



# 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

2023 ● » Ninth consecutive year of growth



[CLICK HERE FOR YOUTUBE SIZZLE REEL](#)

# WHAT WE DELIVER

## EXCITEMENT & ENGAGEMENT



**673**

Total Race Broadcast Airings (TV & Digital)



**41M**

Digital Engagement



**400M**

Digital Video Views



**1B**

Overall Digital Presence Impressions



**2.5M**

Race Viewership - Linear TV AA P2+ Reach



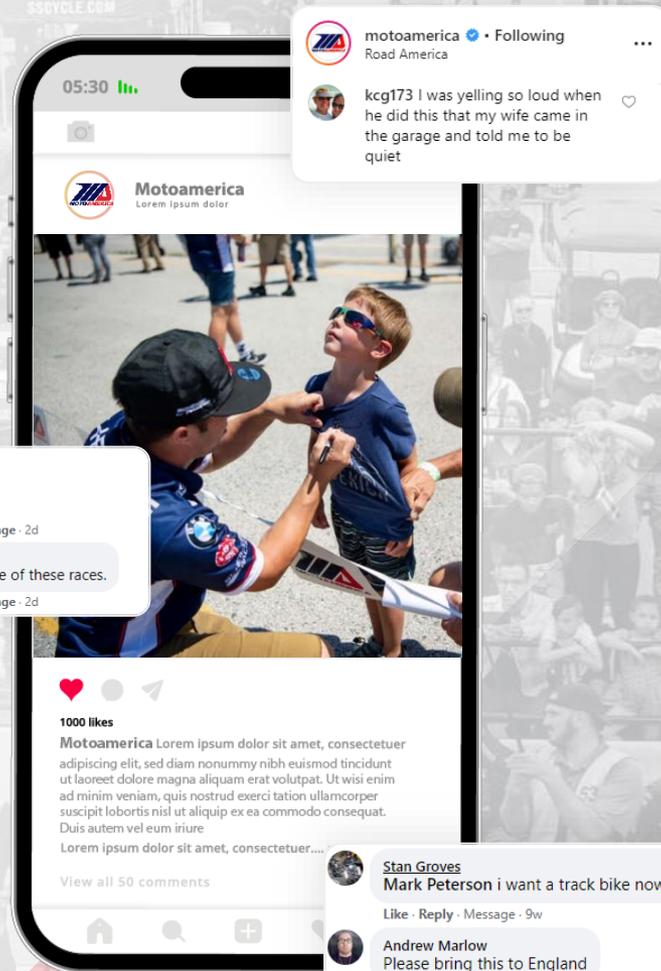
**103**

Individual races, all classes



**200K\***

Attendance



Metrics: 2022 Full Season.

\* MotoAmerica event attendance only, does not include Medallia Superbike race at COTA with MotoGP.



# 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

- 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

\* Partner event with Daytona International Speedway.  
Daytona 200 race itself does not contribute to  
MotoAmerica championship points. Mission King of the  
Baggers and REV'IT! Twins Cup classes contribute.

WHERE WE REACH

# 600 SEASON AIRINGS – TV, DIGITAL, SOCIAL, OTT

## LINEAR TV - USA

- » Fox Sports FS1: Superbike, King of the Baggers
- » MAVTV: Superbike, Supersport, Junior Cup.

## LINEAR TV – INTERNATIONAL

- » ESPN Latin America, Star Sports: Superbike, Supersport, King of the Baggers

## DIGITAL - GLOBAL

- » Live Streaming & SVOD coverage of all classes on MotoAmerica Live+
- » F.A.S.T. Network channels: MTRSPT1 and MotoAmericaTV running 24/7
- » Highlights and Full-Races on YouTube, select classes are Live



**MORE THAN RACING**

# **ENTERTAINMENT & COMMUNITY**



Liked by garrettgerloff and 1,274 others  
motoamerica MotoAmerica fans and Live+ subscribers Nick Scott and friends rode their motorcycles from Tennessee and Texas to watch HONOS Superbikes at Atlanta in person. 🤘 @wearehonos

