



# SERIES OVERVIEW

**WHO WE ARE**

# THE NORTH AMERICAN ROAD RACING CHAMPIONSHIP



## MISSION

- » Deliver USA road racing to a world audience
- » Deliver outstanding marketing value to partners
- » Deliver exceptional content to fans worldwide

## HISTORY

- 1976** » First AMA Superbike Race
- 2015** » MotoAmerica acquires AMA Road Racing rights
- 2018** » MotoAmerica and AMA extend rights to 2028
- 2024** » Tenth consecutive year of growth



# WHAT WE DELIVER EXCITEMENT & ENGAGEMENT



**673**

Total Race Broadcast Airings (TV & Digital)



**25M**

Digital Engagement



**617M**

Digital Video Views



**1B**

Overall Digital Presence Impressions



**3.7M**

Race Viewership - Linear TV AA P2+



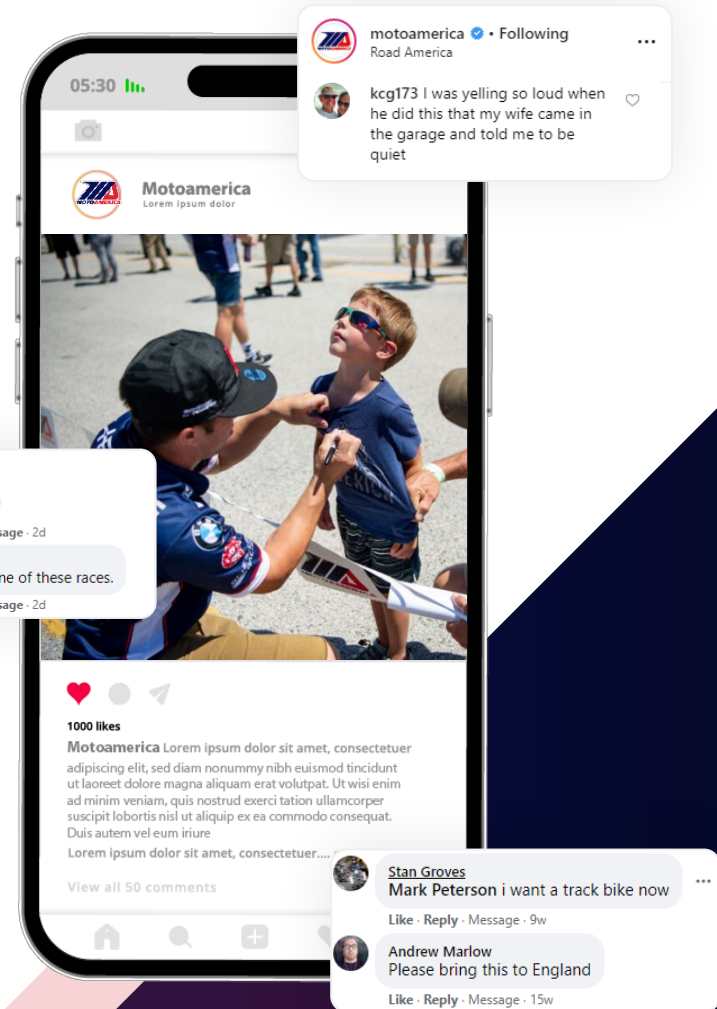
**103**

Individual races, all classes



**200K\***

Attendance



Metrics: 2023 Full Season.



# WHAT WE RACE



Premier class showcasing top riders aboard highly modified, 200 mph capable, production-based 1000cc motorcycles.



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



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



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.



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



## Multiple classes deliver broad appeal and feed the funnel.



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



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



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



Youth series held on professional kart tracks with four classes: 110cc, 160cc, 190cc (racers -15) and 190 cc (adult racers 15+)

# WHERE WE RACE



## 2024 SCHEDULE

\* Partner event with Daytona International Speedway.

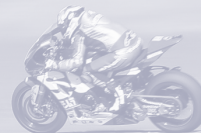
Daytona 200 race itself does not contribute to MotoAmerica championship points. Three MotoAmerica classes also appear same weekend.

