

***PROGRESSIVE***<sup>®</sup>

**AMERICAN FLAT TRACK**



**2 0 2 4   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.

Today's series is composed 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. History is being made on a weekly basis by the sport's leading heroes even as a new generation of talent threatens to supplant them. Racebikes and riders hailing from multiple continents wage battles for victory on a constant basis. 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 2024.

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





**GENE CROUCH CEO**

AMERICAN FLAT TRACK IS GUIDED BY A CADRE of experienced professionals, all led by CEO 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





**160,000+** AVERAGE VIEWERS PER EVENT IN 2023

**PRIMETIME**

**COVERAGE**

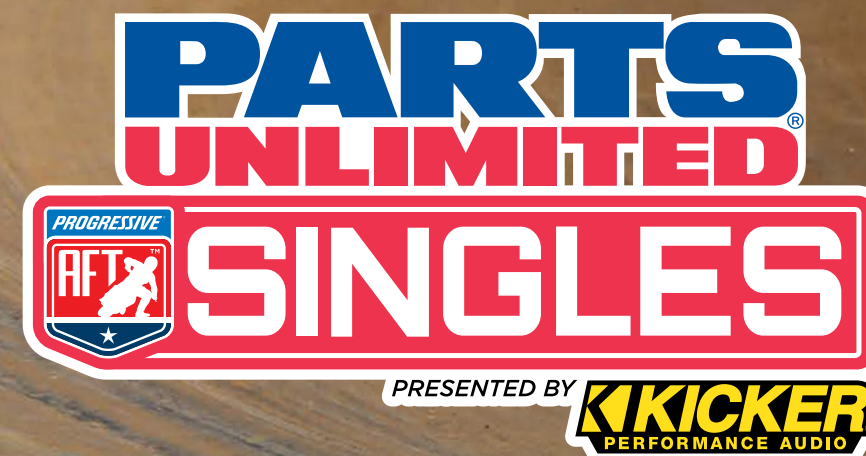
**FOX  
SPORTS**

LIVE STREAMING ON **FANSCHOICE.tv**™



# PARTS UNLIMITED<sup>®</sup> SINGLES

PRESENTED BY KICKER<sup>®</sup>



## 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<sup>®</sup> SUPERTWINS



- 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 790



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

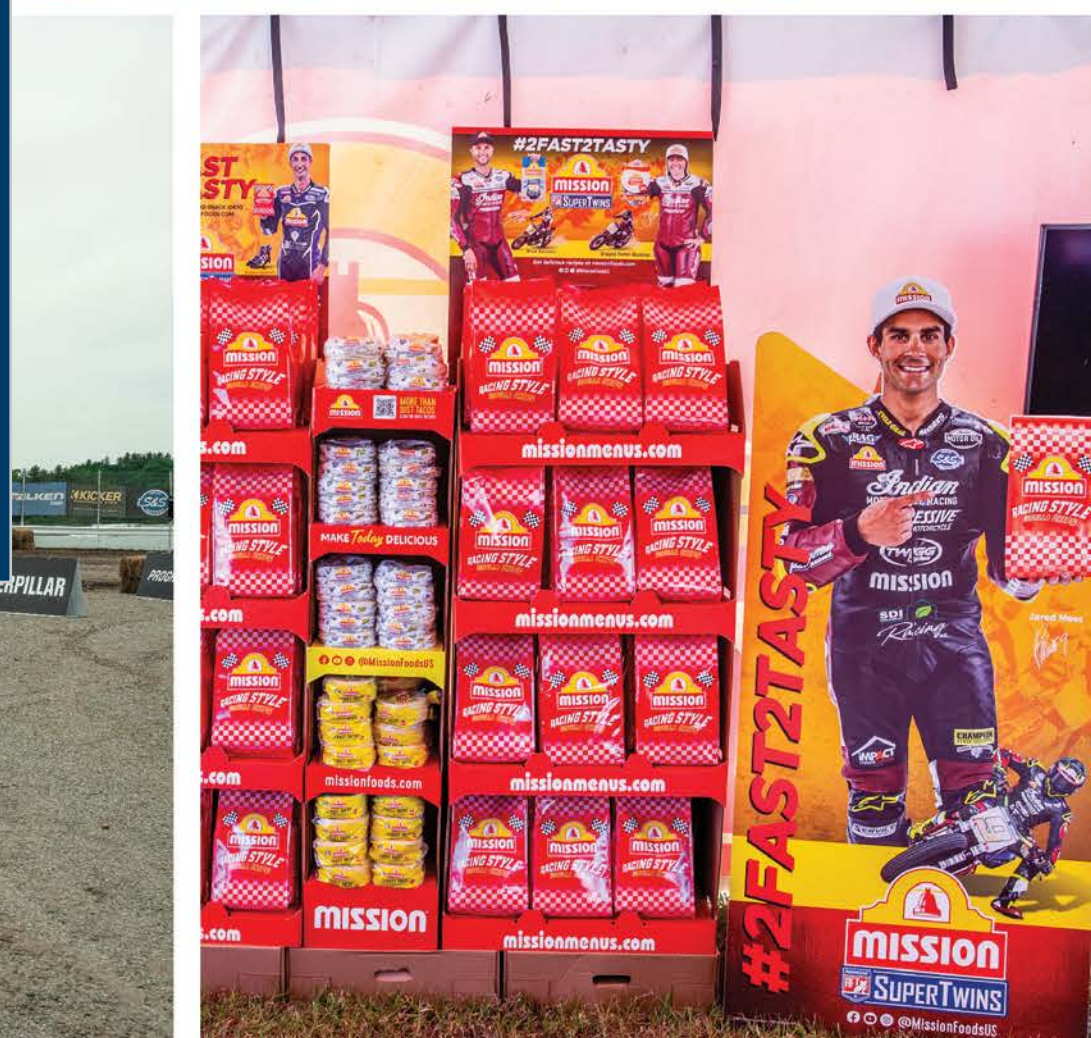






## PARTNER-FOCUSED PHILOSOPHY

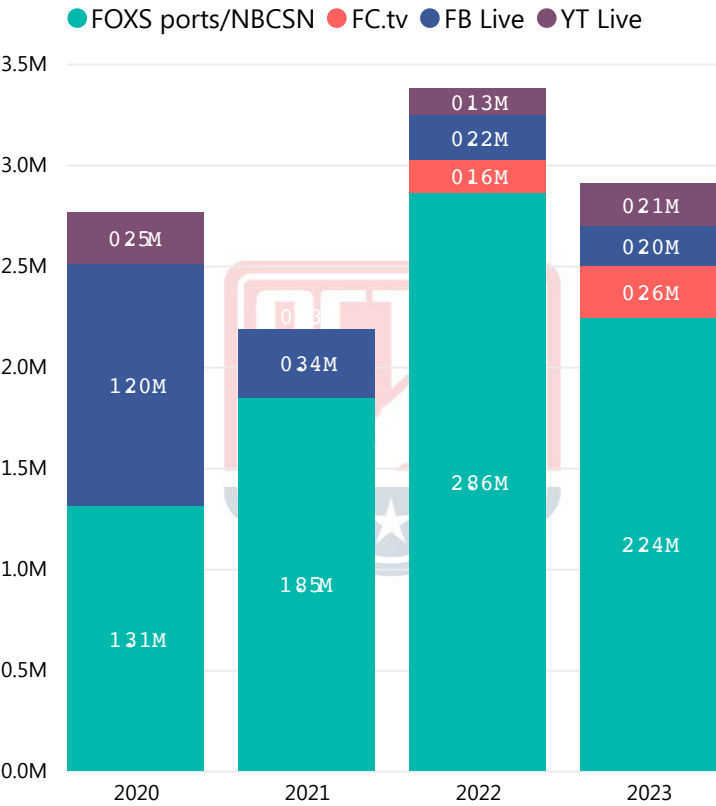
- TOTAL CONTROL OF SPONSORSHIP ASSETS, VIDEO PRODUCTION, EDITORIAL AND DIGITAL / SOCIAL
- AFT WEAVES PARTNERS' STORIES INTO THE FABRIC OF THE SPORT
- TURN-KEY DELIVERY OF PARTNER ASSETS TO REACH AFT'S BRAND-LOYAL AUDIENCE