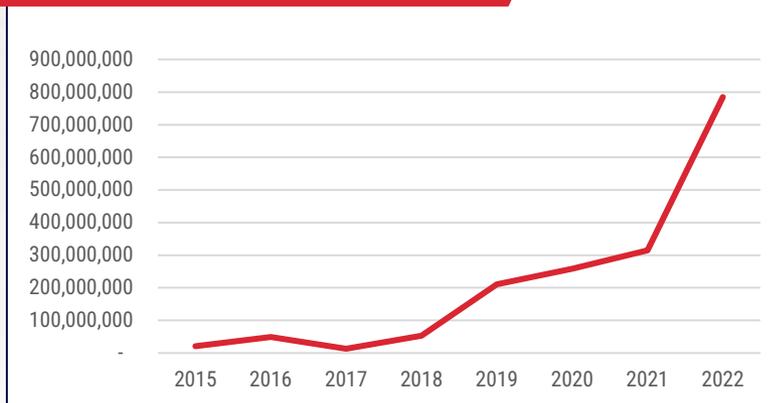


## REACH & ENGAGEMENT

# EXCEPTIONAL IN DIGITAL MEDIA

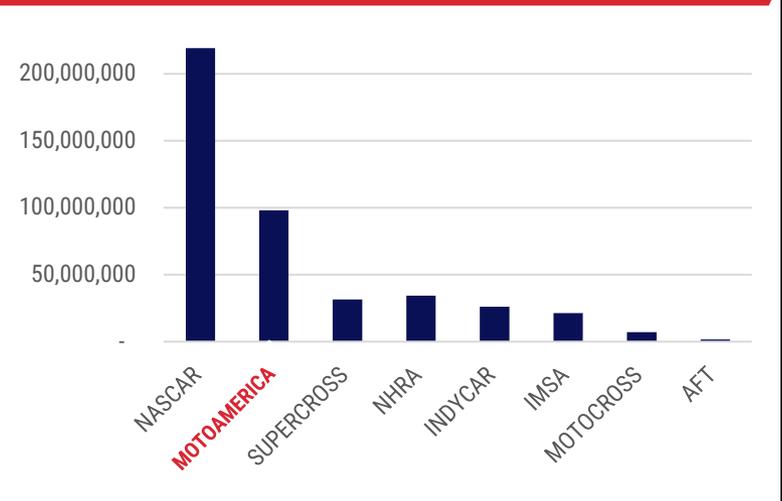
More than reach and impressions, MotoAmerica delivers engagement. For YTD 2023 on just YouTube alone, more than 125,000 people shared MotoAmerica content to others.

### Total Social Media Impressions

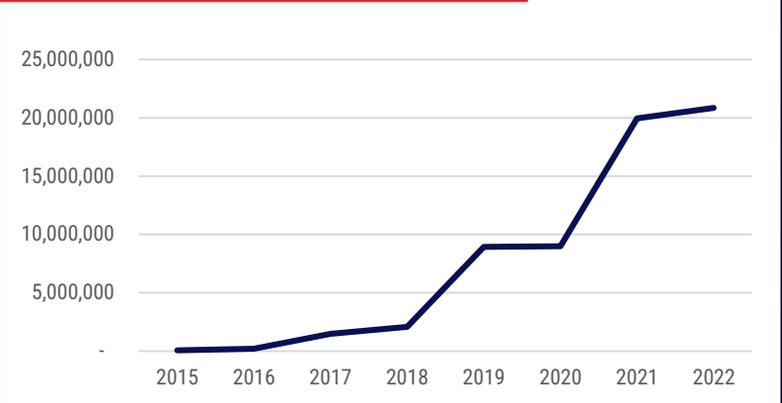


Excludes 130M impressions from paid marketing.

### Total YouTube & TikTok Video Views YTD 2023\*



### Total Social Media Engagement



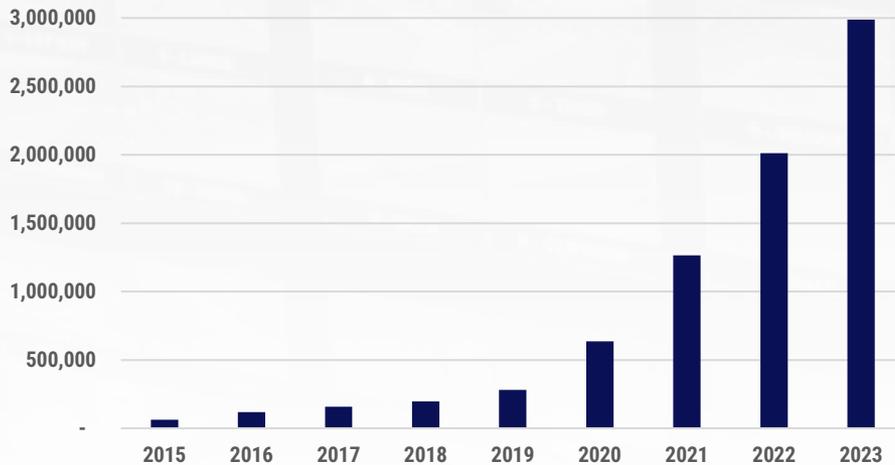
Metrics source: Rival IQ, Sept 2023 for motorsports series channels. Does not include network TV YouTube channels such as NASCAR on Fox.

## 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 YouTube channels in motorsports

**FOR MOTORSPORT CHANNELS 2023 YTD –**

MotoAmerica ranks **#2 for USA series channels** in VIEWS and ENGAGEMENT.

