







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. Today's competition is as vibrant as it has ever been. 31 riders representing seven different manufacturers stood on the podium in 2022. Fans from all over the world are attending races, tuning in to live streams, and watching FOX Sports telecasts. Global superstars as prominent as Valentino Rossi and Marc Marquez are high-profile and passionate supporters. AFT is attracting support from major companies from within the motorcycle industry and beyond, with more on the way in 2023.

AMERICAN FLAT TRACK. *Bigger. Better. Faster.*



GENE CROUCH COO



AMERICAN FLAT TRACK IS GUIDED BY A CADRE of experienced professionals, all led by COO Gene Crouch. Crouch brings a wealth of multidisciplinary knowledge with nearly two decades of motorsports experience, including developing AMA Pro Racing's industry-leading timing & scoring software and the creation of FansChoice.tv. The group has built a foundation for AFT that is launching this amazing sport to the next level.

LEADERSHIP



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



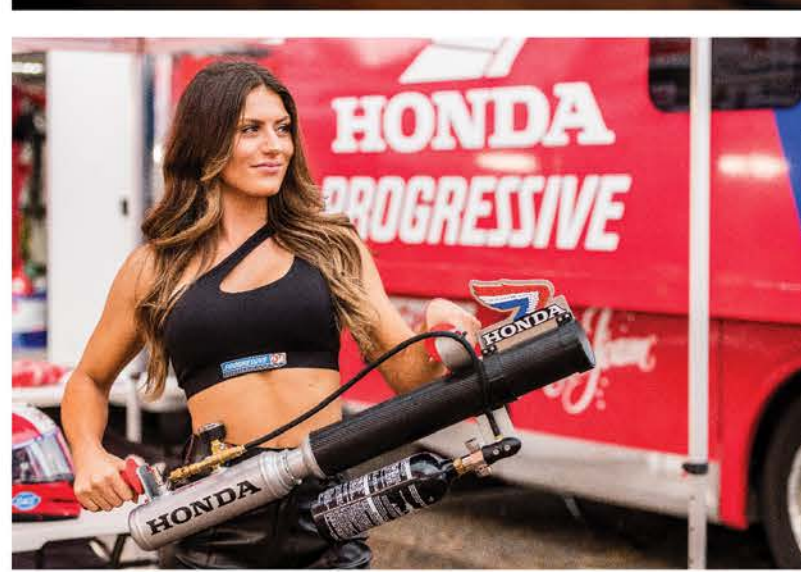
AVISIONARY INVESTOR

JIM FRANCE
Chairman & CEO, NASCAR



WORLD-CLASS EVENTS

IN KEY MARKETS



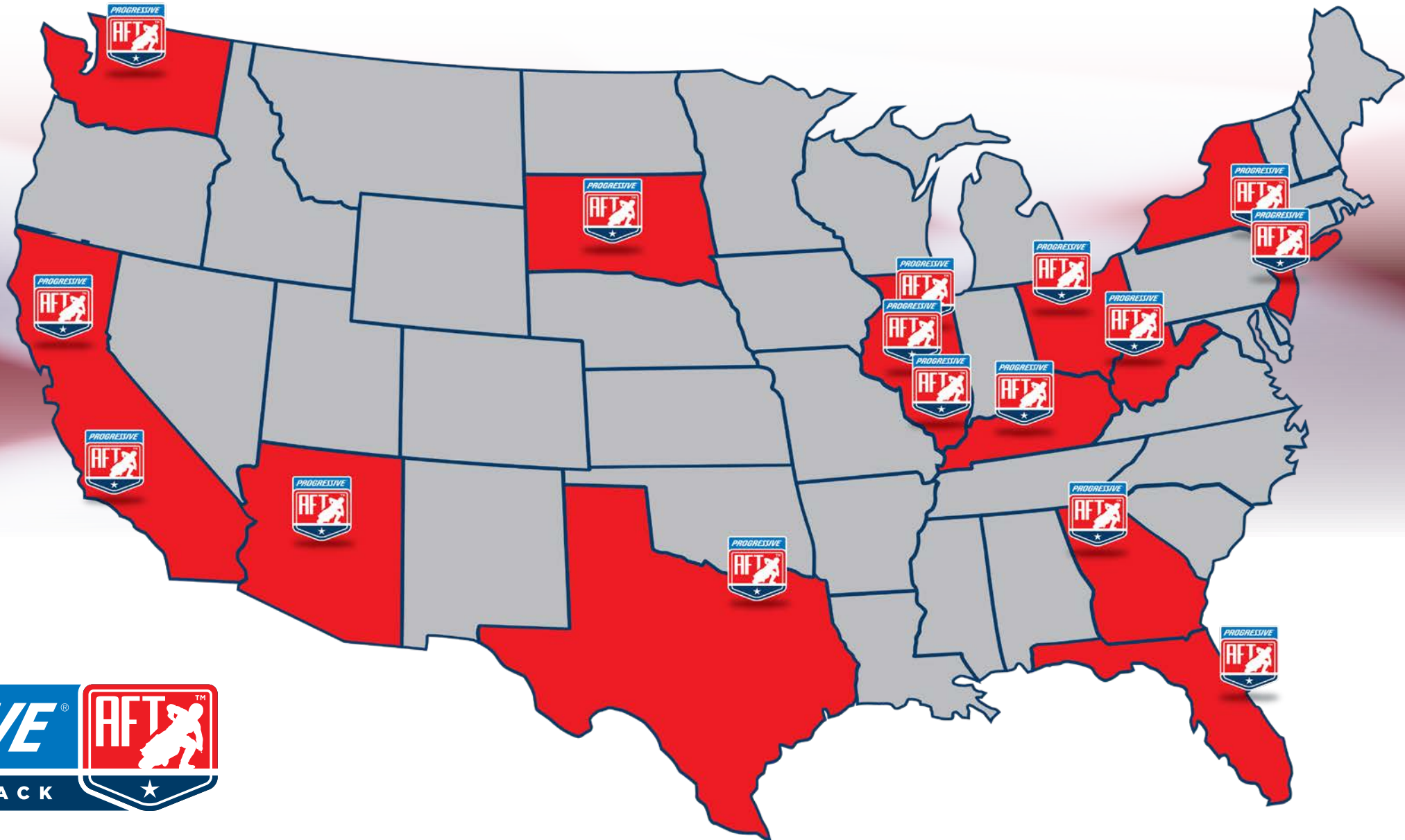


