



SERIES OVERVIEW



WHO WE ARE

THE NORTH AMERICAN ROAD RACING CHAMPIONSHIP



MISSION

- » Deliver exceptional USA road racing content to the world
- » Deliver outstanding marketing value to partners

HISTORY

- 1976** ● » First AMA Superbike Race
- 2015** ● » MotoAmerica acquires AMA Road Racing rights
- 2018** ● » MotoAmerica and AMA extend rights to 2028
- 2025** ● » Eleventh consecutive year of growth

[CLICK HERE FOR YOUTUBE SIZZLE REEL](#)



FIM
NORTH AMERICA

AMA
AMERICAN MOTORCYCLIST ASSOCIATION

MA
MOTOAMERICA

WHAT WE DELIVER

EXCITEMENT & ENGAGEMENT



416

Total Race Broadcasts
(TV & Digital)



18M

Digital Engagement



350M

Digital Video
Views



500M +

Overall Impressions



2.8M

Race Viewership -
Linear TV AA P2+



108

Individual races,
all classes



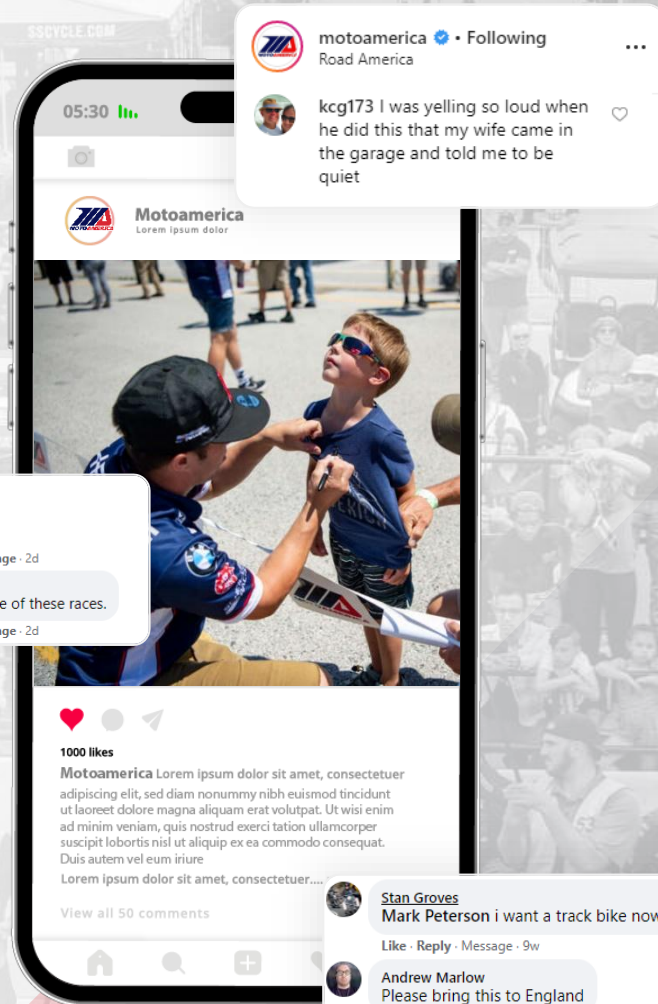
220K+ *

Attendance



4M

Followers across
social media, YouTube



- * Estimated, certain tracks do not release attendance.
- Metrics: Year 2024



WHAT WE RACE



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



Fiercely competitive, smaller & lighter than Superbikes. Brings greater diversity to the grid though a wider, yet still balanced, range engine configurations & displacements.



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



Entry-level spec class utilizing purpose-built GP-style bikes as a step forward on the "Road to MotoGP."



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

Delivering broad appeal ***Feeding the rider funnel***



Harley-Davidsons & Indians. Merging professional road course racing with motorcycle's largest segment, V-Twins.



Created by Royal Enfield, this first all-woman "build & race" road course 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



2025 SCHEDULE

* Partner event with Daytona International Speedway. The Daytona 200 race itself does not earn MotoAmerica championship points but three MotoAmerica classes compete during this event.

Talent Cup class also races at the April 4-6 MotoGP COTA and Jul 25-27 VMD Mid-Ohio events.

