

## **Race Report #2011-1**

**Date:** May 16, 2011  
**To:** All AMA Pro Motocross Competitors  
**From:** Jeff Canfield, Race Director  
**Subject:** MX Sports Pro Racing Social Media / Rider Promotional Program

With the 2011 season quickly approaching, we want to make you aware of the significant efforts being made to raise series, athlete and team awareness through enhanced marketing and promotional programs. Your cooperation in this effort is greatly appreciated, and will most certainly result in increased promotional exposure for all strategic partners – riders, teams, industry, etc.

### **Television:**

This year the series will feature 60 hours of original programming, with 28 hours of live domestic programming and 24 hours of live international programming. Domestically the series will be broadcast on 3 television networks (NBC, SPEED and FUEL). Globally the series will be aired in 104 different countries, in 18 different languages, in over 200 million homes. This is the largest television programming commitment in the history of motocross.

### **Digital and Multi-Media Platform:**

In addition to live television, the series will host over 24 hours of live video, exclusively streaming the 1<sup>st</sup> motos of each race on [www.allisports.com](http://www.allisports.com).

### **Facebook:**

The series has established a new facebook page at [facebook.com/AmericanMotocross](https://www.facebook.com/AmericanMotocross). Regular and relevant information is added daily. If you have a facebook page, please “like” the series site.

### **Twitter:**

The series also has a new twitter account at [twitter.com/americanmx](https://twitter.com/americanmx). Please follow us on twitter, interact with us, and re-tweet to your followers.

### **Athlete Profiles:**

The series fan site, Allisports.com, now features Athlete Profiles at <http://www.allisports.com/alli/moto/athletes> for most of the series’ top athletes. Please check out the profiles, and feel free to notify us of any changes needed.

### **Team Profiles:**

Team Profiles are designed to be an informative source for your fans as well as service your promotional and sponsorship efforts. Please check your team profile and make sure it is current and up-to-date. If you do not have a team profile, feel free to forward the relevant information found in the posted team profiles to us and we will design a team page for you. <http://mxsportsproracing.com/pages/athletes/team-profiles>.

### **Team Press Releases:**

If your team issues press releases, we would like to run them on the series fan site. Please add Please add Courtney Zollinger ([cz@mxsportsproracing.com](mailto:cz@mxsportsproracing.com)) Brandon Short

([Brandon@mxsports.com](mailto:Brandon@mxsports.com)) and Shawn Smith ([ShawnSmith@allisports.com](mailto:ShawnSmith@allisports.com)) to your distribution list.

**Team Videos:**

We also can play any team videos that you wish to share, pending content approval. Please forward inquiries to Brandon Short ([brandon@mxsports.com](mailto:brandon@mxsports.com)) and we can post them on our series website.

**Rider Management System Profiles:**

Licensed riders are given access to their Rider Profile where pertinent biographical and promotional information is maintained. Select information in the profile, including the headshot photo, will be broadcast on the live timing results website as well as the television broadcast. Hence, it is important that the photo be promotional appropriate and present the rider in a positive image to

Again, all of these programs are designed and intended to bring positive attention and exposure to the series, our riders and teams, and we hope that you take advantage of these opportunities and help us grow the series together.

Should have you have any questions about any of these programs, please do not hesitate to contact us.

Good luck this season, and we'll see you at the races!