**Apr 12-14:** Two King of the Bagger races held during MotoGP weekend at COTA, Austin, TX.

- Mar 7-9** » Daytona Int'l Speedway, FL\*
- Apr 19-21** » Road Atlanta, GA
- May 17-19** » Barber Motorsports Park, AL
- May 31 - Jun 2** » Road America, WI
- Jun 14-16** » Brainerd Int'l Raceway, MN
- Jun 28-30** » Ridge Motorsports Park, WA
- Jul 12-14** » Laguna Seca Raceway, CA
- Aug 16-18** » Mid-Ohio, OH
- Sep 13-15** » Circuit of the Americas, TX
- Sep 27-29** » New Jersey Motorsports Park, NJ



# BROADCAST REACH



## USA LINEAR TV



95 Total live & delayed premiere broadcasts plus Reairs. 2.8M AA Households, 3.8M P2+

## GLOBAL DIGITAL



106 Full races plus highlights & more. 205M Views, 5M Hours on YouTube alone. MTRSPT1 and MotoAmericaTV are F.A.S.T channels

## GLOBAL STREAMING



106 Live full race broadcasts, plus OTT. Platform now on Brightcove. 1M Views, 300K Hours.

## GLOBAL SOCIAL



Select classes live, race highlights during season, and full races post season. 440M Views and 1M Hours on Facebook alone.

## INT'L LINEAR TV



Superbike & Supersport classes broadcast live and same-day across South America. SuperSport network broadcasts to South America

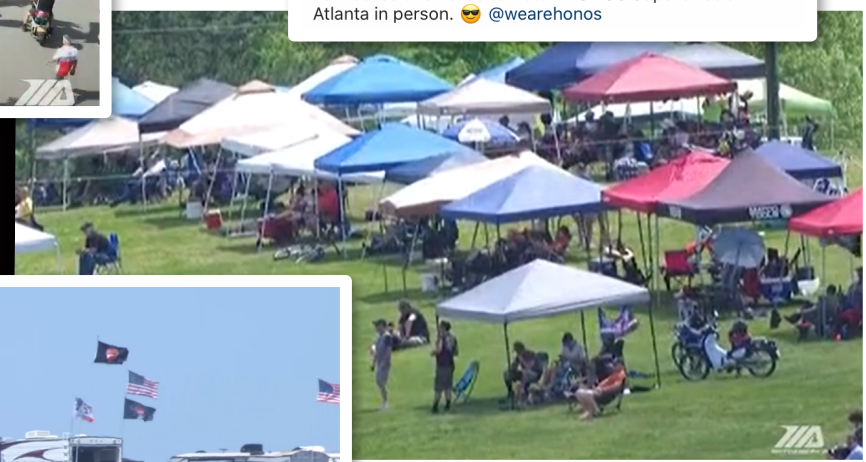
## DEALERSHIP NETWORK



Race highlights broadcast across network of 1,000+ dealerships & subscriptions.

**MORE THAN  
RACING**

# ENTERTAINMENT & COMMUNITY

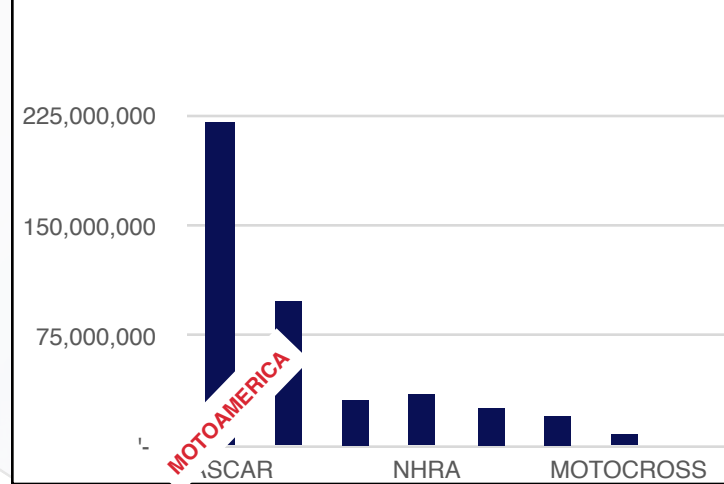


# REACH & ENGAGEMENT

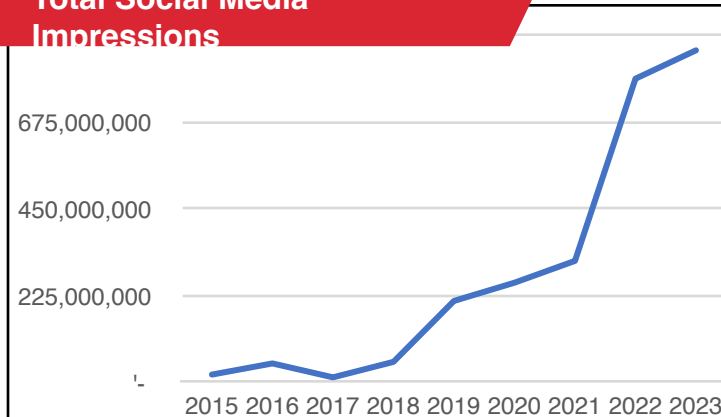
## EXCEPTIONAL IN DIGITAL MEDIA

More than reach and impressions, MotoAmerica delivers engagement. For YTD 2023 on just YouTube alone, more than 125,000 people shared MotoAmerica content to others.