18 EVENTS ACROSS THE US

2023 EVENT SCHEDULE

DATE	EVENT	CITY	STATE	TRACK TYPE
March 9	DAYTONA Flat Track I	Daytona Beach	FL	Short Track
March 10	DAYTONA Flat Track II	Daytona Beach	FL	Short Track
March 25	Senoia Short Track	Senoia	GA	Short Track
April 1	Arizona Super TT	Chandler	AZ	TT
April 22	Devil's Bowl Half-Mile	Mesquite	TX	Half-Mile
May 6	Ventura Short Track	Ventura	CA	Short Track
May 13	Sacramento Mile	Sacramento	CA	Mile
May 27	Red Mile	Lexington	KY	Mile
June 17	DuQuoin Mile	DuQuoin	IL	Mile

DATE	EVENT	CITY	STATE	TRACK TYPE
June 24	Lima Half-Mile	Lima	OH	Half-Mile
July 1	West Virginia Half-Mile	Mineral Wells	WV	Half-Mile
July 8	Orange County Half-Mile	Middletown	NY	Half-Mile
July 22	Bridgeport Half-Mile	Bridgeport	NJ	Half-Mile
July 30	Peoria TT	Peoria	IL	TT
August 6	Buffalo Chip TT	Sturgis	SD	TT
August 12	Castle Rock TT	Castle Rock	WA	TT
September 2	Springfield Mile I	Springfield	IL	Mile
September 3	Springfield Mile II	Springfield	IL	Mile



MORE THAN 3.3 MILLION TOTAL VIEWERS IN 2022 ALONE

PRIMETIME


COVERAGE

**FOX
SPORTS**

LIVE STREAMING ON **FANSCHOICE.tv**™



PARTS UNLIMITED® SINGLES

**PARTS
UNLIMITED®
SINGLES**

PRESENTED BY 

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



MISSION[®] SUPERTWINS

PRESENTED BY S&S CYCLE[®]



