

RACE REPORT

WeatherTech Raceway Laguna Seca
July 12-14, 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.



ANOTHER HOMERUN AT LAGUNA SECA

MotoAmerica throws another log on the fire of success for its 2024 MotoAmerica Superbike Speedfest at Monterey. A record-breaking 3-day crowd filled the hills and lakebed. In addition to a nearly full race paddock, the series entertained fans with over 40 vendors and five motorcycle OEM demos.

Five competition classes, ranging from superbikes to domestic v-twins and more, produced ten thrilling races over the course of the weekend. By the end of Sunday, the premiere class, Steel Commander Superbike, stands at its most competitive points chase in series history.

Full race results [located here](#).

SNAPSHOT

152	Rider Entries
5	Competition Classes
10	Races total
250,638	Linear TV AA P2+ (Actuals)
340,344	Linear TV AA P2+ (Forecasted)
2.1M	Digital Video Views
7M	Social Media Impressions
200K	Social Media Engagement
39,599	Attendance

NOTES: See next page.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	70,941	26,568
YouTube	305,464	39,685
Facebook	1,085,901	4,452
Instagram	567,470	N/A
X	10,823	N/A
TikTok	31,453	N/A
TOTAL	2,072,052	70,705

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



Photo by Marc Miramontez / IG @megapixel_marc

LINEAR TV SUMMARY

FORECASTED

250,638	Total AA Households USA
340,344	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)
- MTRSP1 (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.

SOCIAL MEDIA

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	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	147	46	32	36	3	30
Impressions	7,050,995	1,929,454	1,441,760	62,184	31,453	3,586,144
Engagement	200,130	85,233	98,146	1,542	2,565	12,644
Video Views	2,001,111	1,085,901	567,470	10,823	31,453	305,464
Comments, Shares	9,436	3,387	4,171	164	59	1,655

Mike Peters
Moto America is awesome.

Rocky Torres
I've watched motorcycle racing since the 80's. Specifically the US racing series'. This Motoamerica show is the best product for viewing. The announcers are fantastic (kudos my man Jason), and most importantly, the racing classes are diverse, distinct and exciting. Keep this thing going!

Top fan
Mark Ross
What a great weekend!
1w Like Reply
Jim DeLozier
Great day of racing! ...

David Bubba
Had a blast this weekend got to ride the track



Josh Beaubier
Great event! Well done MA. ...
1w Like Reply
Top fan
Gabe Sallah Jr.
So much fun at the races Sunday!!!! I wish I could follow every race!!!!

Gene Schoeneman
At work watching online 🍷🍷
1w Like Reply
Gene Schoeneman
What a great race 🍷🍷👍 ...

Top fan
Tami Smith
So fun 🍷 the littles high five was the best 🍷

Robert Wilson
Seems like this racing series is soooo much better this year. Way to go guys! Keep it up.

Jane Venenciano
Love it! Had a great time at the track this weekend, watching Hooligans and Baggers race 🍷



REGIONAL AFFILIATE NEWS

Total Potential Audience: 15,876,490

MELTWATER TOTAL SUMMARY

87 News & Blog Mentions, 494 Total All Sources



LOCAL

KSBW-TV (NBC): KSBW Action News 8 at 6 – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/wMZlyZyi8X?_gl=1%2AtbfX96%2A_gcl_au%2AMTgyNTc5NjQyOS4xNzE3NzgzMjM1

KION-AM (Salinas, CA): KION News Channel 46 at 530p – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/u8c7tfC28S?_gl=1%2A1qn5qqy%2A_gcl_au%2AMTgyNTc5NjQyOS4xNzE3NzgzMjM1

KION-TV (Salinas, CA) – <https://kion546.com/news/2024/07/14/motoamerica-kayla-yaakov-is-blazing-her-own-trail-at-17-years-old/>

