, Junior Cup is a high-focus breeding ground for future stars. Open to OEM's homologating machines under 399cc. 18 Races.



Addresses one of the most popular categories while providing teams freedom to more heavily modify engine and suspension components. 14 Races.



Harley-Davidson & Indian V-Twins. This class merges professional road course racing with the largest motorcycle segment, V-Twins. 7 Races.



Exhibition Class: Created by Royal Enfield, this first all-woman "build & race" road course race class highlights women in motorcycle culture. 6 Races.



Exhibition Class: Roland Sands Design Super Hooligans. 750cc+ twins or electric, air or water cooled, 125 HP or less, no bodywork, high-bar motorcycles. 3 Races.



Exhibition Class: Youth series held on professional kart tracks with four classes: 110cc, 160cc, 190cc (racers -15) and 190 cc Adult (racers 15+) 4 Races.

# WHERE WE RACE



\* As part of Daytona 200 event, not the MotoAmerica championship with exception to King of the Baggers and Twins Cup classes.

\*\* As part of MotoGP event, Medallia Superbike class only.

Mar 10-12	Daytona International Speedway, FL*
Apr 8-10	Circuit of the Americas, TX**
Apr 22-24	Road Atlanta, GA
May 20-22	Virginia Int'l Raceway, VA
Jun 3-5	Road America, WI
Jun 24-26	The Ridge Motorsports Park, WA
Jul 8-10	Laguna Seca Raceway, CA
Jul 29-31	Brainerd Int'l Race Complex, MN
Aug 19-21	Pittsburgh Int'l Raceway, PA
Sep 9-11	New Jersey Motorsports Park, NJ
Sep 23-25	Barber Motorsports Park, AL

# WHERE WE REACH

## 200 SEASON AIRINGS TV, DIGITAL, SOCIAL

### LINEAR TV - USA

Fox Sports: *Medallia Superbike, Mission King of the Baggers, Inside MotoAmerica.*  
MAVTV: *Supersport, STG Junior Cup.*

### LINEAR TV - INTERNATIONAL

*Superbike:* Fox Sports Asia & Australia, Eurosport, SuperSport Network S.A.  
*Supersport:* ESPN Latin America.

### DIGITAL - GLOBAL

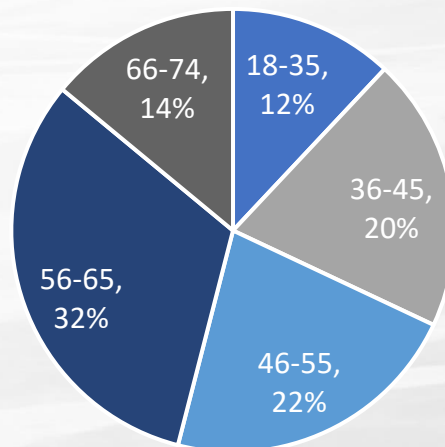
Live Streaming & SVOD coverage of all classes on MotoAmerica Live+.  
Highlights and features on YouTube, Social Media.



# WHO WE REACH

**BRAND LOYAL, AFFLUENT,  
HOMEOWNERS, STRONG DIY,  
MULTI-VEHICLE HOUSEHOLDS**

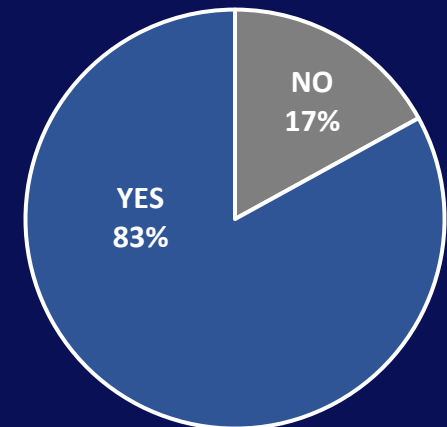
- 52%** HHI over \$100,000
- 84%** Own their home
- 66%** Above Average interest in DIY, Tools
- 64%** Own 2+ motorcycles
- 43%** Own light-truck
- 93%** Male



Age



“Do you **favor** the brands that sponsor the racing you watch because they support your sport?”



# MORE THAN RACING

## FOSTERING COMMUNITY

Unlike other series with 1-day races, MotoAmerica events are 3-day race/festivals. Large camping crowds, open race paddock for fans, family events with kids zone, stunt shows and more.