- TOP RIDERS IN THE WORLD CONSISTENTLY FEATURED EACH WEEK
- THE BEST PURPOSE BUILT & PRODUCTION BASED FLAT TRACK MOTORCYCLES THE WORLD HAS EVER SEEN
- PREMIERE RACE TEAMS IN A PREMIUM PADDOCK





STATE-OF-THE-ART MOTORCYCLES

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



HARLEY-DAVIDSON XG750R REV X



INDIAN MOTORCYCLE FTR750



KTM DUKE 890



KAWASAKI NINJA 650



ROYAL ENFIELD TWINS FT



YAMAHA MT-07 DT



FACTORY & PRIVATEER TEAMS

- PROFESSIONAL INFRASTRUCTURE
- PREMIUM PADDOCK PRESENTATION AT EVENTS





SAFETY INNOVATION

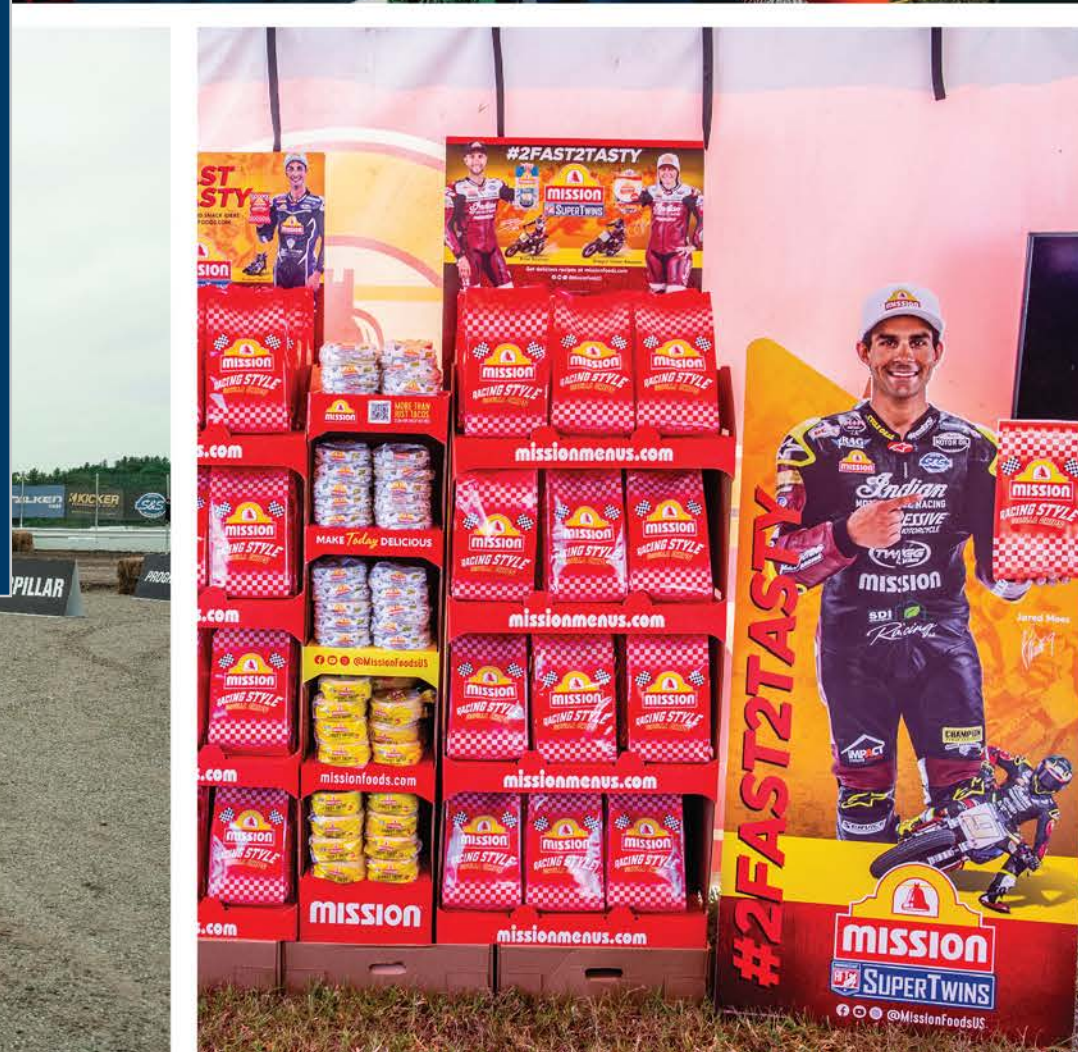
- FOSTERING TECHNOLOGICAL ENHANCEMENTS TO RIDER SAFETY EQUIPMENT
- FIRST SERIES IN THE U.S. TO MANDATE AIRBAG SUIT TECHNOLOGY





