

RACE REPORT

Brainerd International Raceway
June 14-16, 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.



UPSETS IN THE MID-WEST

MotoAmerica and Brainerd delivered outstanding racing entertainment for fans attending and also viewing across live streaming, TV, digital and social media.

Lap records were set in three classes and unexpected podiums were present in most others. In the premiere class, Steel Commander Superbike, the third new points leader of the season was established with Wrench Motorcycles Yamaha's Bobby Fong winning both Saturday and Sunday.

Full race results [located here](#).

SNAPSHOT

- 171 Rider Entries
- 6 Competition Classes
- 12 Races total
- 188,876 Linear TV AA P2+ (Forecasted)
- 623K Digital Video Views
- 4.3M Social Media Impressions
- 73K Social Media Engagement
- 12,011 Attendance

NOTES: See next page.

MotoAmerica
June 19 at 1:01 PM · 🌐

Rocco Landers Racing got his first podium in the 2024 Mission King Of The Baggers this weekend in race 1 at Brainerd!

Want to watch more of the baggers at Brainerd last weekend? Stream the race highlights and full races on-demand on [MotoAmericaLivePlus.com](#).

PL	NO	RIDER
1	11	H. Gillim
2	10	T. O'Hara
3	12	R. Landers
4	17	R. Landers
5	20	K. Wymer
6	18	J. Lewis
7	13	C. West
8	14	M. Flinders
9	4	J. Rispoli

See insights Boost a post

👍❤️ 593 12 comments 57 shares

DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	62,944	25,211
YouTube	289,261	32,912
Facebook	145,093	1,003
Instagram	118,250	N/A
X	4,767	N/A
TikTok	2,266	N/A
TOTAL	622,581	59,126

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



LINEAR TV SUMMARY

FORECASTED

146,457	Total AA Households USA
188,876	Total AA P2+ USA

LINEAR TV NETWORKS USA:

- MAVTV: Superbikes Sat & Sun (Live)
- MAVTV: King of the Baggers Sat & Sun (Live)
- FOX FS1: Superbikes Rewind (Delay)
- FOX FS1: King of the Baggers Rewind (Delay)
- MAVTV: Supersport Sat & Sun (Delay)
- MAVTV: Junior Cup Sat & Sun (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	Facebook	Instagram	X	TikTok	YouTube
Posts	159	51	23	57	1	27
Impressions	4,337,289	718,308	489,681	79,333	2,266	3,047,701
Engagement	73,052	30,019	29,236	1,831	133	11,833
Video Views	559,637	145,093	118,250	4,767	2,266	289,261
Comments, Shares	3,413	883	919	189	2	1,420

MotoAmerica
5 days ago · 🌐

Bobby Fong and Josh Herrin's Superbike battle for first in race 1 this past weekend is certainly worthy of this week's Motul Moment of the Race. 🏁

#Superbike #motoamerica #motul Motul USA

761 likes · 11 comments · 34 shares

Top fan
Laura Williams
🏁👏 Another action-packed weekend at Brainerd wraps up, leaving us all buzzing with excitement for the next round of adrenaline-fueled #Superbike racing in #MotoAmerica. The roars of the engines, the unforgettable moments on the track, and the passion... [See more](#)

Sean Suttles
So much freak'n talent in superbike and other MA classes this year. Teams are stepping up and guys like Fong with huge talent are able to capitalize. MotoAmerica has done it right.

John Ludwig
Having 2 riders on the podium is goal level. Having brother and sister on the podium is 100% wildest dream level. Being a part of it is priceless.

Richard Stewart
Fast Fong Friday is Freakin' Fantastic!!!

Graeme Pawson
Congratulations to Bobby Fong that was an unbelievable race, and to a great crew chief Robbie Petersen, do it again today 🏁

Grant Breems
Great race to watch at BIR

Sean Suttles
This is the strongest field I've seen in a long time and scholtz is cleaning up!

Pat Scharf
Yeah...we were there. Awsome moment.

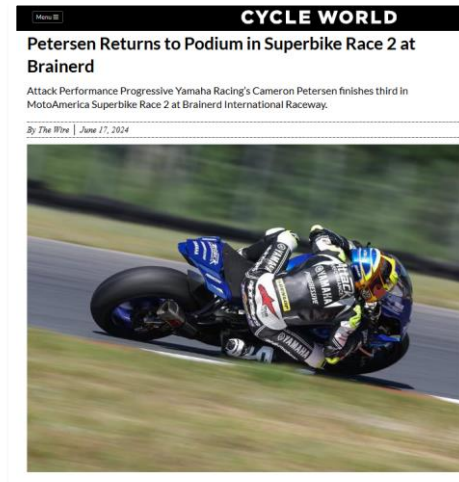
Rivan Dialukas · ...
New Champions leader
1w Like Reply
Ning Xiao
There are more and more new champions.