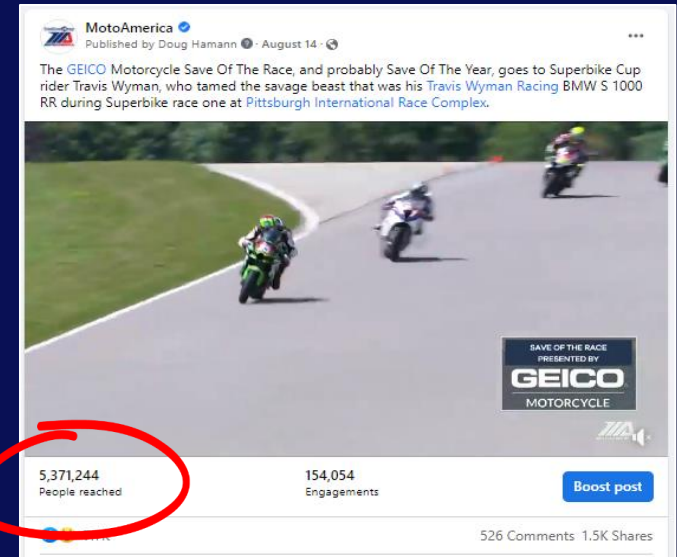
# EXCEPTIONAL GROWTH

## INCREDIBLE SOCIAL MEDIA

- 1.6M** Total followers/subscribers (71% YOY Growth)
- 125%** YOY Impression & Engagement Growth
- 180M** Annual Video Views
- 25M** Annual Engagement
- 500K** Annual Comments/Shares

## BROAD PROGRAMMING

<u>Program</u>	<u>Airings</u>	<u>Network</u>
<i>Superbikes Sat &amp; Sun</i>	20	Fox Sports
<i>MotoAmerica Rewind</i>	10	Fox Sports
<i>King of the Baggers</i>	6	Fox Sports
<i>Inside MotoAmerica</i>	20	Fox Sports
<i>Supersport</i>	36	MAVTV
<i>Junior Cup</i>	18	MAVTV
<i>Live Streaming</i>	20	MotoAmerica Live+
<i>Superbike, Supersport</i>	100+	International TV



GEICO SAVES integrations delivered 8M Social Media impressions and 100K Comments & Shares in 2021

# ATTENDANCE



**2022 PROJECTED: 300,000**

**GROWTH SINCE 2015  
ACQUISITION OF AMA  
ROAD RACING RIGHTS**

<u>2022 Dates</u>	<u>Locations</u>	<u>YOY</u>	<u>2022</u>	<u>2021</u>	<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Mar 10-12	Daytona International Speedway, FL*		n/a							
April 8-10	Michelin Raceway Road Atlanta	9%	22,807	20,919	16,177	15,861	14,000	15,750	16,329	13,750
Apr 22-24	Circuit of the Americas**		n/a			120,545	165,000	142,000	131,881	119,650
May 20-22	Virginia International Raceway	4%	17,061	16,375	no race	13,524	10,200	10,200	10,257	11,000
Jun 3-5	Road America			35,111	27,401	25,800	24,009	23,525	23,781	18,500
Jun 24-26	The Ridge Motorsports Park			11,133	no fans					
Jul 8-10	WeatherTech Laguna Seca*			33,316	no fans	67,685	64,425	64,298	61,052	52,700
Jul 29-31	Brainerd International Raceway			13,456	no race					
Aug 19-21	Pittsburgh Int'l Race Complex			18,303	16,081	15,974	15,203	14,544		
Sep 9-11	New Jersey Motorsports Park			18,431	15,381	15,069	11,500	14,100	14,499	14,000
Sep 23-25	Barber Motorsports Park			15,536	16,379	16,321	14,256	10,033	8,634	10,250
	Utah Motorsports Campus					9,623	9,500	9,300	9,165	9,500
	Sonoma Raceway					16,209	15,461	14,197		
	The Brickyard / Indianapolis				9,979					
				<b>Incomplete years</b>		<b>316,611</b>	<b>343,554</b>	<b>317,947</b>	<b>275,598</b>	<b>249,350</b>

Blue = Adverse weather

\* As part of Daytona 200 weekend, not part of 10-round MA championship except for King of the Baggers and Twins Cup.

\*\* As part of the MotoGP event, MotoAmerica Superbike class only.

\*\*\* Actual ticketed. 2015-2019 attendance reported by prior track management.



2022 Attendance - Projected full-season of ten events, based on prior actuals. For 2020/2021, certain events were TV-only, Covid restrictions.

# EARNED MEDIA

## 1000'S OF GLOBAL & LOCAL NEWS ARTICLES, BLOG MENTIONS AND FORUM CONVERSATIONS

“For those in the U.S. looking to catch the best of road racing – pushing the boundaries between speed, traction, and the mentality of the riders against the edge of the limits of staying upright at high speed on asphalt – the racing series to watch has been MotoAmerica.” -**FORBES**

“Under the leadership of president Wayne Rainey – a three-time motorcycle Grand Prix (known now as MotoGP) champion – MotoAmerica has exploded in popularity... Since Rainey essentially rescued the AMA Superbike Series six years ago, viewership has shot up by 90 percent, while 45 percent more fans are turning out to see races live.” -**MAXIM**



This block contains three screenshots of earned media coverage for MotoAmerica. The top screenshot is a Forbes article titled "Road Racing Series MotoAmerica Sees Dramatic TV And Streaming Viewership Growth" by Maury Brown, dated Dec 17, 2020. The middle screenshot is a CNN Sports article titled "King of the Baggers: A slice of pure American folklore goes racing" by Jonathan Hawkins, dated May 11, 2021, featuring a photo of a motorcycle race. The bottom screenshot is a CBS42 news report titled "Barber MotorSports Park hosts MotoAmerica Superbikes weekend" with a photo of a man in a white shirt speaking at a race track.

