

PROGRESSIVE®

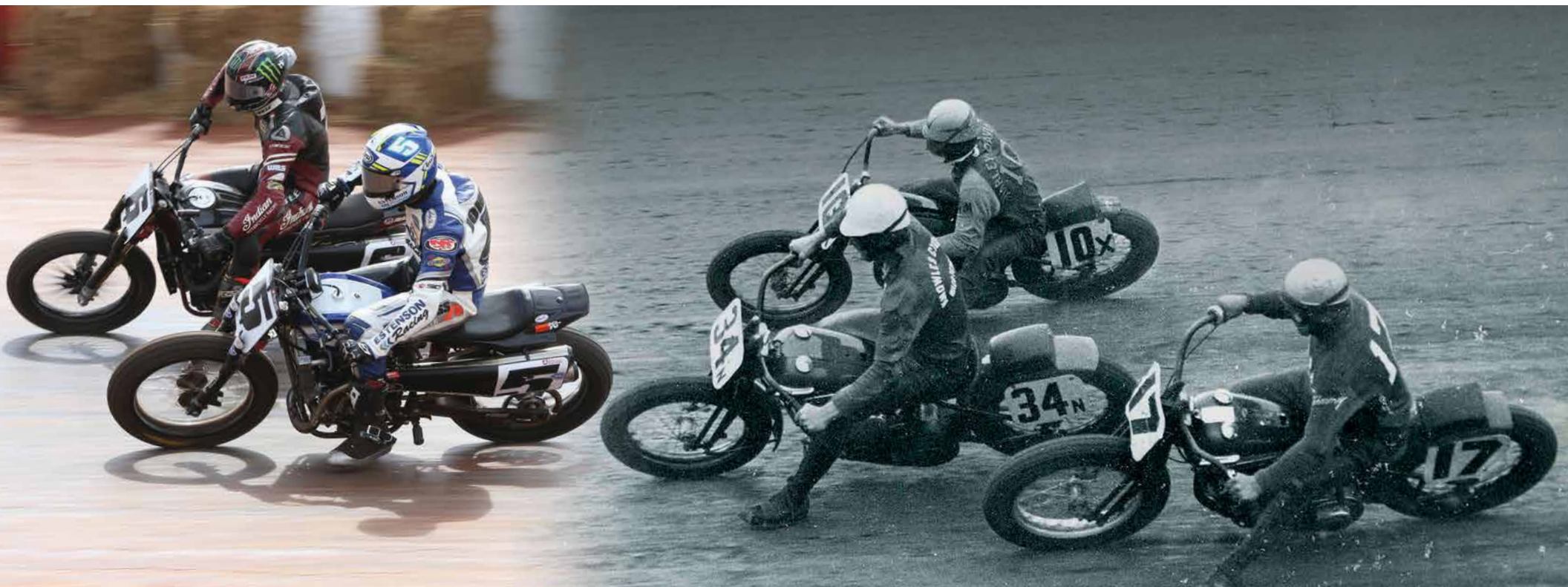
AMERICAN FLAT TRACK



2 0 2 2 P A R T N E R S H I P B O O K



EVOLUTION



AMERICAN FLAT TRACK: DEEP HISTORY, HUGE GROWTH >>

AMERICAN FLAT TRACK IS AMERICA'S *ORIGINAL* EXTREME SPORT. AFT was formally established in 1954 but has roots reaching back to the speed demons of the early 1900s. Much has changed over 100 years, yet the sport remains perhaps the truest and purest test of man and machine.

Over the decades, many of the world's finest motorcycle racers emerged from America's dirt track venues. Indian's original Wrecking Crew. Gary Nixon and Dick Mann. Kenny Roberts and Wayne Rainey. Scott Parker. Nicky Hayden and many, many more.

Today's series is comprised of both purpose-built and production-based classes, with riders competing on Mile, Half-Mile and Short Track ovals plus TTs, which incorporate a right-hand turn and a jump.