# 2023 VIEWERSHIP METRICS

Total A FT Viewership (2020-2023)



2023 AFT Viewership

**2,910,408** **163,601**

Total YTD Viewership Average per Event



**2,243,000**  
FOX Sports P02+  
**255,448**  
FansChoice.tv Views  
**199,193**  
Facebook Live Views  
**212,767**  
YouTube Live Views

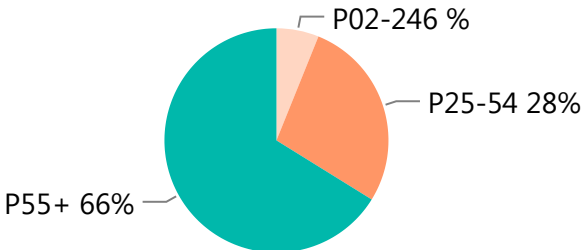
Telecasts/livestreams included in this report:

<b>18</b> FS1P remieres	<b>76</b> FS1/FS2R e-Airs	<b>18</b> Livestreamed Events
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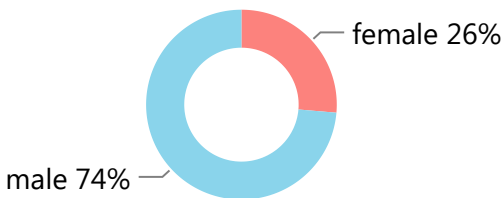


Demographics

Age- FOX Sports Audience for A FT Shows



Gender - FOX Sports Audience for A FT Shows



P02+ Viewers Households

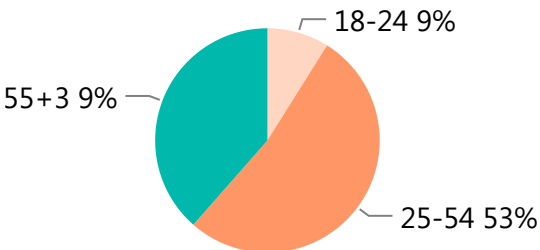
**2,243,000** **1,697,000**

Total P02+ YTD Total HH YTD

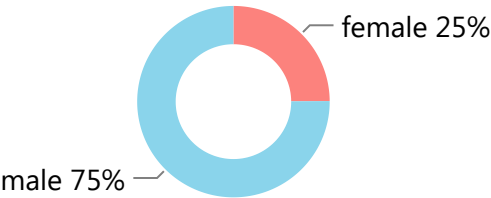


Demographics

Age- FansChoice.tv Audience



Gender - FansChoice.tv Audience



Hours Viewed Time on Stream

**192,802** **105**

Hours Viewed YTD Avg Time on Stream (min.)

## KEY FACTS

- COVERAGE OF THE SPORT CONNECTS BRANDS WITH TWO DISTINCT AUDIENCES:
- FOX SPORTS & EVENTS ATTRACT THE MOTORCYCLE & RACING ENTHUSIASTS
- FANSCHOICE ATTRACTS THE 25-34 DEMOGRAPHIC
- DIGITAL VIEWERSHIP UP 23% YOY