# INVOLVEMENT

## Series Partnership Rights

*Official Partner I.P. Rights, Content-Use Rights,  
Inclusion within Series Communications*

## Event & Class Sponsorships, Official Product

*“Medallia Superbike Class” “Mission King of the Baggers”  
“GEICO MotoAmerica Superbike Speedfest at Monterey”  
“Dunlop, Official Tire of the MotoAmerica Championship”*

## Track Signage

*Brand impressions baked into TV & Digital content across USA,  
Europe, India, Indonesia, South Africa, Latin America*

## Custom Content

*TV & Social – “Dunlop track to street tire technology”  
Social Media: Distribution and tagging, client-specific targeting*

## Commercial Inventory (TV Spots)

*Linear TV ads (:30 seconds) plus in-broadcast Added Value*

## Event/Experiential/Hospitality

*Display Booth, Ticket Supply, VIP Packages*

## Custom

*Data Capture, Sampling, Contests*



# EVENT SPONSORSHIP OVERVIEW

## ENDORSEMENT

What does sponsorship deliver that advertising cannot? Brand affinity and endorsement by a professional racing series.

## EXCITEMENT & MEMORIES

This is not your county fair. MotoAmerica brings the sights & sounds of racing plus “meet the racer” experiences in an open race paddock. The thrills live on though captured content, vivid memories and sponsor brand impressions.

## THREE TYPES OF REACH

- REGIONAL: Your brand within our intensive \$100K regional marketing plan.
- NATIONAL: Your brand within coverage: TV, Social Media, Digital and more.
- AT-EVENT: Meet customers in-person or drive them to your stores through ticketing programs and digital connections for data capture.



# CLASS SPONSORSHIP OVERVIEW

**Integrating your brand across an incredible list of content types with global exposure.**

## **Sponsor brand integrations:**

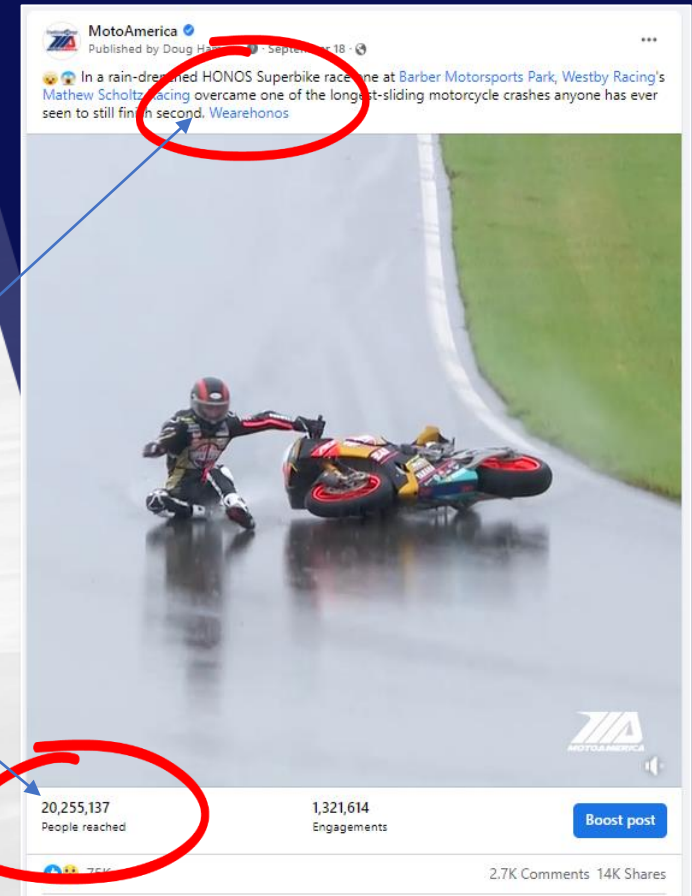
- Class Logo
- Spoken word class mentions
- Written Word
- Track Signage
- Social Media Tagging

## **Appearing across:**

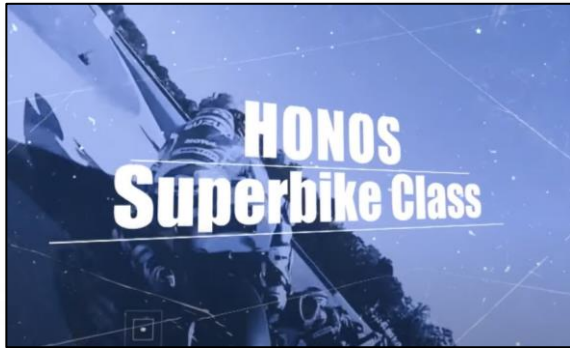
- Linear TV, YouTube,
- Live Streaming, VOD,
- Marketing, Advertising,
- Facebook, Instagram,
- Twitter, TikTok, Print,
- News Media



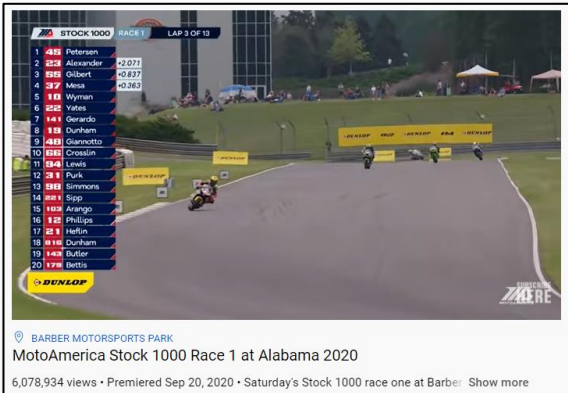
**Example:** In 2021, the HONOS Superbike class delivered 190M social & digital impressions and reached 2M global TV Households.