America's original and most exciting form of motorcycle sport is experiencing a rebirth. Fans from all over the world are attending races, tuning in to live streams, and watching FOX Sports telecasts. The Goodwood Estate brought AFT to the famed Festival of Speed, creating international intrigue in the sport. AFT is also attracting support from major companies from within the motorcycle industry and beyond, with more on the way in 2022.

American Flat Track. *Bigger. Better. Faster.*



MICHAEL LOCK CEO

AMERICAN FLAT TRACK IS GUIDED BY A CADRE of experienced professionals, all led by CEO Michael Lock. Lock brings 30-plus years of motorsports and automotive management to AFT, including stints as CEO of Ducati North America, Lamborghini Americas and Triumph USA. The group has built a foundation for AFT that is launching this amazing sport to the next level.

LEADERSHIP



GENE CROUCH COO

- GRAND-AM
- MOTO-ST
- AMA Pro Racing
- FansChoice.tv



KEVIN CROWTHER CCO

- Monster Energy AMA Supercross
- AMA Superbike / AMA Supermoto
- FIM / MXGP / WorldSBK / MotoGP
- AMA Racing



CAMERON GRAY
DIRECTOR OF SALES & PARTNERSHIPS

- AMA Superbike – Big Kahuna
- Cyclefest – AMA Supermoto
- WSBK/AMA – Laguna Seca 1995-2004
- Speedvision Network