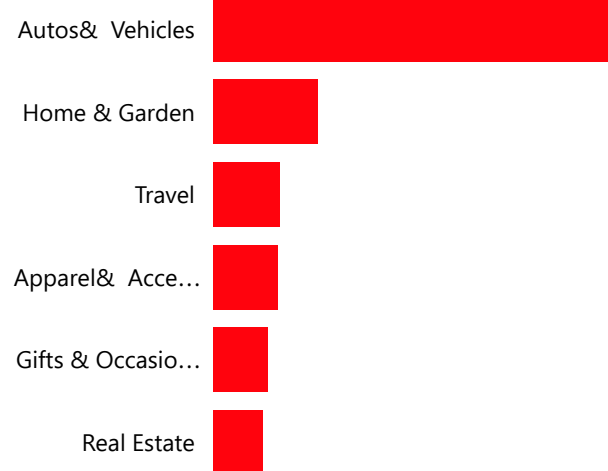




# 2023 WEBSITE METRICS

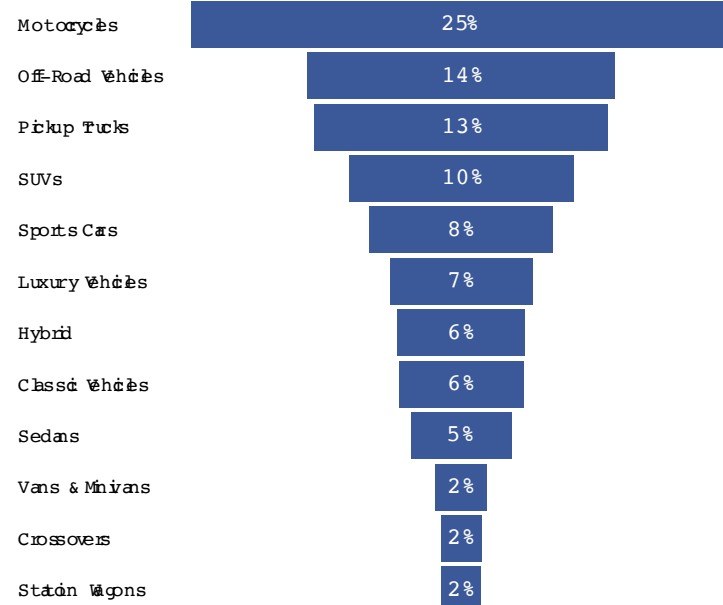
## In-Market Affinity

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



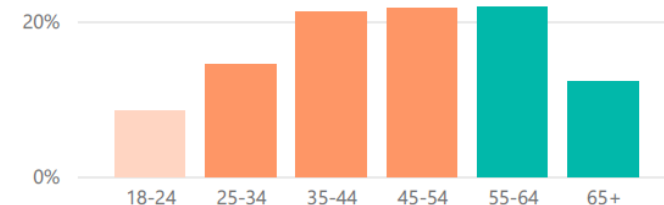
## Autos & Vehicles by Type

### In-Market Affinity by Type of Motor Vehicle

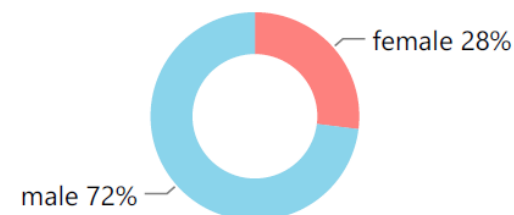


## Web Users - Demographics

### Age - Website Users

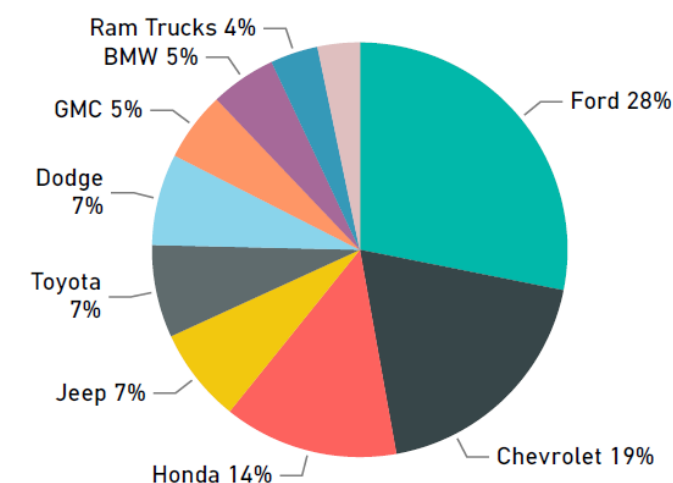


### Gender - Website Users



## Autos & Vehicles by Brand

### In-Market Affinity by Brand of Motor Vehicle



## Website

**1,124,722** **3,309,910**  
AFT.com YTD Sessions Pageviews

## Website

**222,963** **1,195,756**  
FC.tv YTD Sessions Pageviews

## KEY FACTS

- AMERICANFLATTRACK.COM AND FANSCHOICE.TV HAS OVER 4 MILLION COMBINED PAGE VIEWS FOR 2023
- AFT'S WEBSITE AUDIENCE IS ACTIVELY SEARCHING FOR MOTORCYCLES, OFF-ROAD VEHICLES AND PICK UP TRUCKS

