

EVENT REPORT

Superbikes at Ridge Motorsports Park
June 26-28, 2026



Event Overview
Viewership
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Promotion
Earned Media
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Partners



INDUSTRY ONLY, REPORT NOT FOR SOCIAL MEDIA DISTRIBUTION

EVENT OVERVIEW

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Roadracing fans traveled from various states and Canada to enjoy ten exciting races from five classes over the 3-day weekend. Elsewhere, more than 1.3M fans watched TV & streaming broadcasts from all over the world.

Races Classes

2	Quad Lock Superbike
2	Supersport
2	Talent Cup
2	Mission Foods Super Hooligan
2	Royal Enfield Build.Train.Race
10	



IMPACT SNAPSHOT

91	Rider Entries
5	Competition Classes
10	Races total
1.3M	TV Total Viewership (Samsung & VICE TV)
3.8M	Digital Video Views
14.1M	Social Media Impressions
287K	Social Media Engagement
18,198	Attendance

NOTES:

- Metrics: June 26 – July 5, 2026 (10-days)
- TV Ratings: Details on next page.



DIGITAL SUMMARY

	Video Views	Total Hours
MA Live+ SVOD	35,880	20,668
YouTube	254,475	18,322
Facebook	3,154,643	19,935
Instagram	N/A	N/A
X	29,624	N/A
TikTok	361,851	N/A
TOTAL	3,836,473	58,925

Metrics: June 26 – July 5, 2026 (10-days)



BROADCAST SUMMARY

BROADCAST DISTRIBUTION

- Samsung TV Plus- All classes, Live & Reairs
- Vice TV Superbike Sat & Sun, Live
- ESPN Latin America: Superbike & Supersport, Live & Reairs
- MA Live+ Streaming: All classes, Live & VOD
- YouTube: All classes, Delayed

SAMSUNG TV METRICS

- 1,031,453 Total Households
- 1,258,373 Total Viewership

VICE TV METRICS

- 79,000 Total Households
- 79,000 Total P2+

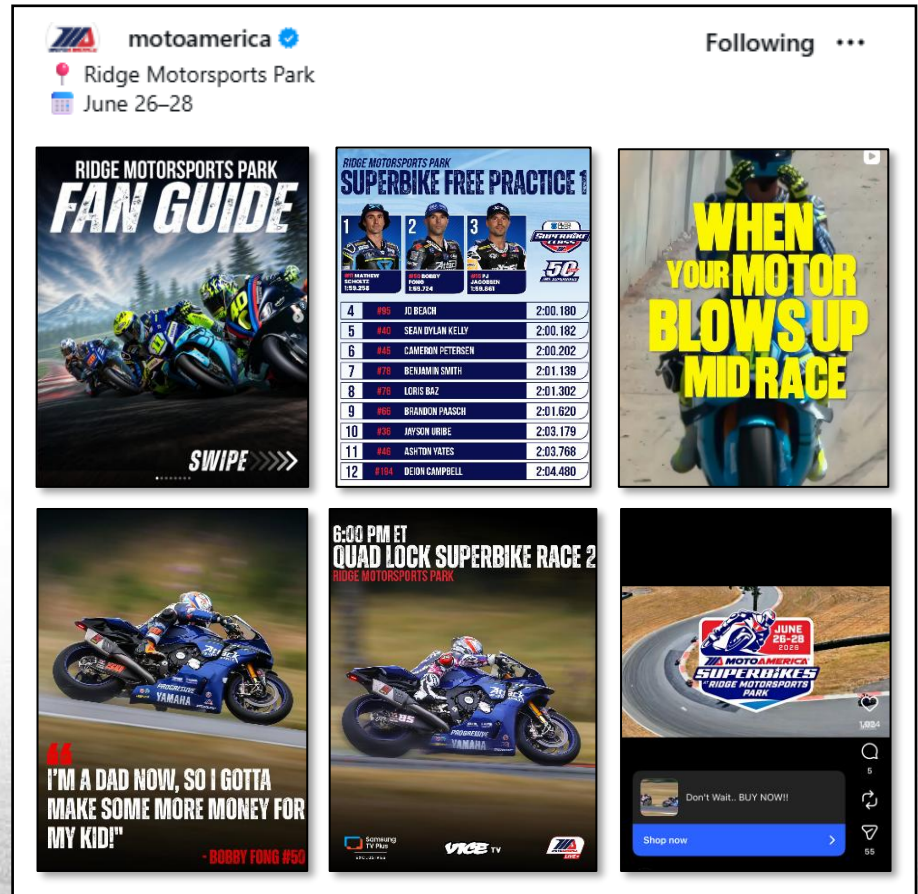
GRAND TOTAL

- 1,110,453 Total Households
- 1,337,373 Total Viewership

Definitions:

- TV ratings above are Total Reach for all class broadcasts.
- **Samsung Total Households** is Total Devices that watched any portion of the broadcast, similar to Nielsen Households.
- **Samsung Total Viewership** is headcount of people that watched any portion of the broadcast, similar to Nielsen P2+. This is estimated using MotoAmerica's historical average of its Nielsen P2+ being 25% larger than Nielsen Households.
- **Nielsen P2+** is total viewers over 2 years old.

