

# RACE REPORT

Road America  
May 31- June 2, 2024



Series Overview  
Event Overview  
Viewership  
Social Media  
Earned Media  
Marketing  
Imagery



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

## A DECADE OF GROWTH & SUCCESS

Since acquiring AMA rights in 2015, MotoAmerica has consistently delivered incredible growth across entries, classes, attendance, viewership, social media and content distribution



## REWARDING EVENTS, AFFLUENT AUDIENCE

MotoAmerica delivers ten 3-day annual events with over 100 total races. Each event features up to 200 riders competing in 5-7 classes. All-day entertainment reaches affluent crowds with camping, family-friendly activities, bike shows, and stunts.



## Largest Event in Series History

Even with rain, fans turned out in droves from as far away as Texas. **Three key aspects** made it a success for the fans and the series.

### Excitement:

Newly stacked podiums, rain racing, accidents & recoveries and the closest finish in series' history. Cameron Petersen bested Jake Gagne by just .004 of a second in Steel Commander Superbike and Tyler Scott beat Mathew Scholtz by .0007 of a second in Supersport. Results [here](#).

### Hardware:

The value that a sport delivers to its sponsors is not on the track - it's the purchasing power of its fanbase. This was evidenced by what filled the parking lots and campgrounds. (Not to mention, the garages of viewers.) MotoAmerica drew an outstanding display of machinery including cars, light-trucks, campers, RV's, coaches, toyhaulers and especially, nearly every type of motorcycle known to man.

### Vibe:

Whether you're into motorcycles or not, MotoAmerica's 3-day events are packed with fun, and this Road America event delivered it well. All-day racing, open race paddock, easy to meet riders, thousands of vehicles, vendor alley, bike shows, camping, good food, family-friendly crowd, motorcycle demos, jumbotrons - all across 600+ beautiful acres.

## SNAPSHOT

151	Rider Entries
6	Competition Classes
12	Races total
241,746	Linear TV AA P2+ (Actuals)
360,066	Linear TV AA P2+ (Forecasted)
3.7M	Digital Video Views
10.3M	Social Media Impressions
319K	Social Media Engagement
41,233	Attendance

NOTES: See next page.



## DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	69,281	25,680
YouTube	352,314	36,568
Facebook	1,506,274	11,653
Instagram	1,239,789	N/A
X	29,810	N/A
TikTok	516,532	N/A
<b>TOTAL</b>	<b>3,714,000</b>	<b>73,900</b>

10 Day metrics (Event weekend and seven days after.)



## LINEAR TV SUMMARY

### ACTUALS

186,735	Total AA Households USA
241,746	Total AA P2+ USA

### FORECASTED

277,735	Total AA Households USA
360,066	Total AA P2+ USA

### LINEAR TV NETWORKS USA:

- MAVTV: Superbikes Sat & Sun (Live)
- FOX FS1: Superbikes Rewind (Delay)

### INTERNATIONAL BROADCAST PARTNERS:

- ESPN LATAM: Brazil, Chile, Columbia, Mexico, Peru, Argentina, Guatemala
- Fox Sports FSR: Canada, Caribbean
- MotoAmericaTV (FAST channel)
- MTRSPT1 (FAST channel) Australia, New Zealand, Denmark, Spain, France, Great Britain, Italy, Mexico, South Africa


### NOTES:

- Forecasted: Multiple Premieres for other classes and Reairs will air after report date. Forecast is based on trending averages.
- P2+: Average Audience of entire household over 2-years old watching at any moment. For MAVTV, P2+ is estimated.

	TOTAL
Posts	206
Impressions	10,314,102
Engagement	318,949
Video Views	3,644,719
Comments, Shares	16,186

	Facebook	Instagram	X	TikTok	YouTube
Posts	61	38	66	6	35
Impressions	3,355,722	2,321,063	164,593	516,532	3,956,192
Engagement	132,851	155,182	3,086	13,295	14,535
Video Views	1,506,274	1,239,789	29,810	516,532	352,314
Comments, Shares	4,333	8,220	360	880	2,393

**Mark Bagnieschi**  
It's was a great race!! Glad we were there 🙌

1w Like Reply  2

**Timothy Sundquist**  
**Mark Bagnieschi** we need to pick up a couple of those motors and throw them in the bikes. 🙌🙌


1w Like Reply

**Timothy Sundquist**  
**Mark Bagnieschi** 128 hp, 142 ftlb torque. That's impressive.


**Tom Weglarz**  
Fabulous weekend of racing. I've forgotten what an amazing track and facility Road America has become.

1w Like Reply

**Steven Rooks**  
Supersport racing is becoming "the show" at Moto America. 🙌🙌


1w Like Reply  3

**Michele Wrenn Rosendale**  
Was so exciting!! Congratulations on a great race to all!!! 🙌

1w Like Reply  2

**Dave Christel**  
Was a great race to watch and congrats to Ty on timing out the draft perfectly!


**Shunny Ross**  
I jumped off the couch at the finish! What an exciting finish. 🙌

1w Like Reply  2

**Stephanie Shotton**  
Fantastic race, amazing skills this kid has !!! 🙌🙌 can't wait to see his season unfold !!!

1w Like Reply

**Mike Stratton**  
You HAVE to watch the highlights. Probably the best race of the year so far

1w Like Reply 

**Todd Galley**  
Best motorsports racing in America hands down.

**Robert Heritsch**  
I was on turn 14 this past weekend. Awesome time watching the bikes in the rain.

**Collin Abbott**  
We got soaked out there today, but man, what great racing



## REGIONAL AFFILIATE NEWS

Total Potential Audience: 9,212,857

## MELTWATER TOTAL SUMMARY

88 News & Blog Mentions, 732 Total All Sources

## LOCAL

The Milwaukee Journal Sentinel

<https://www.jsonline.com/story/sports/motor/2024/05/28/motoamerica-motorcycle-racing-weekend-at-elkhart-lakes-road-america-basics-tips-what-to-know/73825206007/>