In Sept 2023, MotoAmerica passed 134M Views and 4M Total Viewed Hours, eclipsing its full-year 2022 total views.

## YouTube Total Views

NASCAR	65.1M
<b>MotoAmerica</b>	<b>53.1M</b>
Tudor Championship	18.3M
youtube.com/c/NASCARonFO...	16.3M
Supercross Live	13.3M
NHRA	11.1M
IndyCar Series	9.44M
AMASupercross.com	4.01M
Lucas Oil Pro Motocross	4.01M
mxsports.com	4.01M
British Superbike	1.02M

## YouTube Total Engagement

NASCAR	1.53M
<b>MotoAmerica</b>	<b>1.29M</b>
youtube.com/c/NASCARonFO...	363k
IndyCar Series	316k
NHRA	220k
Supercross Live	207k
Tudor Championship	146k
AMASupercross.com	50.2k
Lucas Oil Pro Motocross	50.2k
mxsports.com	50.2k
wsxchampionship.com	30.7k

Source: Rival IQ. Note: NASCAR has multiple individual channels including NASCAR on Fox and NASCAR on NBC.



## 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

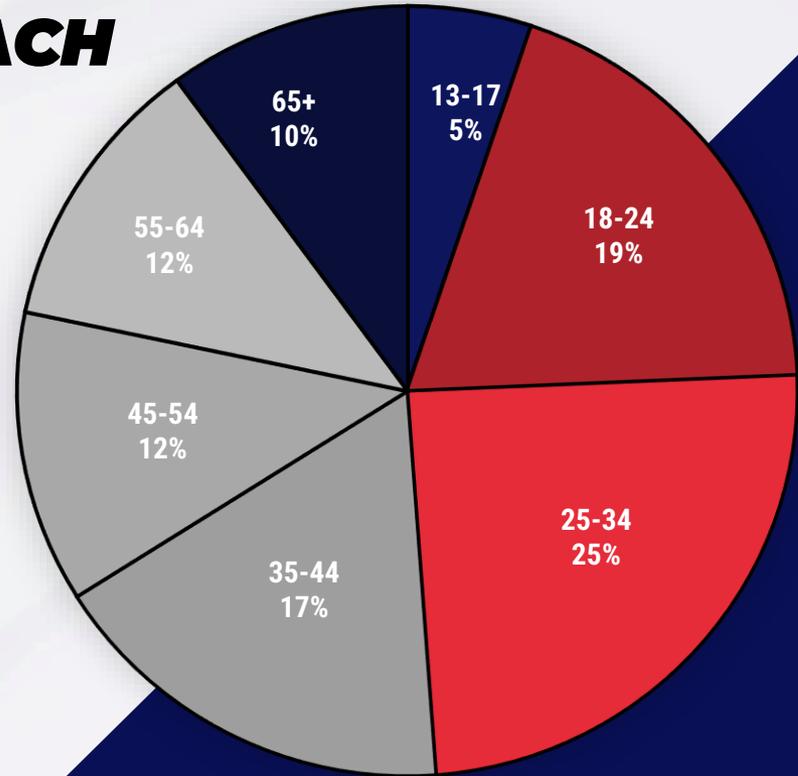


# DEMOGRAPHICS

## 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.

Forbes

### Baggers, Hooligans And Superbikes, Oh My: Former Champ Wayne Rainey Supercharges MotoAmerica Racing

William Roberson Contributor  
I write about motorcycles, ebik  
mobility tech.

CYCLE WORLD

### Positive Growth for MotoAmerica

Giving the people what they want.



Barber MotorSports Park hosts MotoAmerica Superbikes weekend



FOCUS ON THE FUTURE

## INVESTMENTS IN YOUTH

*Junior Cup* and *Mission Mini Cup by Motul* classes fill the rider funnel from the bottom up.



### *Junior Cup*

Ages 14-28. Machines under 399 cc.

### *Mission Mini Cup by Motul*

Ages 5-17.

Multiple classes with machines 110-190 cc.



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!