# CLASS SPONSORSHIP EXAMPLES



Superbike class sponsor HONOS received over 90 in-broadcast TV “Brought to you Bys” in 2021.

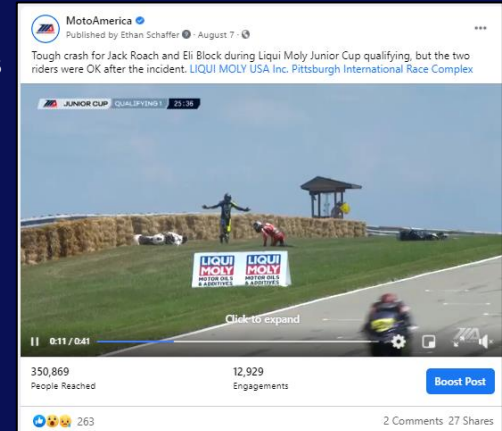


Stock 1000 class video from 2020, still growing at 6M YouTube views, perpetually delivering brand impressions

**Liqui-Moly Junior Cup** class delivered 4.2M Facebook Impressions in 2020

AND...

In 2021, new **Junior Cup sponsor STG** earned 16M Facebook impressions and 5.3M Instagram impressions



**Mission Foods King of the Baggers** class delivered 12M Facebook Impressions 2021, with just three races



# TRACK SIGNAGE

Your brand permanently baked into one of the most widely distributed motorsports. Lap after lap across 100 races on 2 North American and 4 international TV networks, OTT, Social Media, YouTube, news media and content sharing partners. **Linear TV and Digital Viewership over 1M per event\***



USA



USA



USA, Global



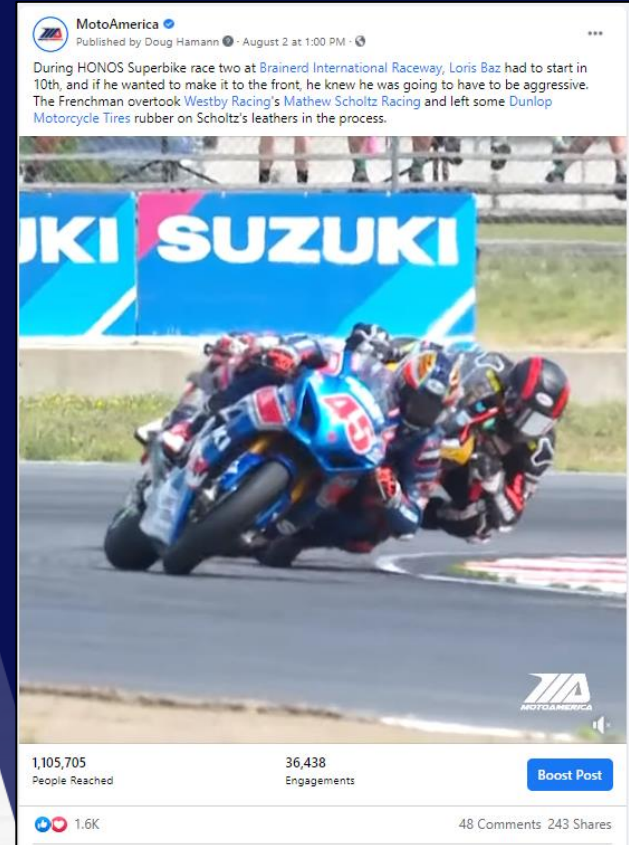
Asia



Australia



Global (FAST)



**Linear TV:** 333K Avg Nielsen AA Households per race (USA)

**Digital:** 724K Avg Views/Plays per race (Streaming, SVOD, YouTube)

(2021 Season Metrics)



# TV SPOTS

## COMMERCIAL SPOT INVENTORY AND IN-CONTENT ADDED VALUE

Reach an engaged audience with :30 spots in live or same-day coverage in ideal time slots. Buy in confidence with full ratings transparency. Enjoy valuable Added Value with your logo visible during racing, see NGK and Dunlop examples at right.