### Total YouTube & TikTok Video Views\*

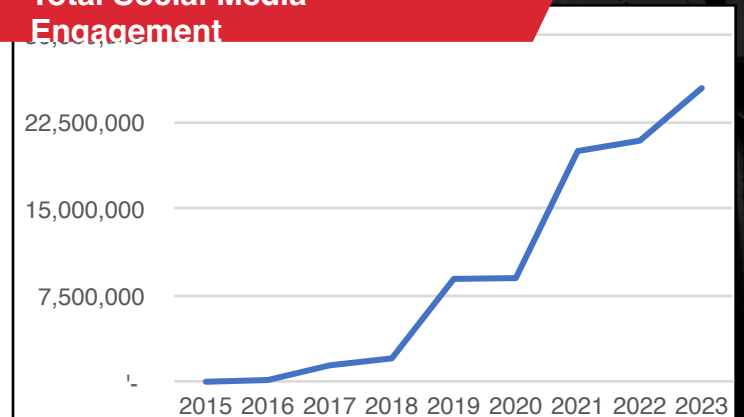


### Total Social Media Impressions



Excludes 130M impressions from paid marketing.

### Total Social Media Engagement



Metrics source: Rival IQ, Sept 2023 for motorsports series channels. Does not include network TV YouTube channels such as NASCAR on Fox.

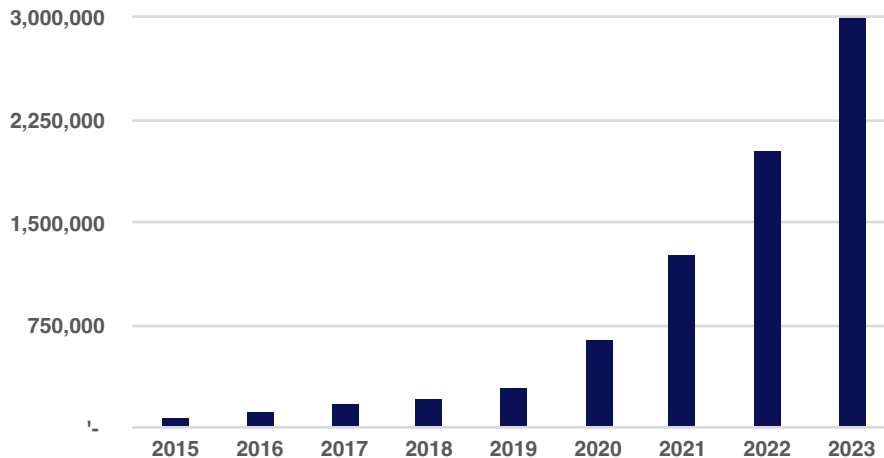


## EVER-EXPANDING REACH

# CLASS-LEADING, SOCIAL MEDIA POWERHOUSE

In an age where *authentic* follower growth is challenging, MotoAmerica is growing at a faster rate than most motorsports. In some cases, MotoAmerica has passed series with older social media channels.

Digital Follower Growth



50% Follower Growth in 9 Months



For motorsports channels YTD 2023, MotoAmerica delivered the highest % increase in Followers across YouTube, Instagram and Facebook.

Metrics source: Rival IQ, Sept 2023.



# One of the most remarkable motorsports channels on YouTube

For USA motorsports channels in 2023, only NASCAR's channel was higher than MotoAmerica in three key metrics.

## 2023 YOY Results

Views	178M	↑	37%
Hours	5M	↑	20%
Engagement	4.5M	↑	41%
Subscribers	696K	↑	54%

### Notes:

- YOY Source: YouTube analytics, metrics represent all years of videos viewed in 2023.
- Charts Source: Rival IQ, metrics represent only videos posted in 2023.
- Note: NASCAR also has partner channels including NASCAR on Fox and NASCAR on NBC.



### Views

NASCAR	72.2M
<b>MotoAmerica</b>	<b>64.8M</b>
Tudor Championship	23.2M
youtube.com/c/NASCARonFO...	17.0M
NHRA	13.8M
Supercross Live	13.6M
IndyCar Series	9.97M
AMASupercross.com	4.12M
Lucas Oil Pro Motocross	4.12M
mxsports.com	4.12M
wsxchampionship.com	1.44M
5 companies omitted	

### Engagement

NASCAR	1.70M
<b>MotoAmerica</b>	<b>1.55M</b>
youtube.com/c/NASCARonFO...	378k
IndyCar Series	330k
NHRA	268k
Tudor Championship	231k
Supercross Live	215k
wsxchampionship.com	52.0k
AMASupercross.com	50.8k
Lucas Oil Pro Motocross	50.8k
mxsports.com	50.8k
5 companies omitted	