- **Mar 6-8** Daytona Int'l, FL*
- **Apr 4-6** Barber M/S Park, AL
- **May 2-4** Road Atlanta, GA
- **May 30 - Jun 1** Road America, WI
- **Jun 27-29** Ridge Motorsports Park, WA
- **Jul 11-13** Laguna Seca Raceway, CA
- **Aug 1-3** Virginia Int'l Raceway, VA
- **Aug 15-17** Mid-Ohio Sports Car Course, OH
- **Sep 12-14** Circuit of The Americas, TX
- **Sep 26-28** New Jersey Motorsports Park, NJ



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



MotoAmerica Fan Surveys



WHERE WE REACH



16 Delayed race weekend broadcasts, Superbike and King Of The Baggers programs.
690K AA Households, 965K AA P2+



- » 38 Superbike & Supersport Races
- » 13 South American Countries
- » 370 Live, Simulcast, and Reairs



107 Live streamed races plus Practice, Qualifying, OTT, and Episodic. All content also SVOD. 283K Viewed Hours.



100 MotoAmerica races plus episodic programs. (Award-winning FAST channel available on TCL TV+, LG Channels, Samsung TV+, and more.)



Races and highlights appearing in 1,000 powersports dealerships.



107 Full races, highlights, and more. One of the largest motorsports channels. 2.7M Views, 99K Hours, 819K Followers.



Highlights and more. 83M Impressions, 38M Video Views, 3M Engagement, 1.1M Followers.



Highlights and more. 185M Impressions, 160M Video Views, 11M Engagement, 1M Followers.



Highlights and more. 51M Impressions, 51M Video Views, 1.5M Engagement, 700K Followers.



Highlights and more. 4.4M Impressions, 1M Video Views, 100K Engagement, 32K Followers.



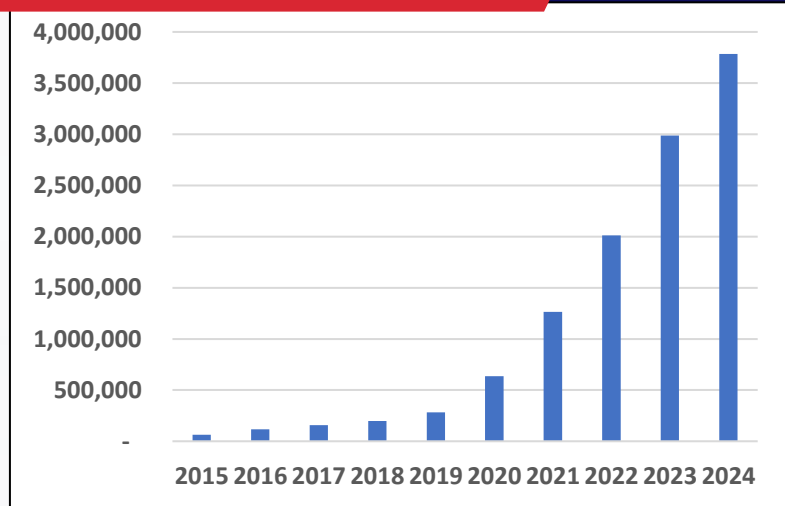
Highlights and more. 3.5M Impressions, 1M Video Views, 90K Engagement, 197K Followers.

POWERFUL DIGITAL REACH

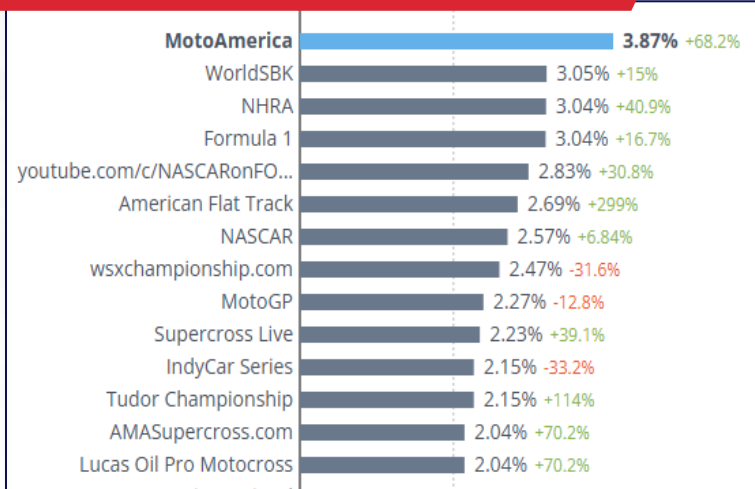
Outstanding social engagement.