JIM FRANCE

Chairman & CEO, NASCAR

A VISIONARY INVESTOR



WORLD-CLASS FACILITIES

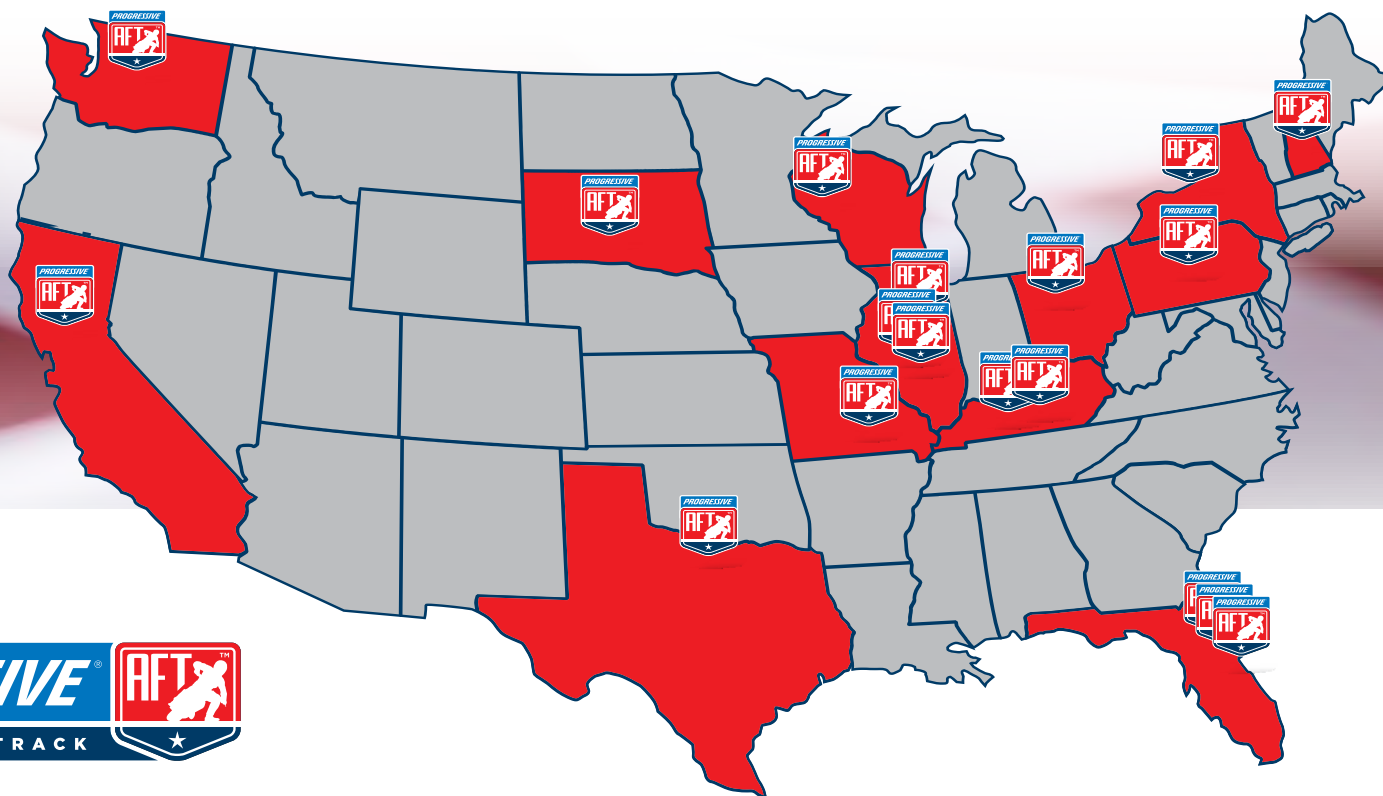
IN KEY MARKETS



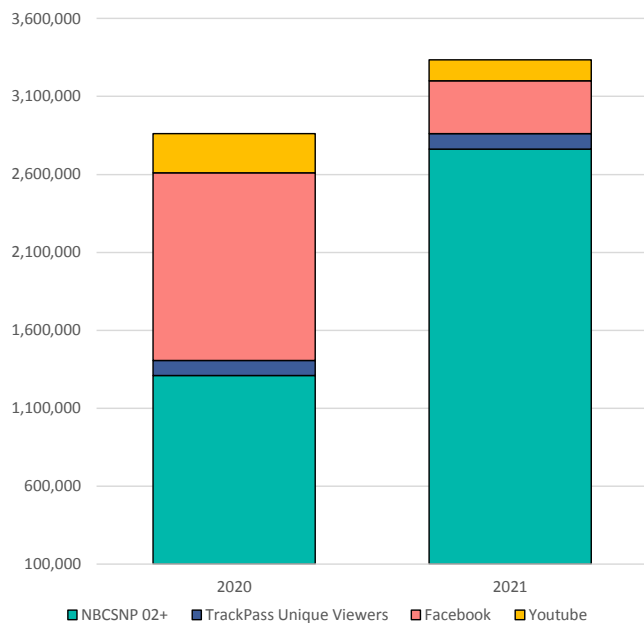
Fans of all ages taking in the American Flat Track experience
at the Meadowlands Mile in East Rutherford, NJ

2022 EVENT SCHEDULE

| DATE | EVENT | CITY | STATE | TRACK TYPE |
|------------|------------------------|--------------|-------|-------------|
| July 16 | Port Royal Half-Mile | Port Royal | PA | Half-Mile |
| July 30 | Peoria TT | Peoria | IL | TT |
| August 6 | Black Hills Half-Mile | Rapid City | SD | Half-Mile |
| August 13 | Castle Rock TT | Castle Rock | WA | TT |
| August 20 | Sacramento Mile | Sacramento | CA | Mile |
| Sept. 3 | Springfield Mile I | Springfield | IL | Mile |
| Sept. 4 | Springfield Mile II | Springfield | IL | Mile |
| Sept. 24 | Cedar Lake Short-Track | New Richmond | WI | Short-Track |
| October 15 | Volusia Half-Mile III | Barberville | FL | Half-Mile |