### Subscribers

NASCAR	1.14M
<b>MotoAmerica</b>	<b>693k</b>
Supercross Live	661k
WorldSBK	637k
IndyCar Series	358k
Tudor Championship	290k
AMASupercross.com	184k
Lucas Oil Pro Motocross	184k
mxsports.com	184k
youtube.com/c/NASCARonFO...	180k
NHRA	176k
wsxchampionship.com	51.5k
5 companies omitted	

## WHO WE REACH

### Multi-Vehicle Households, Brand Loyal, Affluent, Homeowners, DIY

- 93%** Male
- 84%** Own their home
- 66%** Above Avg interest in DIY, Tools
- 64%** Own 2+ motorcycles
- 52%** HHI over \$100,000
- 60%** Own light-truck
- 82%** Tow with their light truck

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

**83%** Yes

**17%** No



2023 MotoAmerica Fan Surveys

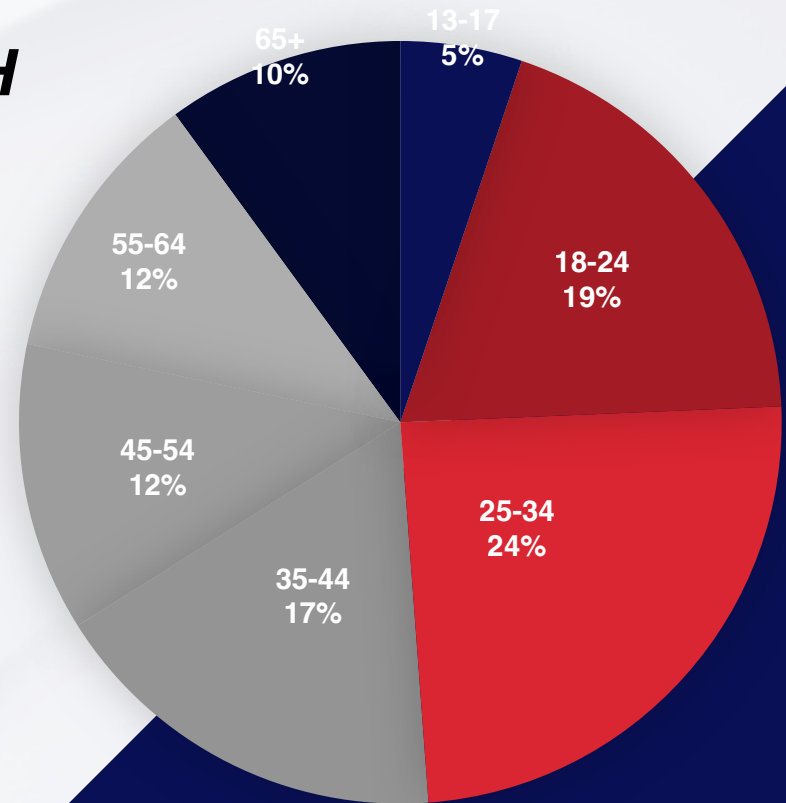


# DEMOGRAPHICS

## BROAD MULTI-MEDIA REACH

Age and gender typically varies by media type with digital delivering a younger audience than Linear TV. However, **how much** people use each media defines a sport's true demographic reach.

Using **Total Viewed Hours** as a common metric, MotoAmerica delivers the demos shown across TV and digital. Linear TV skews older but the series' immense social and digital reach bring a broad, even youthful audience overall.



### AGE GROUPS ACROSS 6M HOURS

Gender	Male	Female
Fox Sports	79%	23%
MavTV	69%	31%
YouTube	88%	12%
Facebook	94%	6%
Instagram	95%	5%
TikTok	86%	14%
MA Live+	79%	21%

#### NOTES

- » Total Viewed Hours from 2022. Hours cannot be deduped.
- » Instagram and TikTok do not report Total Hours, they are estimated here.
- » TikTok does not report page/post demos so general demos for the platform are used.
- » Videos on Twitter and MotoAmerica.com website are not included for brevity.