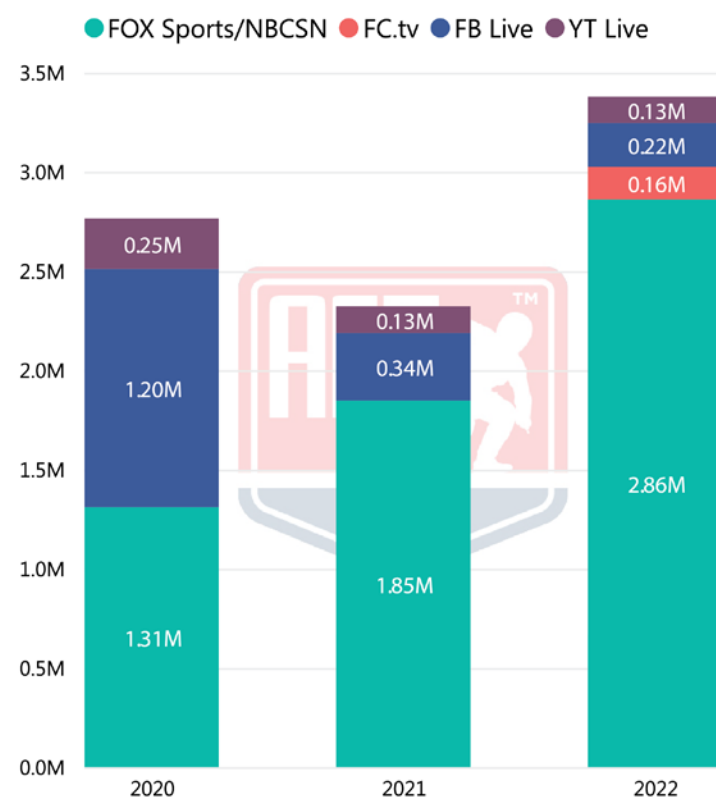
PARTNER-FOCUSED PHILOSOPHY

- 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



2022 VIEWERSHIP METRICS

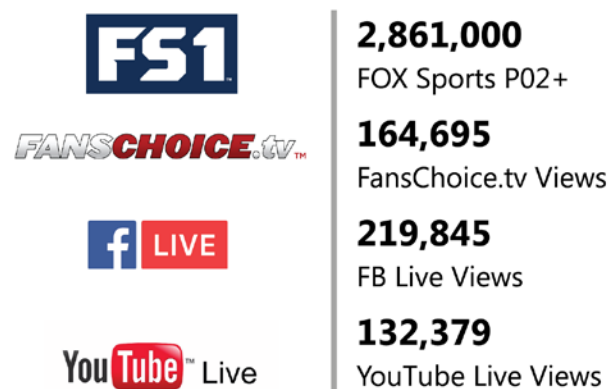
Total AFT Viewership (2020-2022)



2022 AFT Viewership

3,377,919
Total YTD Viewership

201,247
Average per Event



Telecasts/livestreams included in this report:

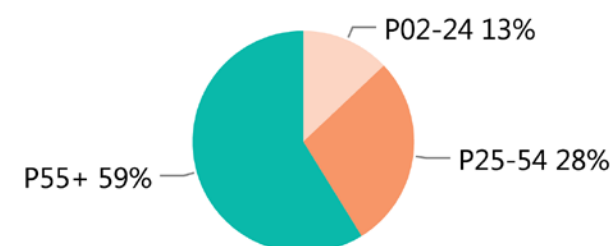
17 FS1 Premieres
133 FS1/FS2 Re-Airs
17 Livestreamed Events