Non-stop follower growth - surpassing all but two USA-based motorsports within ten years.

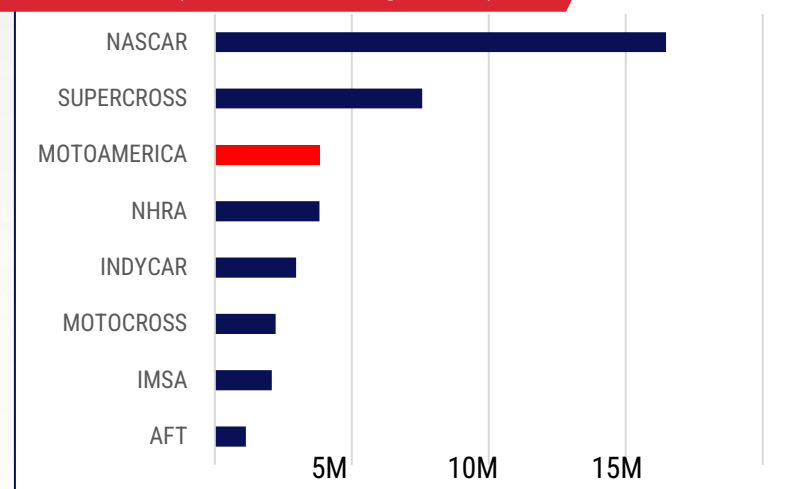
Digital Follower Growth



YouTube Engagement By View YTD 2024



Followers (Domestic Racing Series)



As of January, 2025



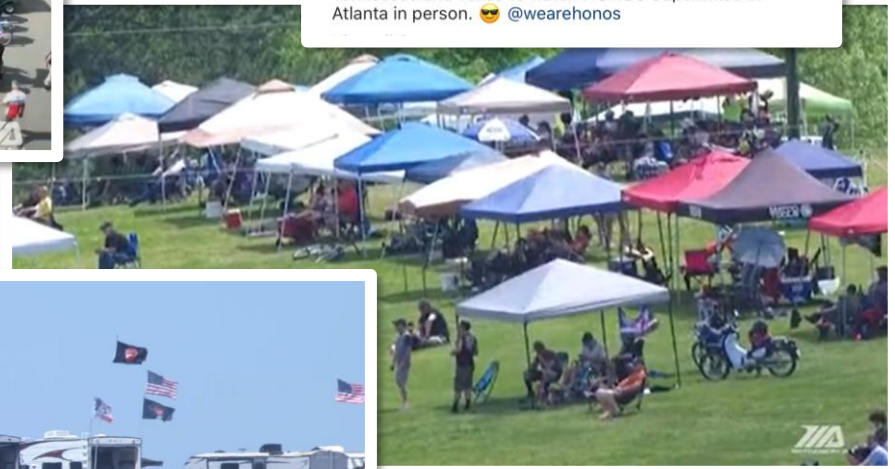
ENTERTAINMENT & COMMUNITY

More than racing

Family-friendly 3-day events with open race paddocks, camping, autograph sessions, vendor village, kids zone, motorcycle demos, jumbotrons and more.



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

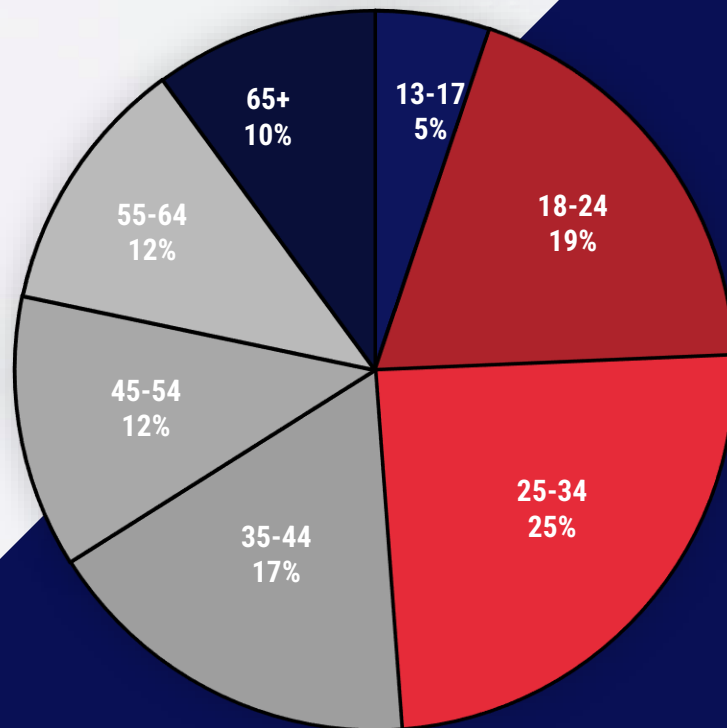


BROAD DEMOS

AGE GROUPS ACROSS 6M HOURS OF TV AND DIGITAL MEDIA

Age and gender vary by media type for any sport.