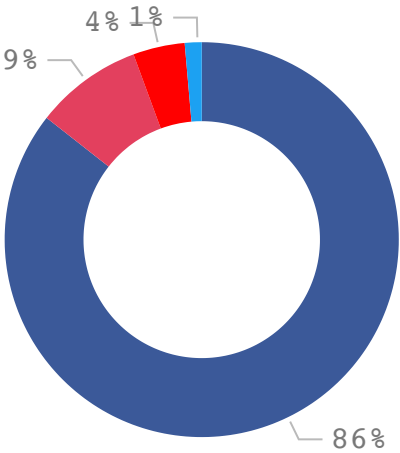




# 2023 SOCIAL MEDIA METRICS

## American Flat Track Social Audience

● Facebook ● Instagram ● YouTube ● Twitter



1,104,541

All Social Media Followers

facebook

943,978

Facebook Fans

Instagram

98,428

Instagram Fans

X

15,235

X Followers

YouTube

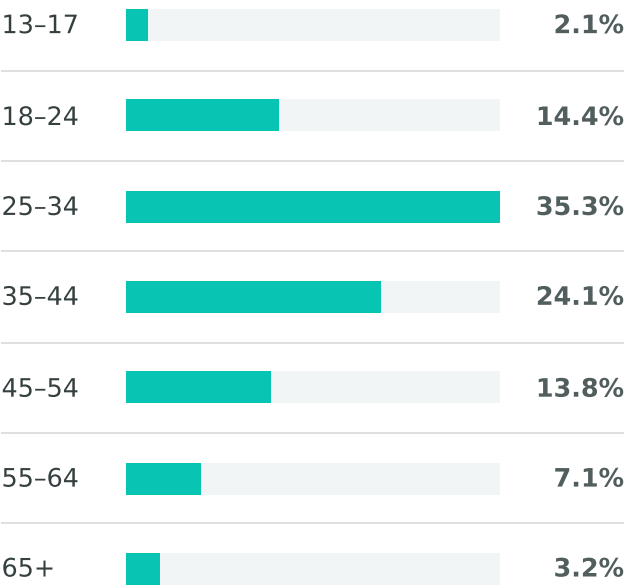
46,900

YouTube Subscribers

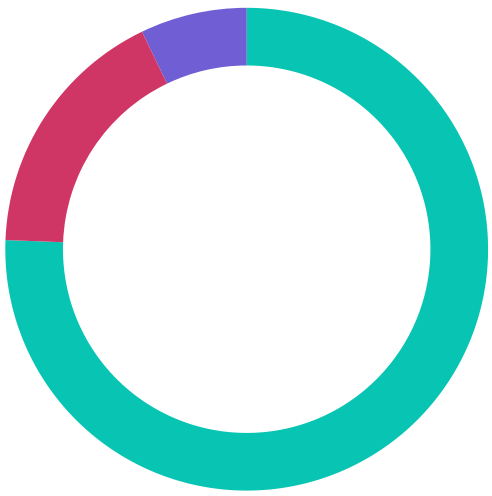
Social followers on 10/6/23

## Social Media Audience Demographics

### Audience by Age



### Audience by Gender



Men	75.6%
Women	7.1%
Nonbinary/Unspecified	17.3%

## KEY FACTS

- THE AVERAGE FACEBOOK & INSTAGRAM FAN IS AN AMERICAN MALE, 25-34, AND HIGHLY ENGAGED
- AFT SOCIAL CONTENT AVERAGES AN ENGAGEMENT HIGHER THAN THE NATIONAL AVERAGE.
- FACEBOOK & INSTAGRAM FANS ARE YOUNG AND INTERNATIONAL. THE TOP 5 MARKETS ARE U.S.A, CANADA, AUSTRALIA, INDONESIA AND FRANCE