TOTAL VIEWERSHIP BY CHANNEL



3,402,390

Total Viewership



2,829,651
NBCSNP 02+



99,227
TrackPass Viewers



339,112
FB Live Viewers



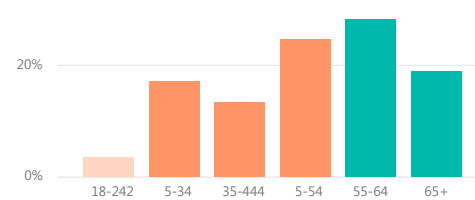
134,400
YouTube Live

AFT WEBSITE DEMOGRAPHICS

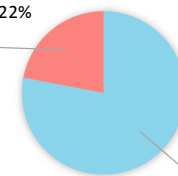


Web Users - Demographics

Age - Website Users



Female -22%



Male -78%

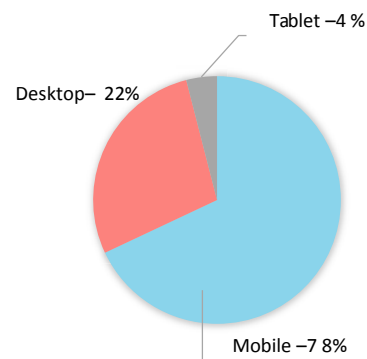
930,822

Users



Web Users - Device Use

Gender - Website Users



Sessions



Pageviews

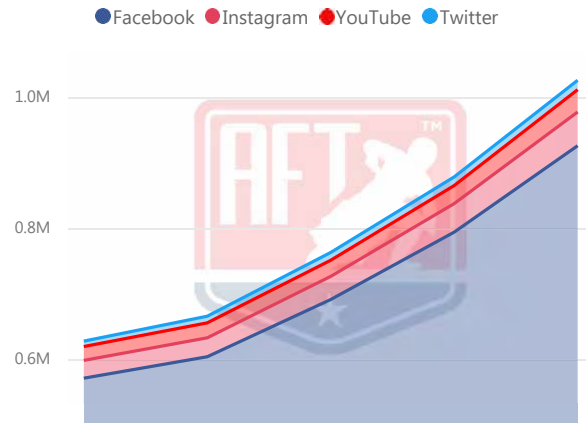
1,741,511

Sessions

5,143,825

Pageviews

SOCIAL MEDIA AUDIENCE



1,061,669

Total Social Audience

facebook

932,669

Facebook Fans

Instagram

72,900

Instagram Followers



14,500

Twitter Followers

YouTube

41,600

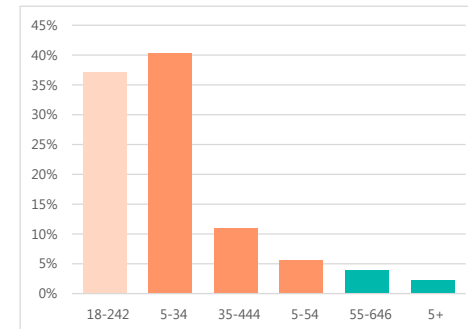
YouTube Subscribers

SOCIAL MEDIA DEMOGRAPHICS

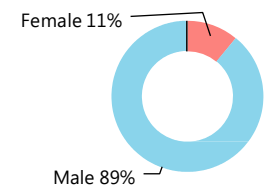
facebook

Demographics

Age - Facebook Fans



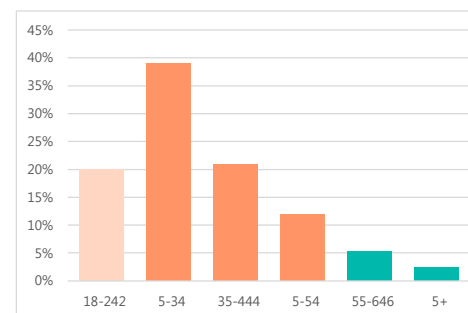
Gender - Facebook Fans



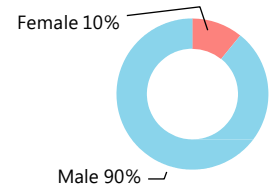
Instagram

Demographics

Age - Instagram Followers



Gender - Instagram Followers





PRIMETIME

COVERAGE

PREMIERING ON

**FOX
SPORTS**

IN 2022

AFT SINGLES



AN OEM BATTLEGROUND

- Globally-relevant racing platform of production model 450cc off-road machines
- Production-based motorcycles provide a level playing field for ultra-competitive racing
- Geared for cultivating young, marketable flat track talent
- Attracts international riders and stars from other motorcycle racing disciplines