2,861,000
FOX Sports P02+
164,695
FansChoice.tv Views
219,845
FB Live Views
132,379
YouTube Live Views



Demographics

Age - FOX Sports Audience for AFT Shows



Gender - FOX Sports Audience for AFT Shows



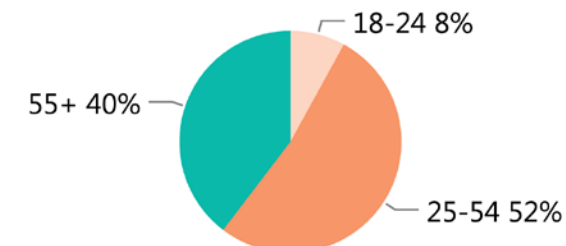
P02+ Viewers Households

2,861,000 **2,209,000**
Total P02+ YTD Total HH YTD



Demographics

Age - FansChoice.tv Audience



Gender - FansChoice.tv Audience



Hours Viewed Time on Stream

156,566 **113**
Hours Viewed YTD Avg Time on Stream (min.)

KEY FACTS

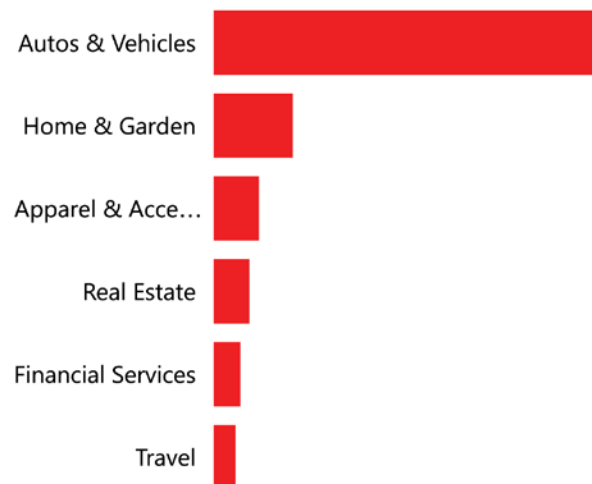
- TOTAL YTD VIEWERSHIP ACROSS ALL CHANNELS IS 3,377,919, THE HIGHEST VIEWERSHIP FOR A SINGLE SEASON SINCE THE SERIES REBRAND IN 2017
- FOX SPORTS COVERAGE TOTALS 150 HOURS ON FS1/FS2 (UP FROM 23 HOURS OF LINEAR COVERAGE YTD IN 2021)
- COVERAGE OF THE SPORT CONNECTS BRANDS WITH TWO DISTINCT AUDIENCES:
- FOX SPORTS & EVENTS ATTRACT THE MOTORCYCLE & RACING ENTHUSIASTS
- FANSCHOICE.TV ATTRACTS THE 25-34 DEMOGRAPHIC



2022 WEBSITE METRICS

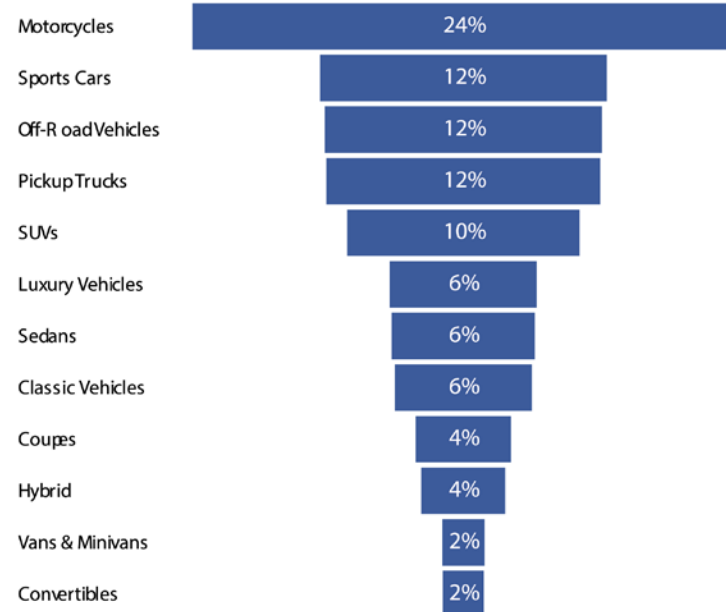
In-Market Affinity

The In-Market Audience is composed of AFT's website users who are actively searching and comparing products/services in a specific category:



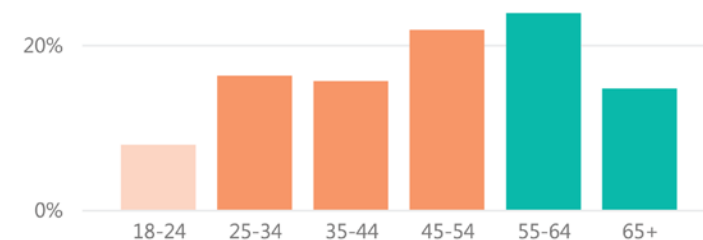
Autos & Vehicles by Type

In-Market Affinity by Type of Motor Vehicle

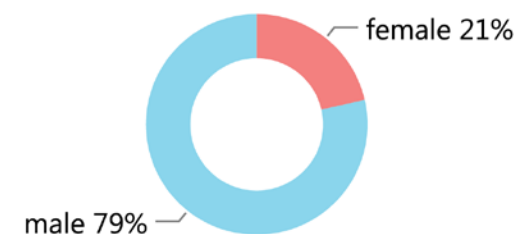


Web Users - Demographics

Age - Website Users

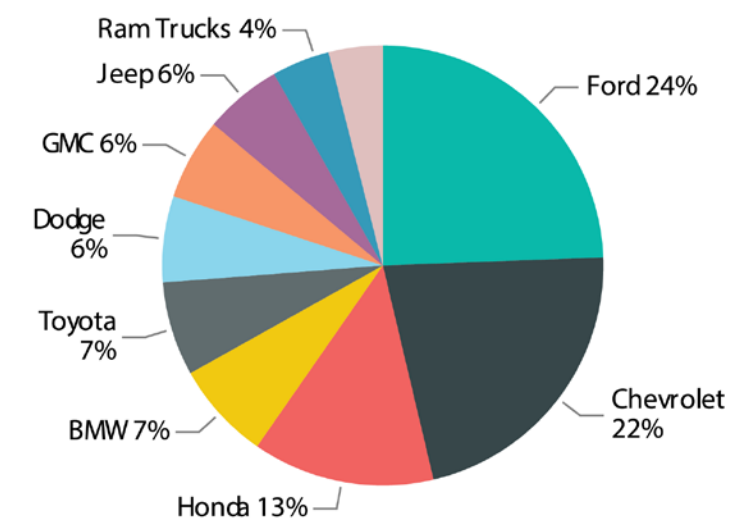


Gender - Website Users



Autos & Vehicles by Brand

In-Market Affinity by Brand of Motor Vehicle



Website

984,599 **3,775,896**
AFT.com YTD Sessions Pageviews

Website

210,554 **1,107,648**
FC.tv YTD Sessions Pageviews

KEY FACTS

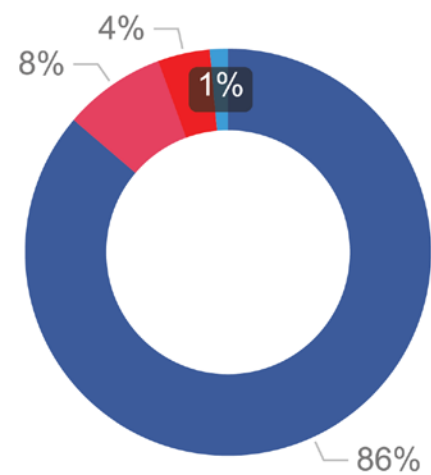
- AMERICANFLATTRACK.COM AND FANSCHOICE.TV HAS OVER 4.8 MILLION COMBINED PAGE VIEWS FOR 2022
- AFT'S WEBSITE AUDIENCE IS ACTIVELY SEARCHING FOR MOTORCYCLES, OFF-ROAD VEHICLES AND PICK UP TRUCKS