MELTWATER TOTAL SUMMARY

304 News & Blog Mentions, 765 Total All Sources

Regional News Media Est Total Audience: 29,956,097

- Brainerd Dispatch – <https://www.brainerddispatch.com/news/local/061424-n-bd-motoamerica>
- KAWE-TV (Bemidji, MN): Lakeland News <https://www.youtube.com/watch?v=LPTQ4mFYVV4>
- KAWE-TV (Bemidji, MN): Lakeland News <https://www.facebook.com/LakelandPBS/>
- KAWE-TV (Bemidji, MN): Lakeland News Website Live Stream – [lptv.org](https://www.lptv.org)
- KAWE-TV (Bemidji, MN): Lakeland News Website Live Stream – [pbs.org](https://www.pbs.org)
- KMSP-TV (Eden Prairie, MN): <https://www.fox9.com/video/1469868>
- KMSP-TV (Eden Prairie, MN): Fox 9 Good Day – <https://the-brand-amp.muckrack.com/broadcast/savedclips/view/aZbXPxCmDo> / <https://the-brand-amp.muckrack.com/broadcast/savedclips/view/G2XFMqp4CK>
- KMSP-TV (Eden Prairie, MN): FOX 9 News at 11 a.m. – <https://the-brand-amp.muckrack.com/broadcast/savedclips/view/Q6M0McGSsx>



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. |

Brainerd! All-weekend racing across 6 classes including Superbikes, King of the ...See more

motoamerica.com/brainerd/
Superbikes at Brainerd
Don't Miss it! June 14-16

[Learn more](#)

Get your tickets for Mission King of the Bagger part of the MotoAmerica Superbikes at Brainerd! ...See more

motoamerica.com/brainerd/
Bagger Motorcycle Racing

[Learn more](#)

58 10 shares

paid admission at Brainerd International Raceway during the MotoAmerica ...See more

motoamerica.com/brainerd/
Superbikes at Brainerd
Free Motorcycle Demo ...

[Learn more](#)

Billboard creative:

SUPERBIKES & BAGGERS ARE COMING!
JUNE 14-16
BRAINERD INTERNATIONAL RACEWAY

IN-BROADCAST

Brainerd International Raceway
June 14-16, 2024



STARTING GRID STEEL COMMANDER SUPERBIKE CHAMPIONSHIP

ROW	BIKER	TIME
ROW 1	1 JAKE GAONE	1:30.537
	2 LORIS BAZ	+0.064
	3 BOBBY FONG	
ROW 2	4 JOSH HERRIN	+0.552
	5 CAMERON PETERSEN	+0.313
	6 SEAN DYLAN KELLY	+0.110

DUNLOP



OE Demos - Yamaha, KTM, and Indian Motorcycle.

Indian Motorcycle Company-Day Activation for employees.

Various Vendors.



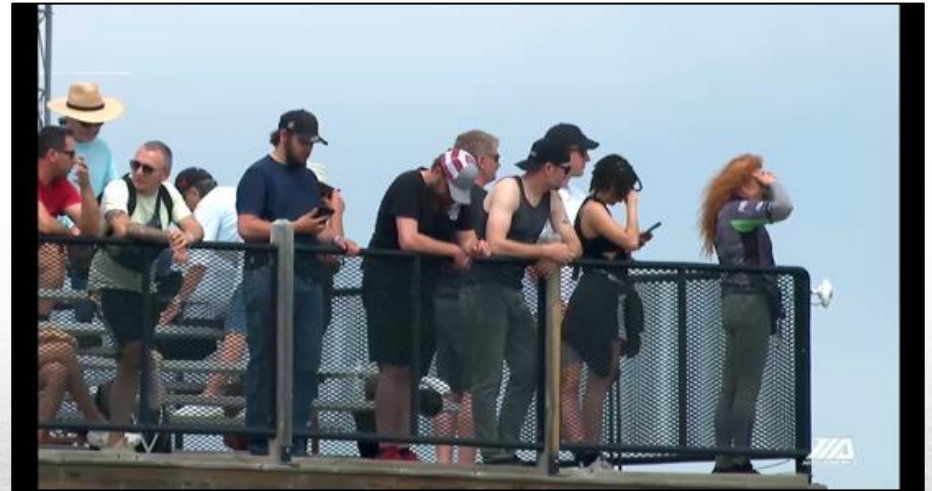
IMAGERY

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VEHICLE IMAGERY

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VEHICLE IMAGERY

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SERIES SPONSORS

Brainerd International Raceway
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