# EARNED MEDIA

## 29,698 GLOBAL NEWS ARTICLES, BLOG POSTS, 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

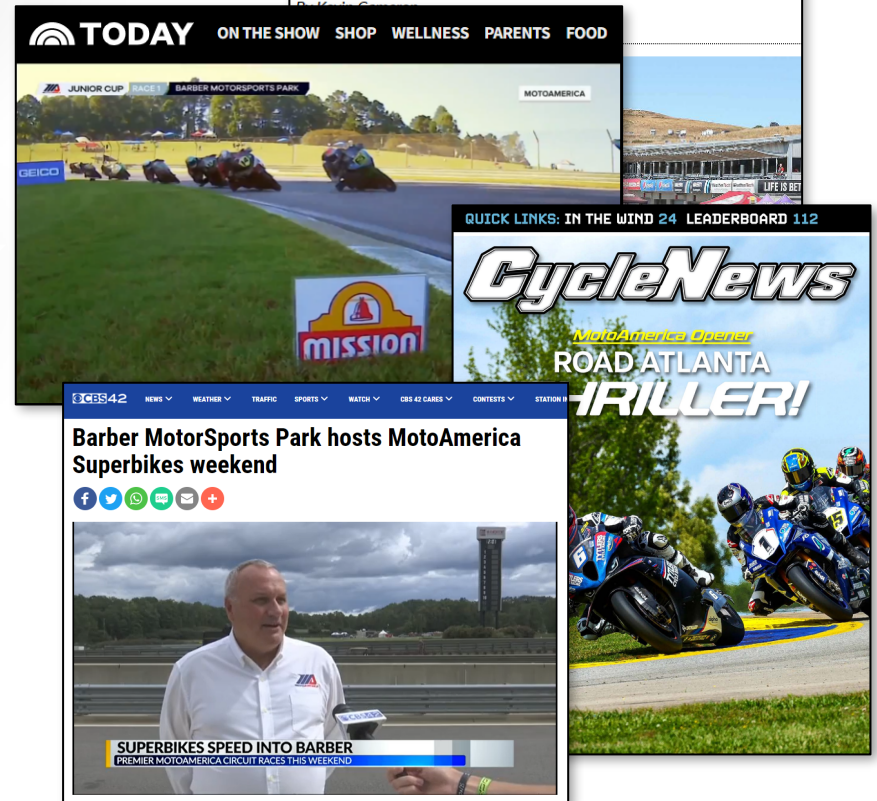
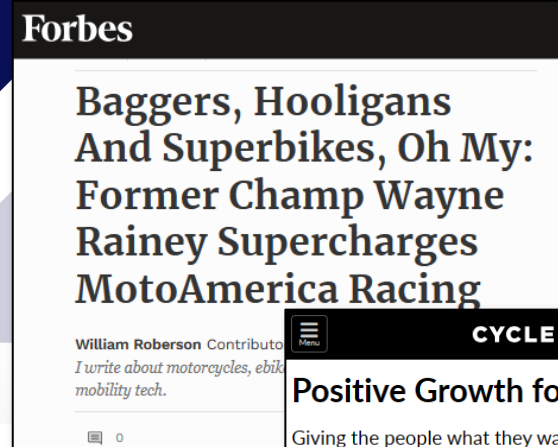
“Under the leadership of president Wayne Rainey – a three-time motorcycle Grand Prix (known now as MotoGP) champion – MotoAmerica has exploded in popularity... Since Rainey essentially rescued the AMA Superbike Series six years ago, viewership has shot up by 90 percent, while 45 percent more fans are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

MAXIM

Time period: YTD 10.18.23

Source: Meltwater

Updated: Previously incorrectly stated 75K for 2022.



# FOCUS ON THE FUTURE

## Growing youth racing across the nation.



The **Mission Mini Cup by Motul** National Championship is a series of regional qualifiers leading to the National Final at Road America on August 7-9, 2024. Multiple regional clubs will partner with MotoAmerica to manage the qualifiers. Predominantly ages 5 – 17 years old.



With age limits of 14-28, Junior Cup, one of the most exciting MotoAmerica classes, is a high-focus breeding ground for future stars. Open to OEM's homologating machines under 399cc.



EXCLUSIVE BROADCAST  
CONTENT

# MOTOAMERICA LIVE+

MotoAmerica Live+ is a paid subscription live streaming and video-on-demand service, exclusive to MotoAmerica.

Includes practice, qualifying and racing on seven race classes. Broadcasts are Fri-Sun and feature in-between-race action such as rider interviews and more.



North America's  
**PREMIER**  
Motorcycle  
Road Racing  
Series

## WATCH AMERICA'S BEST!

Stream multiple classes of MotoAmerica **LIVE** and on demand on your web browser, Roku, Android, iOS or Apple TV!

**MOTOAMERICA**  
**LIVE+**

MotoAmerica Live+ subscribers grow 20% annually and consumed over 60,000 Total Viewed Hours of content in 2022.

READY FOR THE FUTURE

# MOTOAMERICA FAST TV CHANNELS



100% MotoAmerica content 24/7 available on TCL Channel, DistroTV, Apple TV, and more.

**MotoAmericaTV delivered 27M Views and 735K Viewed Hours of MotoAmerica races in 2023.**



24/7 Live-streaming motorsports channel broadcasting MotoAmerica races and other motorsports and builder shows. Available on SAMSUNG TV Plus, TCL Channel, LG Channels, Xiaomi, Sling and more.