Using the **Total Viewed Hours**, MotoAmerica's Linear TV skews older but its immense social and digital reach deliver a broad, even youthful audience overall.



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

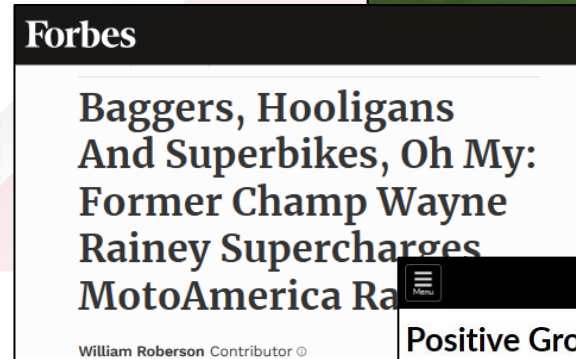
- » Total Viewed Hours from 2022. Hours cannot be deduped.
- » Instagram and TikTok do not report Total Hours, they are estimated here.
- » TikTok does not report page/post demos so general demos for the platform are used.
- » Videos on Twitter and MotoAmerica.com website are not included for brevity.

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



Time period: 2023 Season, 2024 TBA, Source: Meltwater



GROWING YOUTH RACING

FOCUS ON THE FUTURE



The **Mission Mini Cup by Motul** National Championship is a series of regional qualifiers leading to the National Final at Road America on August 8-10, 2025. Multiple regional clubs will partner with MotoAmerica to manage the qualifiers. Predominantly ages 5–17 years old.



Entry-level spec class utilizing purpose-built GP-style bikes as a step forward on the "Road to MotoGP." Ages 14-21.



MOTOAMERICA LIVE+



Paid subscription live streaming and VOD, exclusive to MotoAmerica. Practice, qualifying and racing for all classes. Broadcasts are Fri/Sat/Sun with OTT action such as rider interviews, episodic content and more.

283,000 Viewed Hours in 2024

20% Annual subscription growth



MTRSPT1

UNRIVALED MOTORSPORTS ENTERTAINMENT

Award-winning 24/7 live-streaming motorsports network **broadcasting all MotoAmerica races** plus other racing and builder shows. Available on VIDAA Channels, TCL TV+, LG Channels, Xiaomi Mi TV+, Samsung TV+, and more. (F.A.S.T. - Free Ad Supported Television)

MTRSPT1 FAST CHANNEL



SOUTH AMERICAN REACH



38 Superbike and Supersport races plus the Daytona 200 translated for live and delayed broadcasts across Brazil, Chile, Columbia, Mexico, Peru, Argentina, and Guatemala.

29 Live Broadcasts
341 Simulcasts and Reairs



On-site ESPN LATAM personnel create content with focus on Spanish-speaking riders.



ESPN Chile Premium
ESPN3 Argentina
ESPN3 North
ESPN3 Sur
ESPN4 Central America
ESPN4 Mexico

ESPN4 Sur
ESPN5 Central America
ESPN5 Chile
ESPN5 Sur
ESPN6 Sur
ESPN7 Sur



REGIONAL & NATIONAL MARKETING

Digital & Social Media
Network & Affiliate TV
Public Relations
Email
Retail/Businesses
OOH/Billboards
Organizations