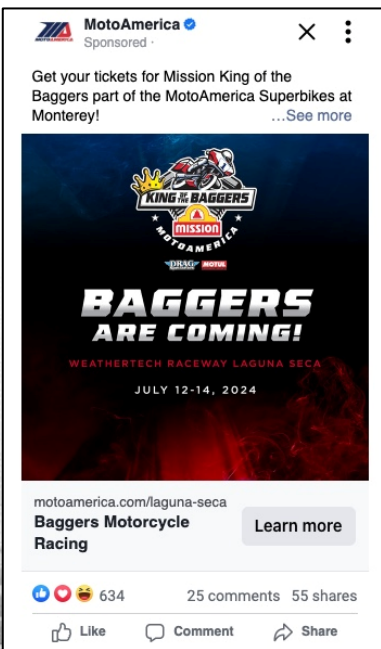
KNTV-TV (San Jose, CA): NBC Bay Area News at 11 – https://the-brand-amp.muckrack.com/broadcast/savedclips/view/ogczTvqpmE?_gl=1%2A1lqf9zz%2A_gcl_au%2AMTgyNTc5NjQyOS4xNzE3NzgzMjM1



Sources: The Brand Amp Agency, Meltwater.

Comprehensive multi-media 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. |



IN-BROADCAST

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Photo by Tony Campbell / IG/FB @ynotphoto1



Photo by Devon Tessler / IG @devontphoto



Photo by Devon Tessler / IG @devontphoto





Photo by Marc Miramontez / IG @megapixel_marc



OE Demos – Yamaha, Kawasaki, CFMOTO, Indian, KTM



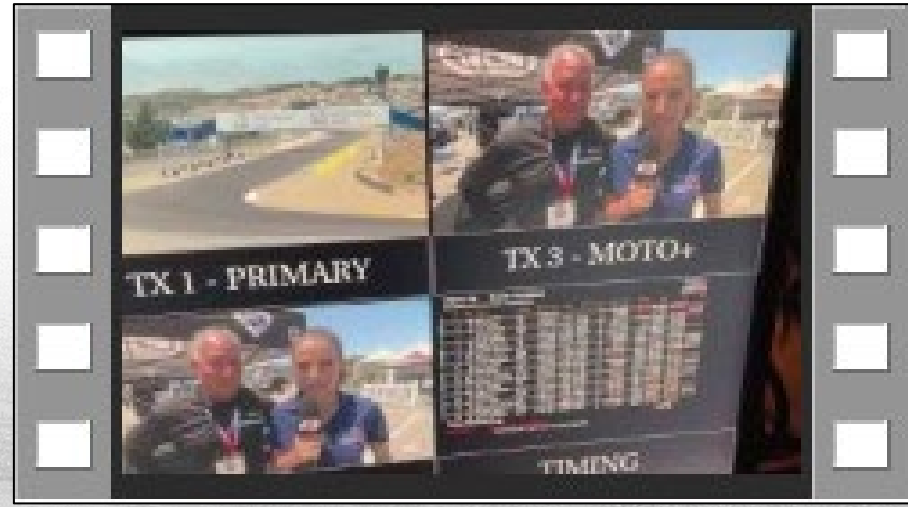






Back On Track Charity Bike Giveaway

Tom Duma of TDFJ Jewelers interviewed on MotoAmerica Live+ Streaming. Booth also staffed by Motion Pro CEO Chris Carter. Bike donated by Yamaha Motor Corp.



SUPERFAN VIP

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Turn 3 Building VIP Suite Superfan Experience



Get the Ultimate Experience!

- 2-Day+ VIP Superfan Experience (Sat & Sun) with Friday general admission & 3-day VIP parking
- Climate-controlled VIP suite with live TV feed on Saturday & Sunday
- Racers & Reps Meet and Greet
- Catered (cont. breakfast, coffee & iced tea, lunch, snacks, Sat & Sun)
- MotoAmerica Merchandise Voucher
- Cardo Fan Lap included
- ...and more!

[MotoAmerica.com/calendar](https://www.MotoAmerica.com/calendar)



BIKE NIGHT

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A record crowd turned out for the second annual night of music, race bikes on display, rider interviews & autograph sessions in Downtown Salinas.



RAINEY'S RIDE

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"Rainey's Ride To The Races" was held on Friday, July 12. Profits from the ride benefited the Roadracing World Action Fund, a 501(c)(3) non-profit organization that promotes motorcycle racing safety with the facilitation of soft barrier systems at racing events. The ride started at the beautiful Moto Talbot Motorcycle Museum in Carmel Valley, California and was attended by ticket buyers and a variety of racing legends.



SERIES SPONSORS

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