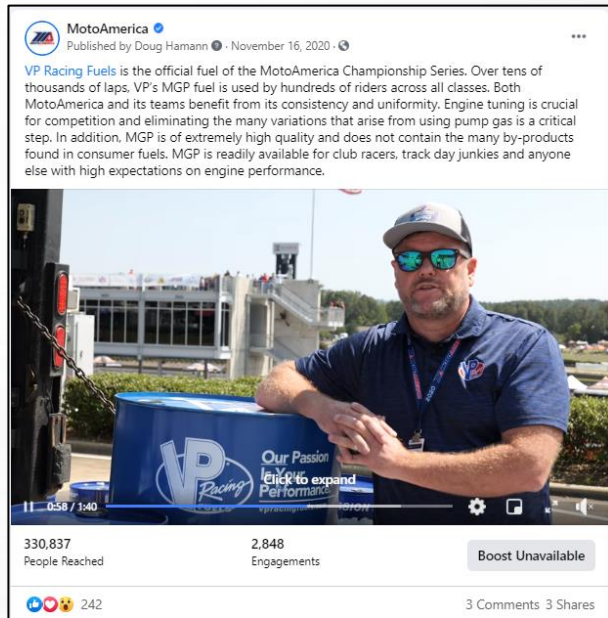
TV Programs	Network	Time Slots
Superbike	Fox Sports	Sat & Sun, afternoons & evenings
Superbike Rewind	Fox Sports	Tues evenings, Reairs
King of the Baggers	Fox Sports	Sun afternoon, Reairs
Inside MotoAmerica	Fox Sports	Thurs evenings
Live Supersport	MAVTV	Sat & Sun, Reairs
Junior Cup	MAVTV	Tues afternoon, two programs, Sat & Sun races
MotoAmerica Live+	Live+	Live streaming all weekend and SVOD



# CUSTOM CONTENT

## PRODUCTION & DISTRIBUTION

We create 1<sup>st</sup> class authentic content on brands, products, services and people - integrating them across our media feeds plus targeted social media.



## EXAMPLES (links)

[OHLINS](#)  
[CARDO](#)  
[DUNLOP](#)  
[LIQUI-MOLY](#)

Shock technology, racing and street use  
Communications technology  
Trackday to street tires  
Motorcycle oil consumer & racing use

# EVENT ACTIVATION

## EXPERIENTIAL, HOSPITALITY

Leverage our events with Exhibit/Display Booth Space. Explore options such as Vehicle Demos, VIP Suite and Company Day opportunities. Includes co-marketing with social media, signage, jumbotrons, PA announcements and promos. Booth shipping available for entire season.



# PARTNERSHIP RIGHTS

## Title and IP Rights, Series Communications:

- Use of title, logos: Official Partner of the MotoAmerica
- Logo, description and link on motoamerica.com.
- Digital display ads on motoamerica.com.
- Logo in all communications where MA partners appear.
- PR on partnership plus other mentions within Newsletters.

## Credentials, Tickets:

- Seasonal partner credentials or “Hard Cards.”
- General Admission tickets for employees, customers



Newsletter email to 50,000 fans



## 2021 MotoAmerica Tickets Pre-Sale

*Don't Get Caught Napping On The Start Line*

As you've proven repeatedly that you are loyal fans of the series, MotoAmerica is giving you the opportunity to snatch up tickets for the 2021 MotoAmerica season before they go on-sale to the general public. And this is definitely a case of the early bird gets the worm because not only do you get those tickets first, but you also get them at a discount.

Save up to 40% on select tickets to our races at Michelin Raceway Road Atlanta, Virginia International Raceway, WeatherTech Raceway Laguna Seca, Pittsburgh International Race Complex, New Jersey Motorsports Park and Barber Motorsports Park by acting now.

Spring Offer from



# APPENDIX

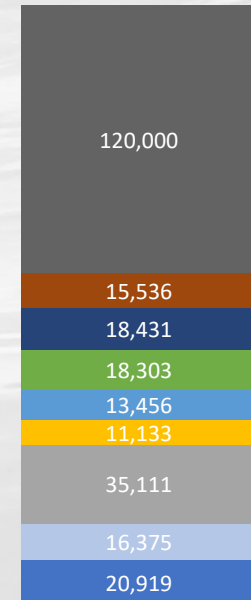
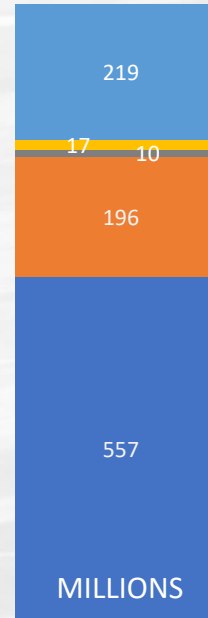
# SERIES REACH - SUMMARY

**RACE VIEWERSHIP  
LINEAR TV  
3.5M AA HH'S**

**RACE VIEWERSHIP  
DIGITAL  
25.1M VIEWS**

**SOCIAL & DIGITAL  
1B IMPRESSIONS**

**ATTENDANCE  
300,000**



■ FOX USA  
■ INTERNATIONAL

■ MAVTV USA

■ SOCIAL LIVE  
■ YOUTUBE

■ STREAMING

■ FACEBOOK  
■ TIKTOK

■ INSTAGRAM  
■ YOUTUBE

■ TWITTER

TEN SEASON TRACKS



# SERIES REACH DETAILS

## 2021 RACE VIEWERSHIP

### PER EVENT AVERAGE LINEAR TV

333,427	USA AA Households
429,603	USA AA P2+
391,657	GLOBAL AA Households (est)
504,882	GLOBAL AA P2+ (est)