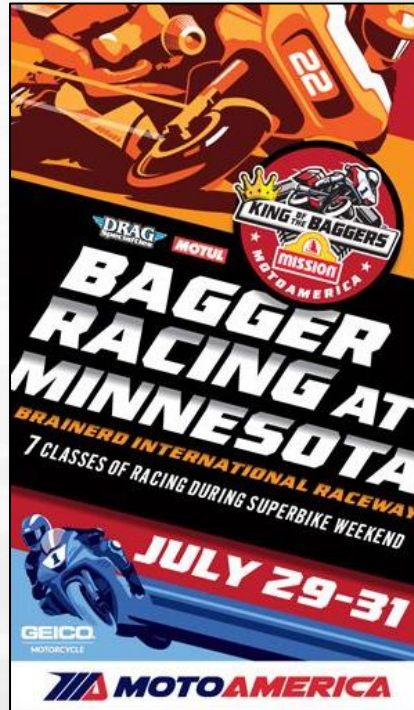
YouTube, Facebook, Instagram, Twitter, TikTok, and Reddit campaigns.
Spots on motorcycle, auto and motorsports programs plus local news.
MotoAmerica riders on local news, live remotes, ticket giveaways.
Campaigns across MotoAmerica, AMA and racetrack databases.
Posters and postcards in businesses, dealerships.
Static & mobile billboards.
Club and group outreach.



OOH, Billboards



Dealerships, Businesses



Digital campaigns



PARTNERSHIP ASSET MENU



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"*

Broadcast Integrations

*Digital graphics and track signage baked into content across USA,
Europe, India, Indonesia, South Africa, Latin America*

Custom Video Content

*Production: 1st Class segments on brands, products and people.
Distribution: Social Media, TV, Jumbotrons, dedicated campaigns.
Example: "Dunlop tire, track to street technology transfer."*

Commercial Inventory (TV Spots)

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

Co-Branded Digital Campaigns

MotoAmerica ads featuring sponsor product, copy and tagging

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





APPENDIX

2025 MASTER CALENDAR

Events	Location	Race quantity by class & event									
		<u>D200</u>	<u>SBK</u>	<u>SS</u>	<u>TAL</u>	<u>STK</u>	<u>TWC</u>	<u>KOB</u>	<u>HOO</u>	<u>BTR</u>	
Mar 6-8	Daytona Int'l, FL	1					2	2	2		7
Apr 4-6	Barber Motorsports, AL		2	2	2		2			2	10
May 2-4	Road Atlanta, GA		2	2		2		2	2		10
May 30-Jun 1	Road America, WI		2	2	2	2		2		2	12
Jun 27-29	Ridge Motorsports, WA		2	2			2		2	2	10
Jul 11-13	Laguna Seca, CA		3	2			2	2	2		11
Aug 1-3	VIR, VA		2	2	2	2	2			2	12
Aug 15-17	Mid-Ohio, OH		2	2		2		2	2		10
Sep 12-14	COTA, TX		2	2	2	2		2			10
Sep 26-28	NJMP, NJ		3	2	2		2	2			11
Talent Cup races outside MotoAmerica events:											
Mar 28-30	COTA, TX (Talent Cup only)					2					2
Jul 25-27	Mid-Ohio, OH (Talent Cup only)					2					2
		1	20	18	14	10	12	14	10	8	107

CLASS LEGEND

SBK: Superbike, SS: Supersport, TAL: Talent Cup, STK: Stock 1000, TWC: Twins Cup

KOB: King Of The Baggers, BTR: Build-Train-Race, HOO: Super Hooligan

NOTES

Daytona Event: Co-produced with Daytona Speedway, Daytona 200 race itself does not earn MA Championship points.

Talent Cup: Class also appears at existing events - MotoGP @ Austin and Vintage Motorcycle Days @ Mid-Ohio.



2024 SEASON METRICS

SOCIAL MEDIA	TOTAL	Facebook	Instagram	X	Threads	TikTok	YouTube
Posts	7,241	2,038	1,813	2,074	n/a	424	892
Impressions	568,161,414	110,960,629	193,072,980	4,628,823	3,125,000	56,169,345	200,204,637
Engagement	18,272,667	3,665,395	11,235,727	118,479	89,000	1,716,824	1,447,242
Video Views	353,202,217	66,481,369	166,081,102	1,142,967	1,500,000	56,169,345	61,827,434
Comments, Shares	850,957	117,928	540,315	13,035		84,286	95,393
Earned Media Articles/Posts	32,756						

VIEWERSHIP - DIGITAL VIDEO	Video Views	Total Hours
Live+ SVOD	749,915	283,401
YouTube	61,827,434	2,166,255
Facebook	66,481,369	406,289
Instagram	166,081,102	n/a
X	1,142,967	n/a
TikTok	56,169,345	n/a
MotoAmerica TV	33,825,255	523,837
TOTAL	386,277,387	3,379,782