AFT PRODUCTION TWINS



THE RISING STARS OF THE SPORT

- Battleground for riders climbing the ranks on larger, faster twin-cylinder machines
- Production-based 649-800cc twin-cylinder engines pulled from street motorcycles and adapted into a custom-built flat track frame





MISSION[®] SUPERTWINS

- THE WORLD'S PREMIER FLAT TRACK RACING CLASS
- TOP RIDERS IN THE WORLD, CONSISTENTLY FEATURED EACH WEEK
- THE BEST PURPOSE-BUILT FLAT TRACK MOTORCYCLES THE WORLD HAS EVER SEEN
- PREMIER RACE TEAMS IN A PREMIUM PADDOCK



**A LEGENDARY CLASS ENHANCED.
FLAT TRACK RACING FOR THE FUTURE.**



STATE-OF-THE-ART MOTORCYCLES

- CUTTING-EDGE TECHNOLOGY
- PROVING GROUND FOR WORLD'S TOP MOTORCYCLE BRANDS



Kawasaki



HARLEY-DAVIDSON XG750R REV X



INDIAN MOTORCYCLE FTR750



DUCATI TESTASTRETTA 821



KAWASAKI NINJA 650



ROYAL ENFIELD TWINS FT



YAMAHA MT-07 DT



FACTORY & PRIVATEER TEAMS

- PROFESSIONAL INFRASTRUCTURE
- PREMIUM PADDOCK PRESENTATION AT EVENTS





SAFETY INNOVATION

- FOSTERING TECHNOLOGICAL ENHANCEMENTS TO RIDER SAFETY EQUIPMENT
- FIRST SERIES IN THE U.S. TO MANDATE AIRBAG SUIT TECHNOLOGY





PARTNER-FOCUSED PHILOSOPHY

- TOTAL CONTROL OF SPONSORSHIP ASSETS, VIDEO PRODUCTION, EDITORIAL AND DIGITAL / SOCIAL
- AFT WEAVES PARTNERS' STORIES INTO THE FABRIC OF THE SPORT
- TURN-KEY DELIVERY OF PARTNER ASSETS TO REACH AFT'S BRAND-LOYAL AUDIENCE





PARTNERSHIP CASE STUDY

PROGRESSIVE®

OBJECTIVES:

- Deliver massive brand pop through naming rights across series, events, and media
- Drive quotes through digital activations in prime locations on AFT's owned media channels
- Generate organic exposure through industry and non-endemic media coverage about the sport

Progressive received naming rights to the series to become Progressive American Flat Track. The series logo was redesigned to incorporate Progressive branding and used exclusively anywhere the series logo was displayed, driving exposure for the brand at every touchpoint and across all channels including broadcast, live stream, and events.

By integrating Progressive quoting tiles on prime locations across all AFT websites and owned media channels and strategically placed QR codes at all events, on marketing materials and advertisements throughout 2021, AFT fans were able to request quotes on insurance with the tap of a finger.





PARTNERSHIP CASE STUDY



OBJECTIVES:

For the first time in AFT's history, Mission Foods sponsored Progressive AFT's premier class, the Mission® SuperTwins. Mission Foods' sponsorship also introduced the Mission® 2Fast2Tasty Challenge competition—a four-lap competition featuring riders who qualified for the front row of the Mission SuperTwins Main Event brawl for the Main Event gridding order and a \$5,000 cash prize.