# 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

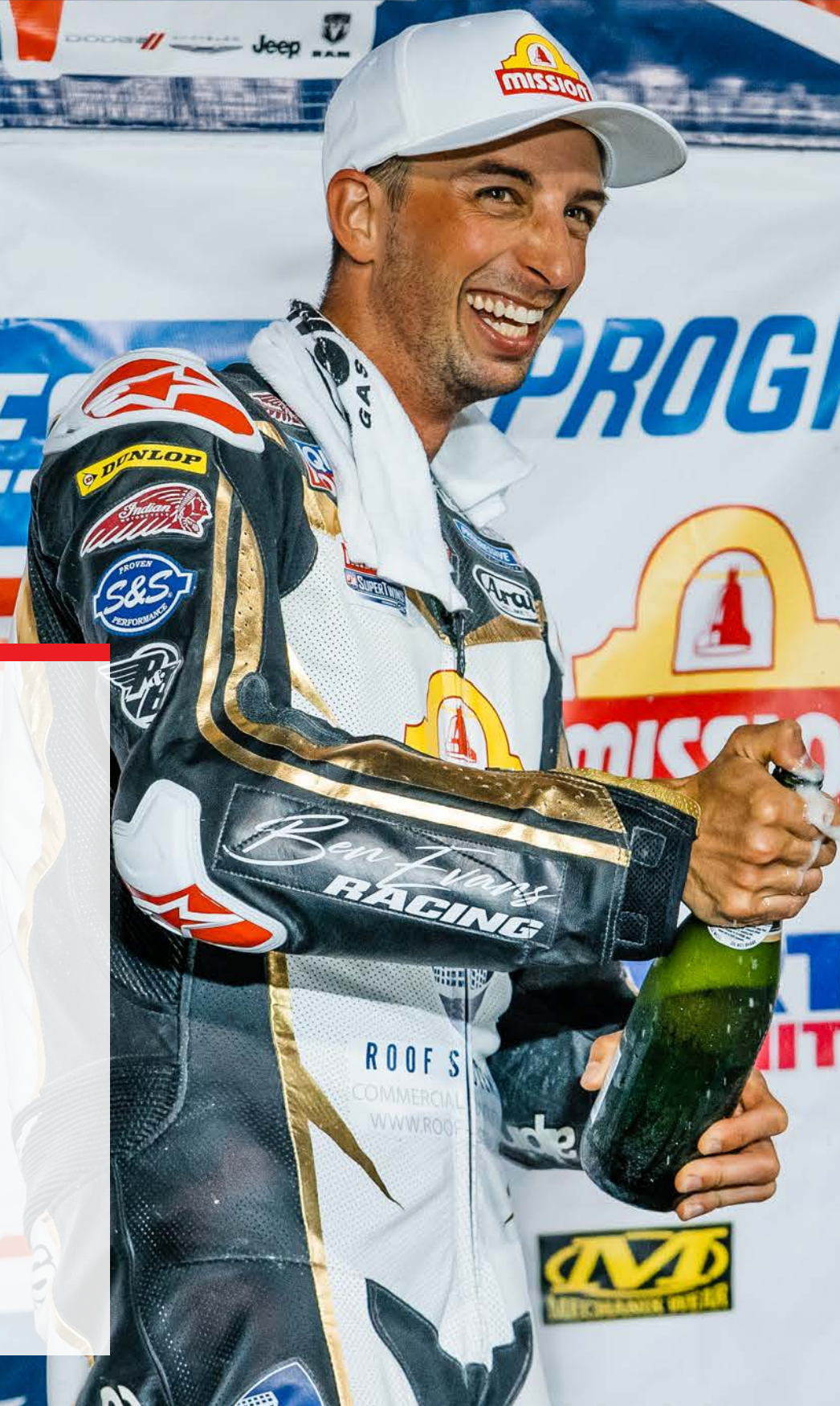




# SHORT TRACK BRAND OPPORTUNITIES EVENT PARTNERSHIP

## 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



## BROADCAST BACKDROP



## 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 & 2023, 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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