2022 SOCIAL MEDIA METRICS

American Flat Track Social Audience

Facebook Instagram YouTube Twitter



1,056,186

All Social Media Followers

facebook

911,068

Facebook Fans

Instagram

86,201

Instagram Fans

Twitter

15,117

Twitter Followers

YouTube

43,800

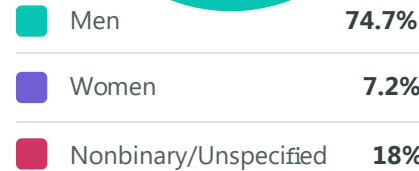
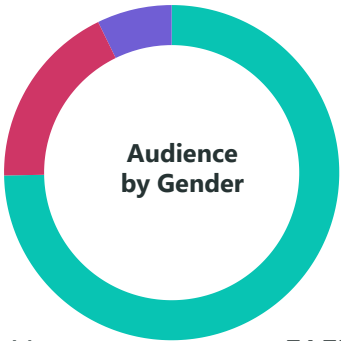
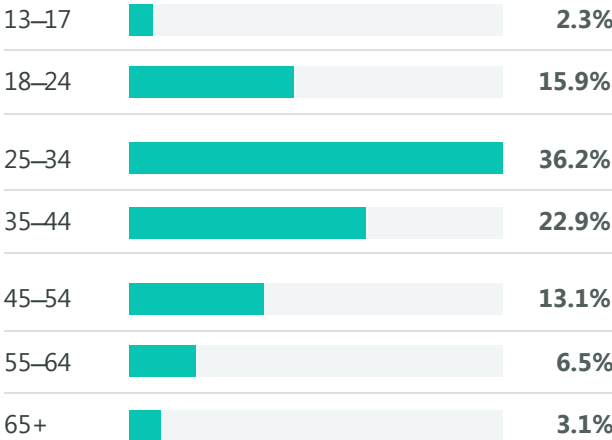
YouTube Subscribers

Total Social Impressions YTD: **76,435,206**

Total Social Engagements YTD: **5,594,301**

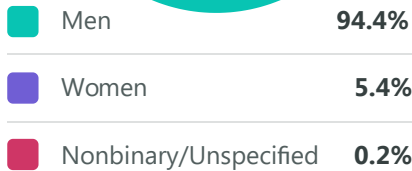
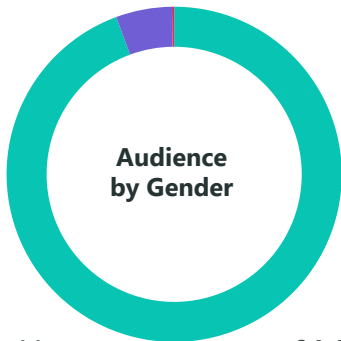
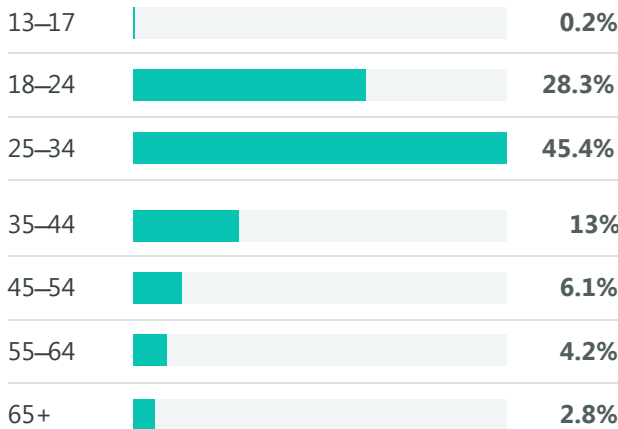
Instagram Audience Demographics