	TOTAL	Facebook	Instagram	X	TikTok	YouTube
Posts	441	85	74	213	35	34
Impressions	14,186,687	7,580,524	3,415,589	166,050	361,851	2,662,673
Engagement	287,213	146,527	117,651	2,659	9,827	10,549
Video Views	3,800,593	3,154,643	N/A	29,624	361,851	254,475
Comments, Shares	15,904	4,325	9,674	287	343	1,275



Engagement from fans and industry drove further reach during and after the event.

mattleitch12 Big group of us Canadians will definitely be coming up for the race at the Ridge 🙌



Derek Perry · 2w
We were up in corner trying to figure out what happened....whoa!!!!
Some awesome racing folks 🏁

jeffmckinneyartstudio 2w
I find myself leaning my phone back and forth 🤪🤪🤪

Greg Wagner · 2w ...
Rain skills!!
👍 🗨️ Reply 🍌
Devin Verdugo · 2w
Love that track.. wet or dry.
👍 🗨️ Reply
Ted Greenaway · 2w
The tire tech is crazy. ...

fastlaneracingschool Ridge Motorsports Park puts on one of the best race weekends of the season, no debate.

counterboud Fun day watching MotoAmerica up the road at the Ridge! Was awesome seeing local Andy Dibrino win superbhooligan! Sad seeing Kayla go down in the supersport after having the lead. Was fun seeing #74 battle it out and nearly win in the Talent Cup, and seeing SDK pull off a last lap pass for the win was so cool!

ridedunlop 🏁 Grid walk in a light drizzle at @motoamerica The Ridge. 🌧️
Superbike is lined up and ready to roll, and the Dunlop tires are ready for whatever the weather brings.
#RideDunlop #RaceDunlop #Sportmax #MotoAmerica #TheRidge



Meltwater AI Metrics Insight:

Total Potential Audience Reach: 57,905,223 (with syndications)

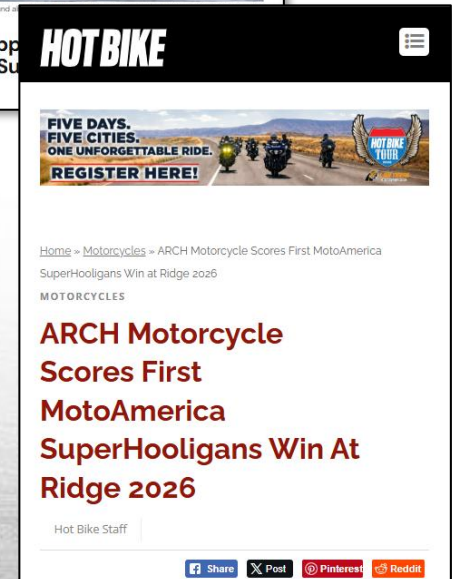
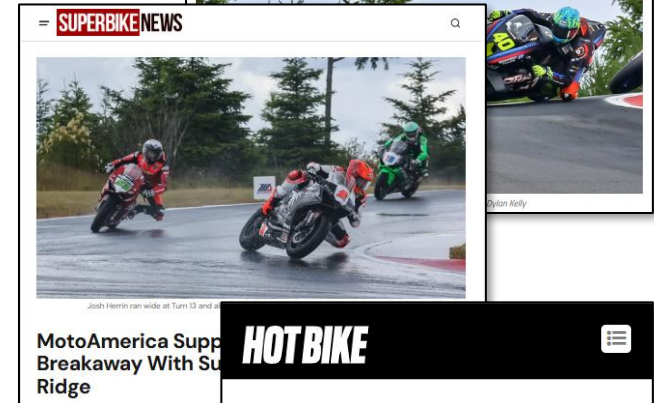
- Ridge MotoAmerica round produced major championship shifts and repeat winners
- Wet and mixed conditions shaped qualifying and race strategy
- Kayla Yaakov and other support-class riders drew strong attention
- Super Hooligan and Superbike battles generated notable engagement