These channels deliver sponsor impressions into following years from repurposed content. (example shown: Track Signage and Digital Graphics)

*F.A.S.T. - Free Ad Supported Television*

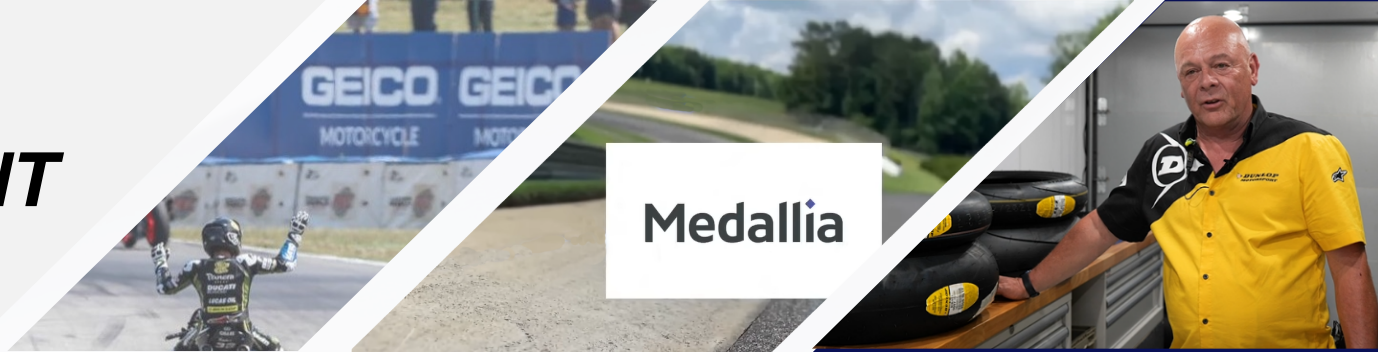






# ***PARTNERSHIP OPPORTUNITIES***

# INVOLVEMENT OPTIONS



## Series Partnership Rights

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

## Event & Class Sponsorships, Official Product

*“Medallia Superbike Class” “Mission Foods 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 Video Content

*TV & Social: “Dunlop track to street tire technology”  
Social Media: Custom videos and campaign targeting  
Content: Image and video assets*

## Commercial Inventory (TV Spots)

*TV & Streaming ads (:30 secs) plus in-broadcast Added Value*

## Custom Projects

*Co-Branded Organic & Digital/Social Campaigns  
Data Capture, Sampling, Contests*

## Event/Experiential/Hospitality

*Display Space, At-Event promotions,  
Ticket Supply, Corporate VIP Packages*

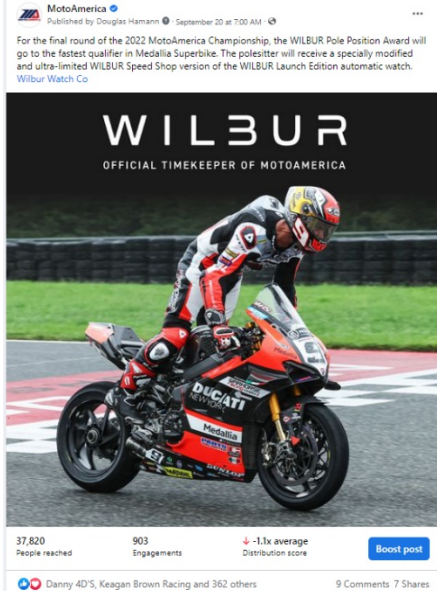
## Team Sponsorship

*Numerous opportunities available  
working directly with teams*



# BUILDERS, NOT SELLERS

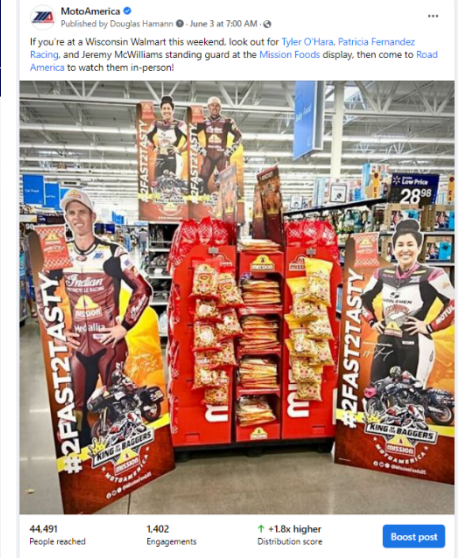
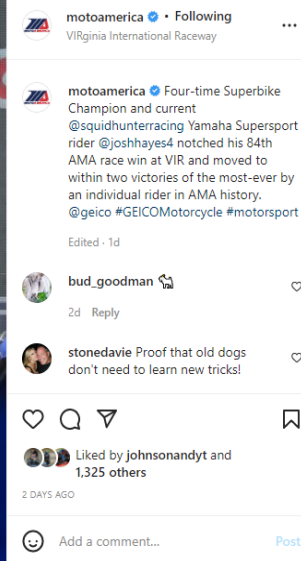
Client-focused brand & product programs across MotoAmerica's extensive reach.