### PER EVENT AVERAGE DIGITAL

73,000	Live Streaming & SVOD Video Views
651,845	YouTube Video Views
29,518,199	Social Media Video Views

### SEASON TOTAL LINEAR TV YTD

3.0M	USA AA Households
3.9M	USA AA P2+
3.5M	GLOBAL AA Households (est)
4.5M	GLOBAL AA P2+ (est)

### SEASON TOTAL DIGITAL YTD

0.63M	Live Streaming & SVOD Views
24M	YouTube Video Views
1.8M	YouTube Total Hours Viewed
181M	Social Media Video Views

AA Household: Average number of households viewing at any moment  
AA P2+: Average number of people over 2 years old viewing at any moment

## SOCIAL MEDIA & DIGITAL

### DIGITAL FOLLOWERS (as of 5.11.22)

Facebook	562,397
Instagram	518,000
Twitter	24,800
TikTok	299,300
YouTube	196,000
<b>Total</b>	<b>1,600,497 (72% Increase YOY)</b>

### OVERALL 2021 SEASON IMPACT

Facebook	570M Presence Impressions*
Instagram	353M Presence Impressions*
Twitter	10M Impressions
TikTok	19M Impressions
Comments/Shares	500,000+

### OTHER

Websites	2.1 Million PV's, 500K UV's Year
Email	50,000 Monthly Newsletter
Podcast	4,000 Listeners/Month

## EVENT ATTENDANCE

2021: 183K Partial season, 8% Avg increase for open events  
2022: 300K, expected full season attendance



\*2021 Presence Impressions across all posts. Updated 12.17.21.

# MEDIA CHANNEL DEMOS



AGE	%
2-18	4%
18-34	7%
35-49	16%
50-64	44%
65-99	31%
M: 71%, F: 29%	



AGE	%
18-24	13%
25-34	17%
33-44	15%
45-54	21%
55-64	17%
65+	18%
M: 69%, F: 31%	



AGE	%
18-24	10%
25-34	23%
35-44	18%
45-54	21%
55-64	19%
65+	10%
M: 82%, F: 18%	

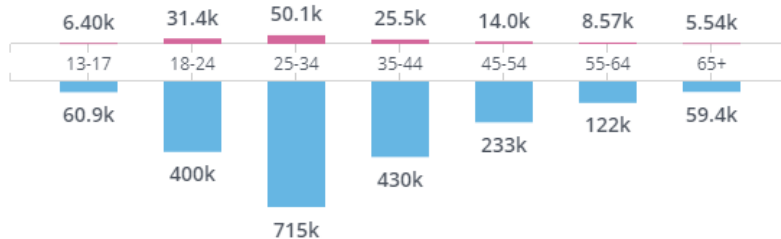


AGE	%
13-17	3%
18-24	14%
25-34	27%
35-44	21%
45-54	17%
55-64	13%
65+	6%
M: 88%, F: 12%	

AVG. DAILY REACH BY AGE & GENDER

Women Men

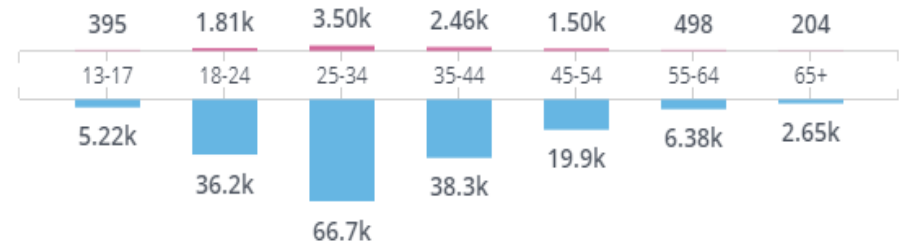
facebook



FOLLOWERS BY AGE & GENDER

Women Men

Instagram





# MASTER CALENDAR

Dates	Location	Race quantity by class & event								Total	
		<u>SBK</u>	<u>SS</u>	<u>JC</u>	<u>STK</u>	<u>TC</u>	<u>KB</u>	<u>BTR</u>	<u>RSH</u>		<u>MC</u>
Mar 10-12	Daytona International Speedway, FL*					2	2		1		<b>5</b>
April 8-10	Circuit of the Americas, TX**	2									<b>2</b>
Apr 22-24	Road Atlanta, GA	2	2	2	1	1	1		2		<b>11</b>
May 20-22	Virginia Int'l Raceway, VA	2	2	2	2	2		1			<b>11</b>
Jun 3-5	Road America, WI	2	2	2	1	1	1	1		1	<b>11</b>
Jun 24-26	The Ridge Motorsports Park, WA	2	2	2	2	2				1	<b>11</b>
Jul 8-10	Laguna Seca Raceway, CA	2	2	2	1	1	1		1		<b>10</b>
Jul 29-31	Brainerd Int'l Raceway	2	2	2	1	1	1	1			<b>10</b>
Aug 19-21	Pittsburgh Int'l Race Complex, PA	2	2	2	2	2		1		1	<b>12</b>
Sep 9-11	New Jersey M/S Park, NJ	2	2	2	1	1	1	1			<b>10</b>
Sep 23-25	Barber Motorsports Park, AL	2	2	2	1	1		1		1	<b>10</b>
<b>Total MA Season Races:</b>		<b>20</b>	<b>18</b>	<b>18</b>	<b>12</b>	<b>14</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>103</b>

**SBK:** Superbike, **SS:** Supersport, **JC:** Junior Cup, **STK:** Stock 1000, **TC:** Twins Cup

**KB:** Mission King of the Baggers, **BTR:** Build.Train.Race, **RSH:** Roland Sands Super Hooligans: **MC:** MiniCup by Motul

Note: Mini Cup by Motul races held on professional cart tracks at same race facility, not primary race track.