National

- Ever After In The Woods: This Little-Known Washington Track Makes A Summer Day Feel Like A High-Speed Adventure – <https://everafterinthewoods.com/this-little-known-washington-track-makes-a-summer-day-feel-like-a-high-speed-adventure/>
- South Sound Magazine: Out & About: Tacoma Trails Challenge, Art 'N the Alley, and MotoAmerica – https://www.southsoundmag.com/arts-entertainment/out-and-about-tacoma-trails-challenge-olympia-art-n-the-alley-motoamerica-shelton/article_75ff50c6-aeba-4ca1-b386-1b314cb89b66.html

Syndications

- NewsBreak: MotoAmerica: Superbike Heading To The Ridge – <https://www.newsbreak.com/news/4720940433674-motoamerica-superbike-heading-to-the-ridge>
- NewsBreak: MotoAmerica: LiMandri Jr. Joins MP13 at The Ridge – <https://www.newsbreak.com/news/4728333791932-motoamerica-limandri-jr-joins-mp13-at-the-ridge>
- NewsBreak: MotoAmerica: Vo Tops Build. Train. Race. Warmup At The Ridge – <https://www.newsbreak.com/news/4738129978819-motoamerica-vo-tops-build-train-race-warmup-at-the-ridge>
- ConceptCarz: OrangeCat Racing and Sean Dylan Kelly Make it Two Wins in Two Rounds of the 2026 MotoAmerica Quad-Lock Superbike Championship – <https://www.conceptcarz.com/a61347/orangecat-racing-sean-dylan-kelly.aspx>



MARKETING

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Comprehensive marketing including multiple creatives & messaging themes over Social Media, Digital, TV, Radio, OOH, Email, Ground Team, PR and more.

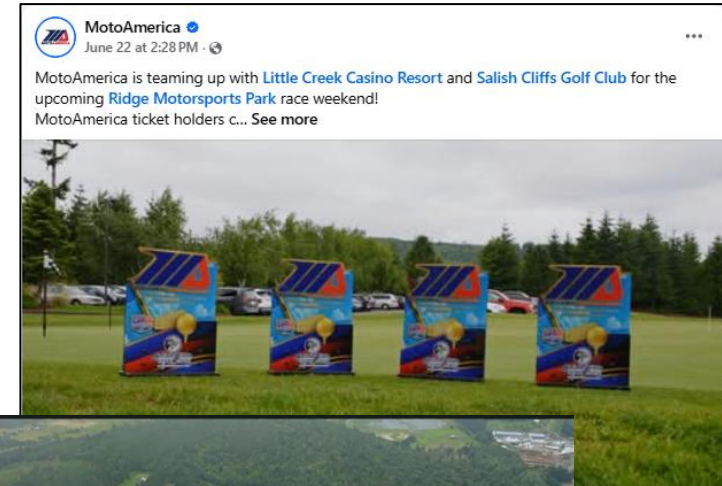
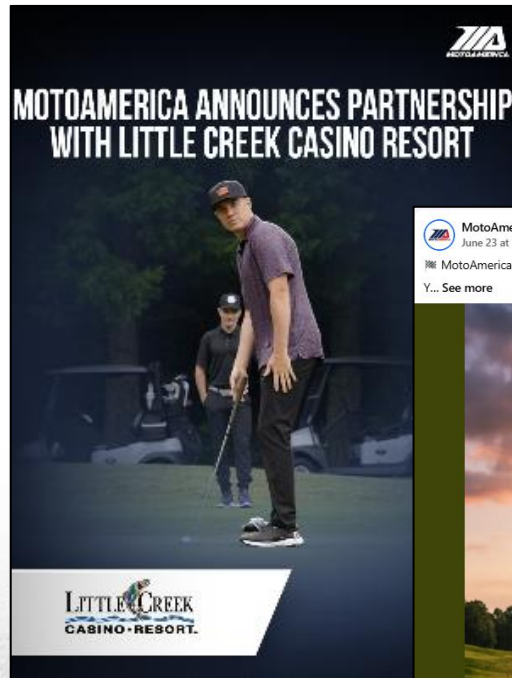


LOCAL PARTNERSHIP

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Salish Cliffs Golf Club at Little Creek Casino Resort hosted the 2nd Annual *MotoAmerica Throttle & Tees Tournament*, where MotoAmerica riders traded horsepower for golf clubs and put their skills to the test on the greens. The partnership featured pre-event co-marketing, social media integrations and in-broadcast brand/content exposure.