VIEWERSHIP - LINEAR TV (USA)	AA HH's	AA P2+
MA/Daytona Weekend	177,518	229,093
COTA (KOTB ONLY)	54,382	68,142
Road Atlanta	243,834	336,831
Barber	174,152	222,872
Road America	334,088	436,611
Brainerd	258,244	334,947
The Ridge	163,626	223,529
Laguna Seca	219,109	280,777
Mid-Ohio	206,821	267,394
COTA	159,938	200,861
New Jersey	164,195	212,246
TOTAL	2,155,906	2,813,301

SERIES SOCIAL MEDIA FOLLOWERS 1.8.25	
Facebook	1,179,467
Instagram	1,044,465
YouTube	816,416
TikTok	707,700
Threads	197,037
X Twitter	32,551
LinkedIn	5,486
TOTAL	3,983,122

ATTENDANCE	
MA/Daytona	track does not release
COTA (KOTB)	track does not release
Road Atlanta	24,588
Barber	18,913
Road America	41,233
Brainerd	12,011
The Ridge	16,167
Laguna Seca	39,599
Mid-Ohio	27,182
COTA	track does not release
New Jersey	21,177

Notes:

Metrics are organic and primarily 2024 posts only. Paid campaigns add approx 130M impressions and 400K engagement. Threads metrics estimated.

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.

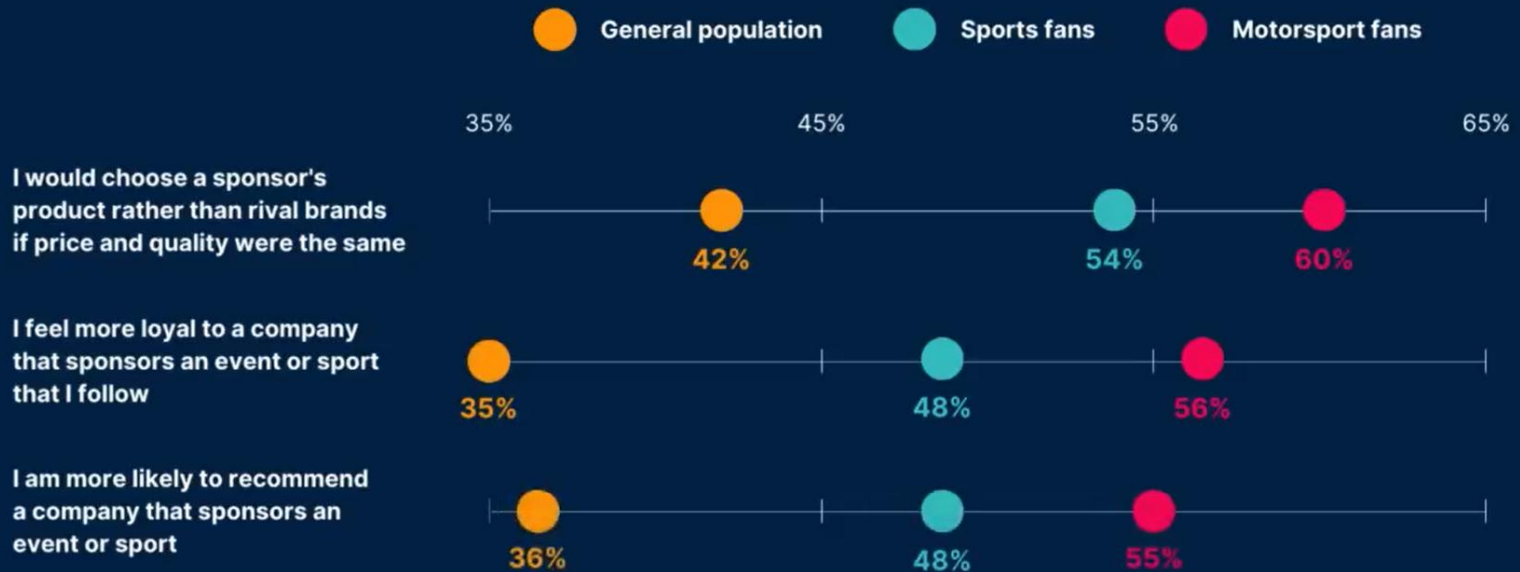


2024 PARTNERS



MOTORSPORTS FAN LOYALTY

Driving brand loyalty through motorsports



Source: Nielsen Fan Insights, US Market Only

CONTACT



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