The Milwaukee Journal Sentinel

<https://www.jsonline.com/story/sports/motor/2024/05/30/kayla-yaakov-qa-teen-prodigy-racing-motorcycles-at-elkhart-lakes-road-america-this-weekend/73825326007/>

Motorsports Minute

<https://www.motorsportsminuteplus.com/news/kzc73shr25j8s4e-cjm5d-pfdhj-ywgn3-8w8wb-h9w3d>

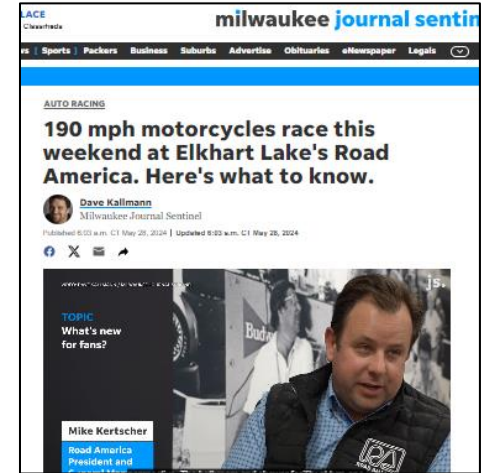
WITI-TV Fox 6 Milwaukee

<https://www.fox6now.com/news/motoamerica-road-america-superbike-races-2024>

WLUK-TV Fox Green Bay

<https://fox11online.com/good-day-wi/motoamerica-superbikes-vintage-motofest-revs-up-this-weekend-at-road-america#>

Sources: The Brand Amp Agency, Meltwater.



## Comprehensive multi-media & multi-state campaigns

- |                   |   |
|-------------------|---|
| Digital           | Display and YouTube ads.                  |
| Social Media      | Static and video ads.                     |
| TV-Network        | Spots on motorcycle/motorsports shows.    |
| TV-Local          | Spots on local news affiliates.           |
| Retail/Businesses | Posters/postcards in businesses, dealers. |
| Organizations     | Outreach to clubs & organizations.        |
| Email             | Blasts to MotoAmerica, AMA, Track's.      |
| OOH/Billboards    | Static and electronic billboards.         |



Billboard creative:



MISSION SUPERBIKE RACE 2 LAP 3 OF 12

1	J. Herrin	
2	40 S. Kelly	+2.254
3	50 B. Fong	+0.444
4	33 J. Beach	+0.521
5	1 J. Gagne	+0.679
6	78 L. Baz	+0.632
7	45 C. Petersen	+0.572
8	34 X. Fores	+0.211
9	36 B. Paasch	+0.806
10	78 B. Smith	+4.986
11	34 D. Lewis	
12	21 N. Lamkin	
13	33 M. Flinders	
14	723 G. Da Silva	
15	80 E. Beaubier	
16	33 A. Arango	
17	27 A. Yates	
18	222 M. Segura	
19	77 B. Davies	
20	111 A. Sierra	

MISSION MOTOAMERICA LIVE + WEEN ACTION, INTERVIEWS, HIGHLIGHTS, SPECIAL FEATURES WATCH ANYWHERE ON THE WE MOTOAMERICA

SUPERBIKE RACE 2 LAP 1 OF 12

STEEL COMMANDER CORP

STEEL COMMANDER CORP

MOTOAMERICA

Insta360

INSTA360 TRACK LAP  
TROY HERFOSS  
TEAM: S&S/INDIAN MOTORCYCLE

MOTOAMERICA SUBSCRIBE HERE

STARTING GRID STEEL COMMANDER SUPERBIKE CHAMPIONSHIP

ROW 5	74 GABRIEL DA SILVA +6.745	88 MAX FLINDERS +7.048	27 ASHTON YATES +7.892
ROW 6	88 ALEX ARANGO +8.378	111 AGUSTIN SIERRA +9.333	77 BOBBY DAVIES +10.885

DUNLOP

MOTOAMERICA



# BIKE NIGHT

Road America  
May 31- June 2, 2024



Held at Harley-Davidson Museum on Thursday prior event. Live music, race bikes on display, rider interviews & autograph sessions.



OE Demos - Suzuki, Yamaha, Indian, Harley-Davidson, and Royal Enfield.

H-D Company-Day Activation for 400 employees.

Various Vendors.





Royal Enfield BTR fans meeting a rider.



Link to VIP Suite Fan Experience Digital Magazine [here](#).



# IMAGERY

Road America  
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# VEHICLE IMAGERY

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# VEHICLE IMAGERY

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# SERIES SPONSORS

Road America  
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# CONTACT



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