Beyond the catered suite, **MotoAmerica Superfan VIP** operations hosted fans to escorted tours, a pre-race grid walk, rider meet & greets, and guest speakers from industry notables.



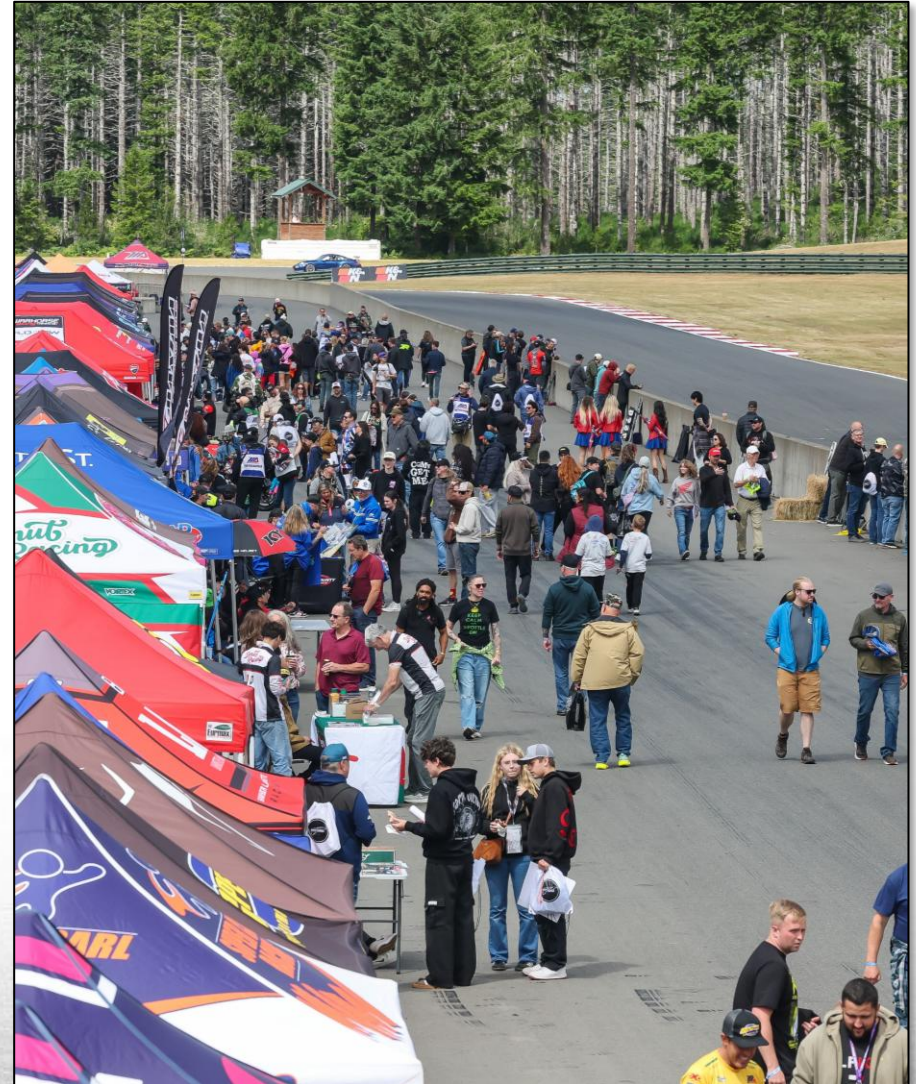


ENGAGEMENT

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As we continue celebrating 50 Years of Superbikes, we're proud to honor three-time AMA Superbike Champion **Doug Chandler** as Grand Marshal at Ridge Motorsports Park.





CAMPING

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IT TAKES ALL TYPES

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SERIES OVERVIEW



GROWTH & SUCCESS

Since acquiring AMA rights in 2015, MotoAmerica has delivered incredible growth across entries, classes, attendance, social media, viewership, and content distribution.

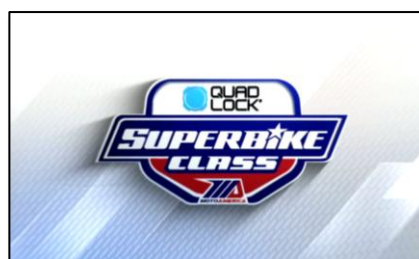
REACH & ENGAGEMENT

Ten spectacular annual 3-day events deliver 103 annual races. Events feature up to 200 riders across 5-7 classes. The entertainment and community draw affluent crowds with camping, family-friendly activities, bike shows, and more.



SERIES PARTNERS

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CONTACT



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