With Mission Foods' passion for motorsports, it was a natural fit they partnered with AFT to bring its line of tortillas and chips to bike fans across the country. As an official partner of the series, Mission Foods provided unique branding and sampling opportunities for fans, riders, and consumers alike.

For each American Flat Track round, Mission Foods set up racing style displays with Mission products promoting American Flat Track events and the SuperTwins riders at local grocery stores and retail outlets in the area.

At the track, the Mission Foods Paddock Hospitality gave riders, teams, and VIPs a unique dining and social experience trackside. In addition, the Mission Foods sampling team attended every event, providing racing style chips to the fans in attendance.



SEAMLESS BRAND INTEGRATION

PARTNERSHIP OPPORTUNITIES INCLUDE

SERIES

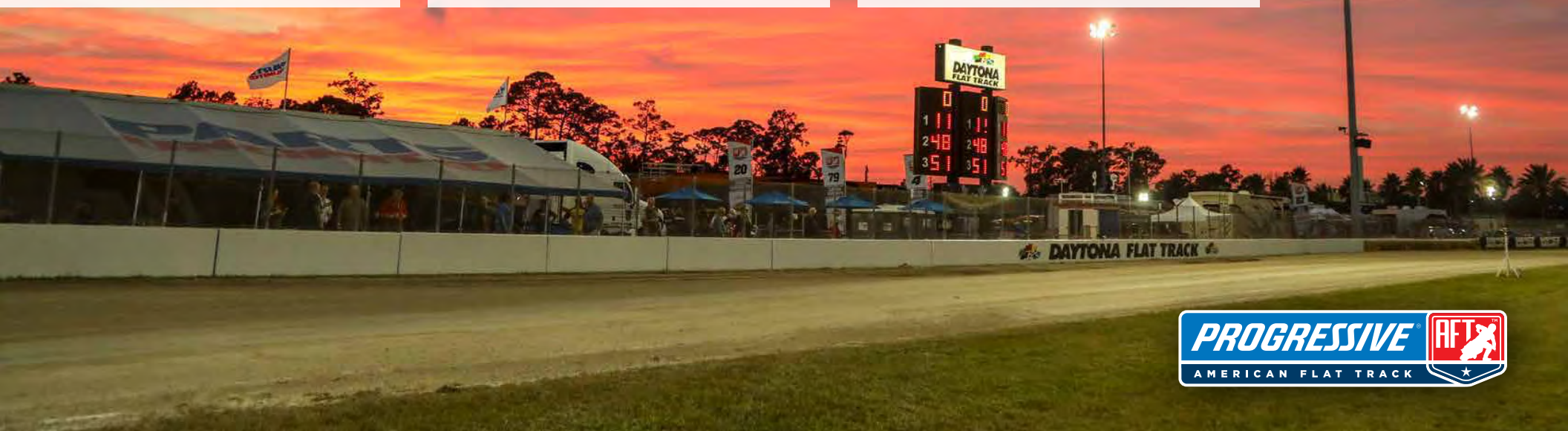
- Series/Class Entitlement
- Presenting Partnership
- Official Partnership
- Trackside Signage
- Product Placement
- Event Access & Credentials
- Live Streaming Assets
- Digital/Social and PR Campaigns

EVENT

- Entitlement
- Presenting
- Official
- VIP/Hospitality
- Event Branding
- Live Stream
- Jumbotron
- Digital/Social
- Vendor Space & On-Site Activation

BROADCAST

- Commercials
- Delivery of Strategic Messaging
- Editorial Features
- Interviews
- Sponsored Segments
- Logo Billboards
- Ticker/Scoring Hat
- Award Programs





**FOR MORE INFO PLEASE CONTACT CAMERON GRAY AT:
CGRAY@AMAPRORACING.COM OR 386.846.0507**



525 FENTRESS BLVD. SUITE B | DAYTONA BEACH, FL 32114 | AMERICANFLATTRACK.COM