MotoAmerica delivered Wilbur Watches endorsement as Official Timing Partner. In addition, 3M Facebook & Instagram impressions plus and an **“association with winning”** by presenting race winners with watches during broadcasts.



Branded content integrations deliver GEICO over 14 million **tagged impressions annually** accompanied by 100K comments & shares.



Mission Foods leveraging their class title sponsorship in retail and MotoAmerica magnifying exposure thru social media. Mission Foods received over 20M social media **tagged impressions and 1M post engagement** on MotoAmerica Facebook and Instagram posts alone.

# EVENT SPONSORSHIPS



## 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. We bring 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 impressions.

## SPONSOR INTEGRATION OPTIONS

REGIONAL

Your brand within our intensive \$100K regional marketing plan.

NATIONAL

Your brand within race coverage on TV, Social Media, Digital and more.

AT-EVENT

Meet customers or entertain employees at-event and pre-event, drive customers to your stores through and ticketing programs.



# CLASS SPONSORSHIPS

INTEGRATING YOUR BRAND ACROSS MULTIPLE CONTENT STREAMS WITH GLOBAL REACH.

## SPONSOR

» **BRAND** (Classes renamed with sponsor)

- » Sponsor logo into class logo
- » Spoken word class mentions
- » Written word class mentions
- » Track Signage

## APPEARING ACROSS

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

MotoAmerica  
Published by Douglas Hamann · July 9 at 7:10 PM · 🌐

Medallia Superbike riders Danilo Petrucci and Cam Petersen raced each other hard in the first of two races at WeatherTech Raceway Laguna Seca. And, just when you thought the on-track action might lead to hard feelings or worse after the checkered flag, the two riders were both overjoyed with the fun they had. #motorcycle #racing

Medallia

Hairball move if he does try to make it work. There he goes.

0:01 / 0:53

359,634 People reached

Boost a post

Mathew Scholtz Racing, Monday Morning Racer and 15K others 111 Comments 1.6K Shares

## EXAMPLE

In 2022, the Medallia Superbike class delivered 130M social & digital impressions where “Medallia” was mentioned or tagged in post copy.

Does not include impressions from 14,708 visual and verbal broadcast exposures.



# TRACK SIGNAGE

Your brand **permanently** baked into one of the most widely distributed motorsports. Lap after lap across 100 races on two North American and four international TV networks, OTT, Social Media, YouTube, news media and more. Millions of impressions per season and following years.

## EXAMPLE: REV-IT!

A-Frames at Laguna Seca round appeared in 10 different races during one event. Received exposure to 200K TV Households and 5M digital video views, and still growing.

MotoAmerica  
Published by Douglas Hamann · July 8 at 8:00 PM · 🌐

Warhorse HSBK Racing Ducati Team rider Danilo Petrucci has raced at WeatherTech Raceway Laguna Seca before, and the familiarity played to his advantage. The Italian was one of only two Medallia Superbike riders to lap in the 1:23s during provisional qualifying. Will he go faster in final qualifying tomorrow? #motorcycle #racing #Ducati

And he's fifty-four one hundredths of a second. Well

D. Petrucci  
0:30.273  
-0.054  
0:00 / 0:59

436,535 People reached      36,861 Engagements

7.6K

Boost post



USA



USA



USA,  
Global



Global (FAST)



Global (FAST)



South  
Africa



China



Mexico, Brazil, Chile, Colombia,  
Peru, Argentina and Guatemala.



# IN-BROADCAST DIGITAL INTEGRATIONS



## ***RUNNING ORDERS TVGI LOGO***

Per Nieslen measurement, all sponsor TVGI logo placements delivered 26,583 exposures and \$5M of Media Value for various MotoAmerica sponsors on Linear TV alone during 2022.

 Nielsen Media Valuation



## ***ACTION-REPLAY BOX***

Also known as two-boxes, action replay boxes deliver excellent hang-time brand exposure during high-focus segments.

**Digital graphics and track signage are permanently embedded in content and distributed globally across Linear TV, Social Media, Digital, YouTube and more.**

# LINEAR TV AND STREAMING ADVERTISING

## COMMERCIAL SPOT INVENTORY

Reach an engaged audience with :30 spots in ideal time slots. Buy in confidence with full ratings transparency.