\* As part of Daytona 200 weekend, not part of 10-round MA championship except for King of the Baggers and Twins

\*\* As part of the MotoGP event, MotoAmerica Superbike class only.

# SERIES PARTNERS



Medallia



MANANALU

WILBUR



Indian  
MOTORCYCLE

ROYAL  
ENFIELD

aprilia

PARTS  
UNLIMITED

DRAG  
Specialties

MOTUL



YUASA BATTERY



cardo  
communication in motion



ÖHLINS  
ADVANCED SUSPENSION TECHNOLOGY



BOSS  
AUDIO SYSTEMS



45R  
for street racing

Anthony's  
LEATHERWORKS



YAMAHA  
CHAMPIONS  
RIDING SCHOOL  
WWW.FREDLEKEACHAMPION.COM

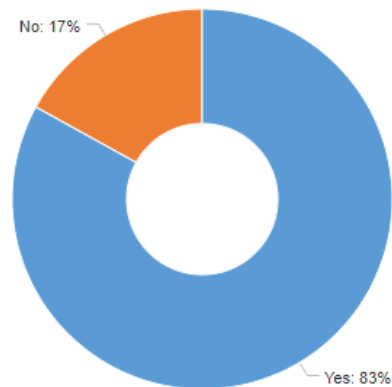
D.I.D.

OHVALE

RISEMOTO

# FAN SURVEY 2021 Q4

When shopping for parts, accessories or other general goods & services, do you favor brands that sponsor the racing you watch because they "support your sport?"



N 2.3k

Would you say you have an "above average" interest in any of the following?

	Count	% of responses	%
DIY, Tool Ownership (Fix or repair myself type)	1.5k		66%
Guns (non-hunting, black/tactical, home/self defense types)	980		43%
Bicycling or Mountain Biking	767		34%
Camping	766		34%
Light Trucks, 4x4's, Jeeps	619		27%
Hunting or Fishing	485		21%

N 2.3k

## Survey Methodology:

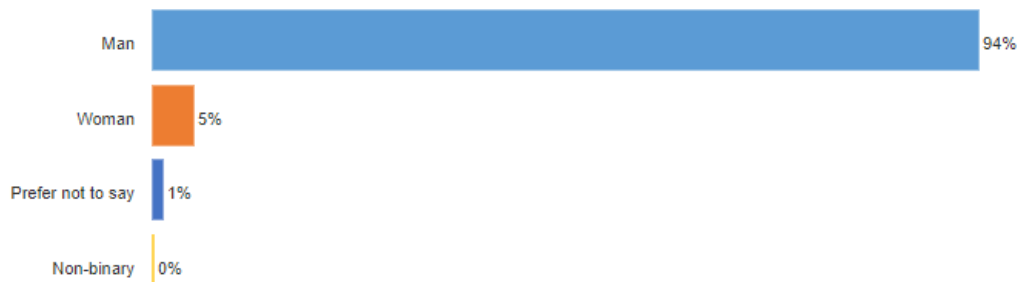
- Open 10/13, Closed 10/20, 2021
- 40,000 Email Addresses
- 2,400 Responses, 2,200 Completed
- 29 Questions

## About the audience:

- The bulk of this audience are long-term MotoAmerica fans.
- The emails used in this survey are comprised of MotoAmerica Newsletter Subscribers, MotoAmerica Event Ticket Buyers and MotoAmerica Live+ Subscribers.