Audience by Age



Facebook Audience Demographics

Audience by Age

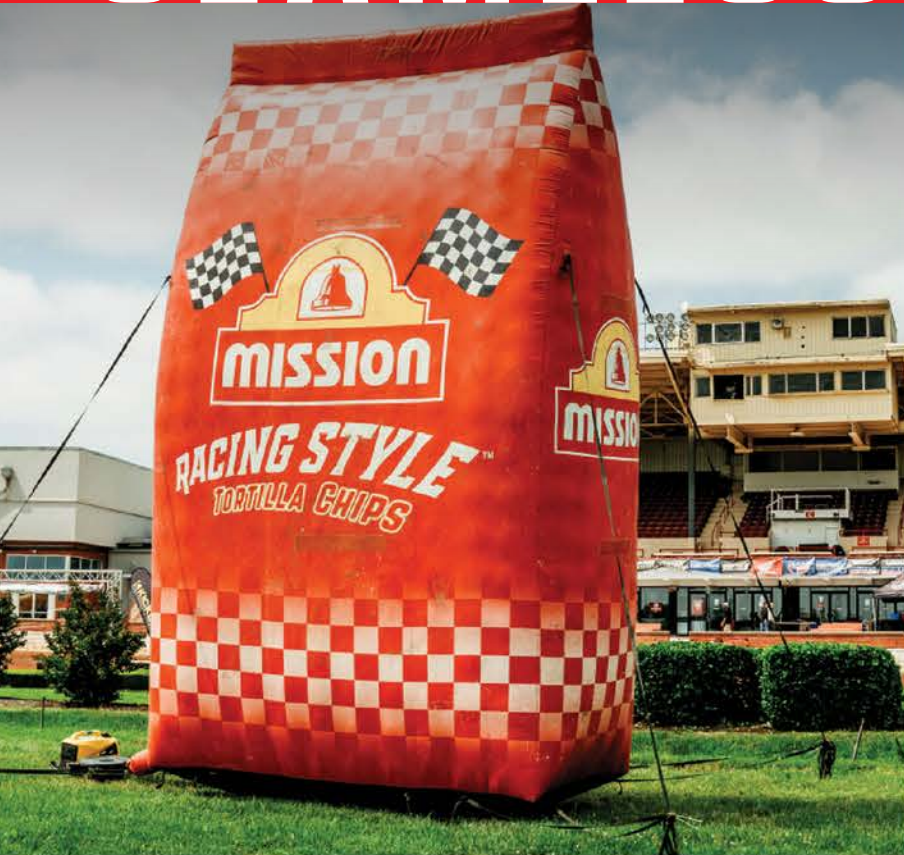


KEY FACTS

- THE AVERAGE FACEBOOK & INSTAGRAM FAN IS AN AMERICAN MALE, 25-34, AND HIGHLY ENGAGED
- AFT SOCIAL CONTENT AVERAGES A 7.3% ENGAGEMENT RATE, 2% HIGHER THAN THE NATIONAL AVERAGE
- FACEBOOK & INSTAGRAM FANS ARE YOUNG AND INTERNATIONAL. THE TOP 5 MARKETS ARE U.S.A, INDIA, AUSTRALIA, BRAZIL AND ITALY



SEAMLESS BRAND INTEGRATION



BRAND OPPORTUNITIES

SERIES PARTNERSHIP

OPPORTUNITIES

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



BRAND OPPORTUNITIES

EVENT PARTNERSHIP

OPPORTUNITIES

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



BRAND OPPORTUNITIES

BROADCAST PARTNERSHIP

OPPORTUNITIES

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

TICKER/ONBOARD

DUNLOP
PARTS UNLIMITED AFT SINGLES

MAIN EVENT 05:29

1	12 K. Kopp	
2	48 T. Lowe	-0.998
3	21 T. Brunner	-0.936
4	79 D. Gauthier	-1.036
5	26 A. RoosEvans	-1.258
6	54 M. Inderbitzin	-1.588
7	63 J. Lowe	-1.862
8	80 B. Kitchen	-2.108
9	113 G. Smith	-2.188
10	13 M. Mischler	-2.295
11	106 C. Saathoff	-2.432
12	99 K. Stollings	-2.476
13	110 D. Ream	-2.620
14	119 L. McGrane	-2.783
15	24 H. Bauer	-2.914
16	19 J. Ott	-3.237
17	55 T. Raggio	-3.371

AFT SINGLES
12 KODY KOPP



BROADCAST BACKDROP

PROGRESSIVE
mission
DUNLOP
HONDA
BELL
FOX SPORTS
Indian Motorcycle

3 BRIAR BAUMAN
FINISHED 3rd - SACRAMENTO MILE
MISSION SUPERTWINS



PRODUCT FEATURE

"GLANCING OFF"
TECHNOLOGY





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 2022, 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.





FOR MORE INFO PLEASE
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