TV Programs	Network	Time Slots
Superbike Rewind	Fox Sports FS1	Weekend afternoons, delayed, Reairs
King of the Baggers	Fox Sports FS1	Weekend afternoons, relayed, Reairs
Superbike Live	MAVTV	Sat & Sun races live, Reairs
King of the Baggers	MAVTV	Sat & Sun races live, Reairs
Live	MAVTV	Thursday prior race weekend, Reairs
Inside MotoAmerica	MAVTV	Sat & Sun race same-day or delayed, Reairs
Supersport	MAVTV	Reairs
Junior Cup	MotoAmerica Live+	Sat & Sun races, delayed, Reairs
MotoAmerica Live		Live streaming all weekend, all classes,





CUSTOM CONTENT

# PRODUCTION & INTEGRATION

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



## Dunlop Motorcycle Tires

Engineer speaking about tire technology.  
Segment aired on Linear TV, Digital TV, YouTube and Social Media.



## MOTUL

Custom video highlighting "Technology Transfer"  
product use in relation to racing and street  
motorcycle use.



# CONTENT INTEGRATIONS

MOTOAMERICA CONTROLS 100% OF TV, DIGITAL AND SOCIAL CONTENT PRODUCTION, PROVIDING AUTHENTIC INTEGRATION OPPORTUNITIES FOR PARTNERS.



# EVENT ACTIVATION & 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, banners/signage, jumbotrons, PA announcements and promotions. Specialty corporate VIP programs, “2-UP” rides.



# PARTNERSHIP RIGHTS

## TITLE & IP RIGHTS, SERIES COMMUNICATIONS

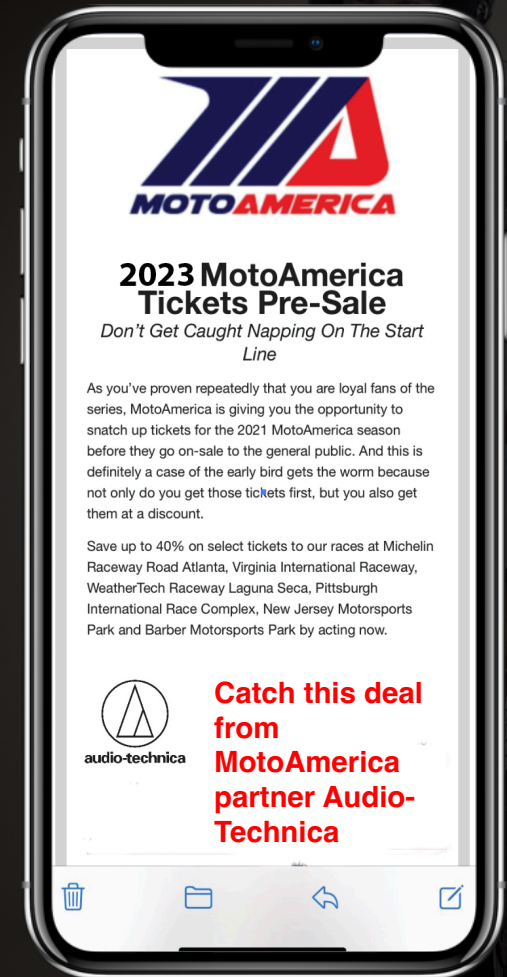
- » Use of title, logos: Official Partner of MotoAmerica.
- » Logo, description and link on motoamerica.com.
- » Digital display ads on motoamerica.com.
- » Logo in all communications where MA partners appear.
- » PR on partnership plus other mentions within Newsletters.



## CREDENTIALS, TICKETS

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

Newsletter email to  
MotoAmerica databases





# ***APPENDIX***

# 2024 SCHEDULE

*Events*

*Location*

*Race quantity by class & event*

**Daytona Event:** Co-produced with DIS but the Daytona 200 race itself is not part of the MA Championship.

**Legend:** SBK: Superbike, SS: Supersport, JC: Junior Cup, STK: Stock 1000, TC: Twins Cup, KB: King Of The Baggers,  
BTR: Build. Train. Race., SH: Roland Sands Super Hooligans

**Apr 12-14 COTA Event:** Two King of the Bagger races held during MotoGP weekend.

# 2023 METRICS

## Notes:

As of 12.31.23,  
10 of 10 races.

Metrics are organic and primarily 2023 posts only. Paid campaigns add approx 130M impressions and 400K engagement.

## Sources, Definitions:

Digital/Social: Platform direct or RIVAL IQ.

Nielsen for Fox Sports.  
iSpot for MAVTV.

AA Household: Average number of households viewing at any moment.

AA P2+: Average number of people over 2 years old viewing at any moment. (MAVTV P2+ is estimated.)

International Linear TV ratings include ESPN Latin America, Star+ China and SuperSport South Africa.

Attendance: Daytona and COTA tracks do not release attendance.

# 2024 PARTNERS





# CONTACT



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