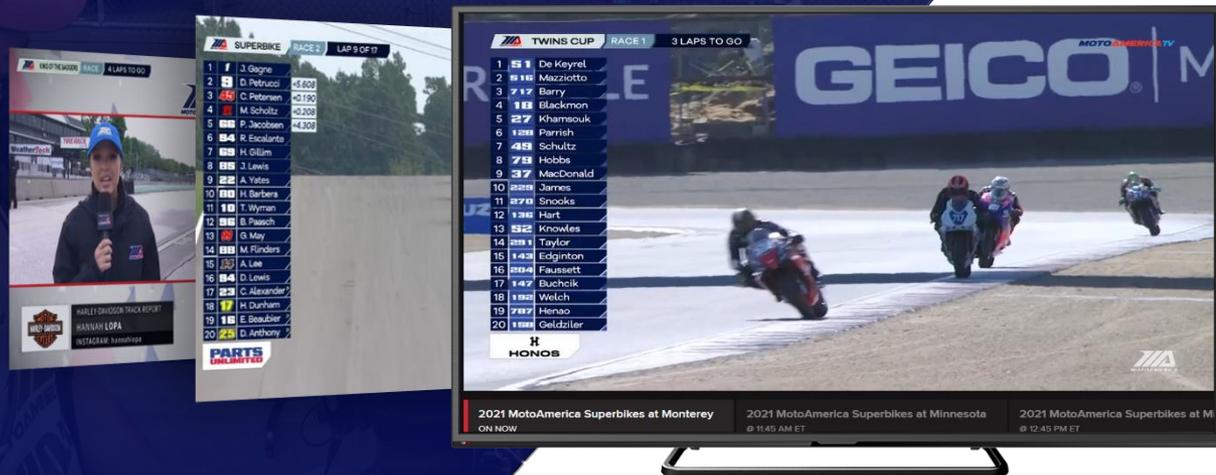
**MOTOAMERICA**  
**LIVE+**

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 22M Views and 480K Viewed Hours of MotoAmerica in 2022.

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



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.



# 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*



# 2024 SCHEDULE

Events	Location	Race quantity by class & event										
		D200	SBK	SS	JC	STK	TC	KB	SH	BTR	MC	
Mar 7-9	Daytona Int'l, FL	1					2	2	2		-	6
Apr 19-21	Road Atlanta, GA		2	2	2		2	2				10
May 17-19	Barber Motorsports, AL		3	2	2	2	2			2		13
May 31-Jun 2	Road America, WI		2	2	2		2	2		2		12
Jun 14-16	Brainerd Int'l, MN		2	2	2	2	2	2				12
Jun 28-30	Ridge Motorsports, WA		2	2		2			2	2		10
Jul 12-14	Laguna Seca Raceway, CA		2	2		2		2	2			10
Aug 16-18	Mid-Ohio, OH		2	2	2			2	2	2		12
Sep 13-15	Circuit of The Americas, TX		3	2			2	2	2			11
Sep 27-29	New Jersey Motorsports, NJ		2	2	2	2		2				10
		1	20	18	12	10	12	16	10	8	tba	106

**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: MC: Mini Cup

**Mini Cup:** Races held on professional cart tracks at same race facility, not primary racetrack.

# 2023 YTD METRICS

SOCIAL MEDIA	TOTAL	Facebook	Instagram	Twitter	TikTok	YouTube
Posts	5,533	1,270	1,139	2,011	451	662
Impressions	611,799,854	98,726,524	142,356,835	8,041,866	44,795,996	317,878,633
Engagement	18,825,986	3,133,472	9,697,818	342,508	2,062,545	3,589,643
Video Views	387,247,584	67,434,786	130,178,755	1,546,289	44,795,996	143,291,758
Comments, Shares, Retweets	1,076,689	132,998	709,657	12,962	70,820	150,252
News Articles	29,698					

VIEWERSHIP - DIGITAL VIDEO	Video Views	Total Hours
Live+ SVOD	1,016,946	263,993
YouTube	143,291,758	4,300,517
Facebook	67,434,786	347,673
Instagram	130,178,755	n/a
Twitter	1,546,289	n/a
TikTok	44,795,996	n/a
MotoAmerica TV	19,375,591	528,510
<b>TOTAL</b>	<b>407,640,121</b>	<b>5,440,693</b>

VIEWERSHIP - LINEAR TV (USA)	AA HH's	AA P2+
MA/Daytona Weekend	220,275	293,727
Road Atlanta	303,545	382,588
Barber	125,558	158,883
Road America	352,460	410,540
The Ridge	137,512	188,846
Laguna Seca	302,347	389,137
Brainerd	400,097	561,782
Pittsburgh	223,769	256,896
COTA	252,604	323,301
New Jersey	211,258	293,825
<b>TOTAL</b>	<b>2,529,425</b>	<b>3,259,524</b>
International	TBA	

SOCIAL MEDIA FOLLOWERS (12.4.23)	
Facebook	982,000
Instagram	853,000
X (Twitter)	30,100
TikTok	553,200
YouTube	678,000
Threads	71,600
LinkedIn	4,700
<b>TOTAL</b>	<b>3,172,600</b>

ATTENDANCE	
MA/Daytona Weekend	track does not release
Road Atlanta	24,692
Barber	18,197
Road America	41,081
The Ridge	15,207
Laguna Seca	37,009
Brainerd	15,956
Pittsburgh	20,114
COTA	track does not release
New Jersey	16,211

Blue = Weather Impact

## Notes:

As of 10.18.23,  
10 of 10 races.

Social Media is 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.



# PARTNERS



Medallia



# CONTACT



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