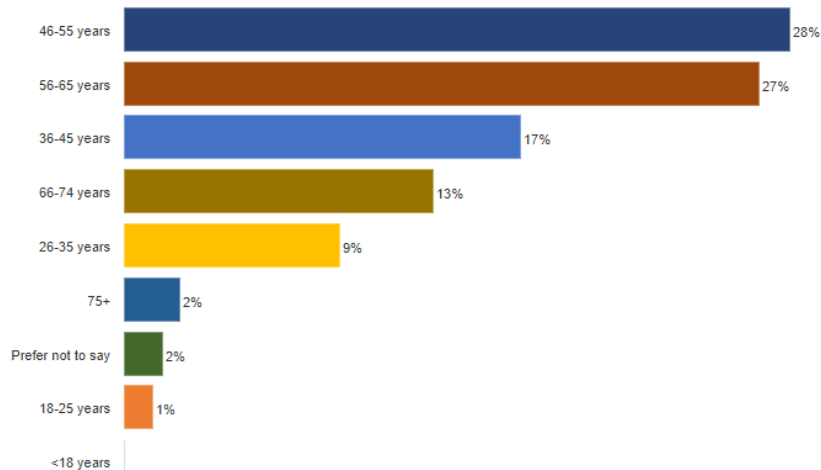
# FAN SURVEY 2021 Q4

## Gender:



N 2.3k

## Age group:



N 2.3k

### Survey Methodology:

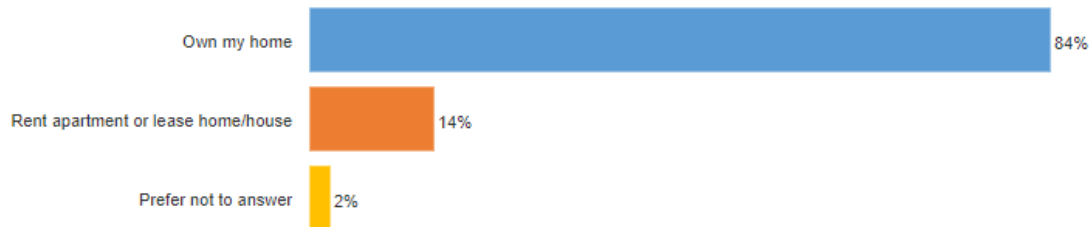
- Open 10/13, Closed 10/20, 2021
- 40,000 Email Addresses
- 2,400 Responses, 2,200 Completed
- 29 Questions

### About the audience:

- The bulk of this audience are long-term MotoAmerica fans.
- The emails used in this survey are comprised of MotoAmerica Newsletter Subscribers, MotoAmerica Event Ticket Buyers and MotoAmerica Live+ Subscribers.

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Do you own your home or lease/rent?



N 2.2k

What region of the country do you live in?

	Count	% of responses	%
Northeast	336		15%
Mid-Atlantic	167		7%
Southeast	534		24%
Midwest	395		18%
Central	74		3%
Northwest	223		10%
Southwest	382		17%
I live outside the USA	88		4%
I prefer not to answer	36		2%

N 2.2k

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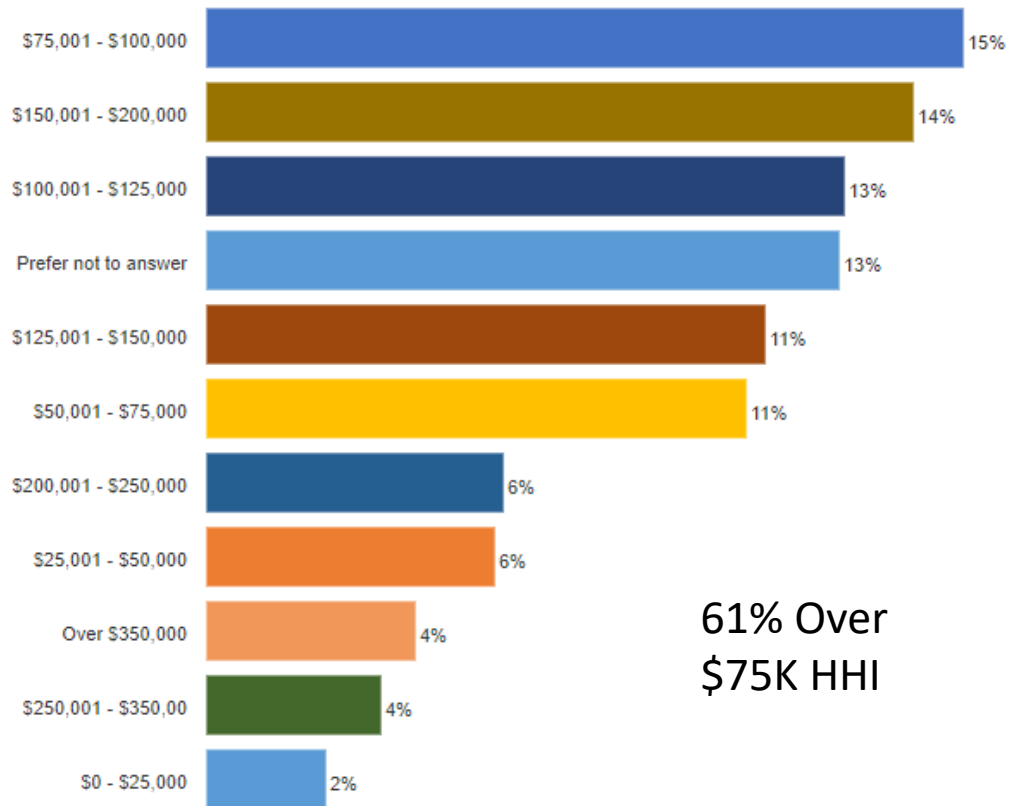
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Which range best describes your annual family income?



61% Over  
\$75K HHI

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Do you own any of the vehicle types below? (multiple select OK)

	Count	% of responses	%
Street Motorcycle	2.0k		87%
Light Truck	978		43%
Dirt Motorcycle	796		35%
Performance Car (Sedan or Coupe)	655		29%
Toyhauler or towed camper	378		17%
ATV	223		10%
Personal Watercraft	135		6%
Powered RV	118		
None of the above	106		
UTV/Side By Side	98		

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# CONTACT



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