

PROGRESSIVE[®]

AMERICAN FLAT TRACK



RISING

ABOVE

ADVERSITY

2020 brought previously unimaginable challenges to the sport industry. Progressive American Flat Track was able to pivot and adapt, demonstrating the nimble approach the organization is known for, and conduct 15 rounds over eight weekends. Through cooperation with other motorsports organizations such as Supercross, NASCAR & IMSA, Progressive AFT developed operational protocols that provided a safe environment for competitors as well as fans at all events.

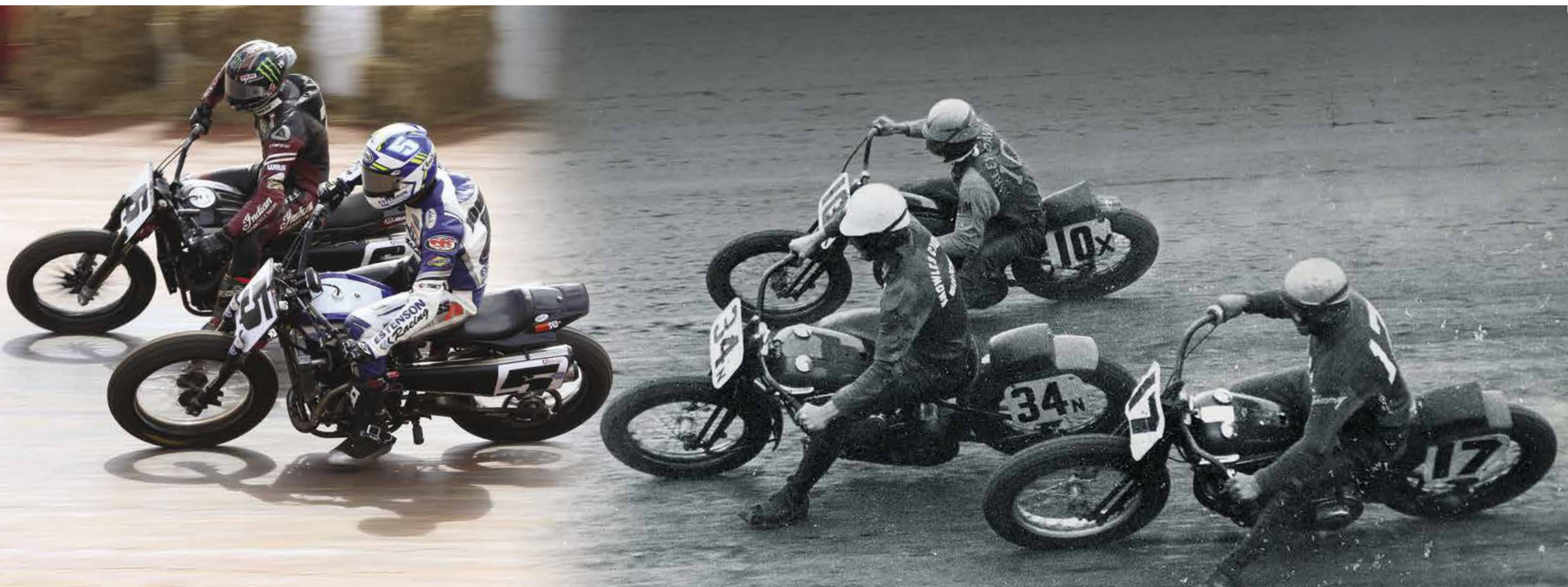
In an unprecedented environment, AMA Pro Racing and Progressive Insurance forged a multi-year partnership in the sport, naming Progressive Title Sponsor and Official Insurance Company of American Flat Track.

Progressive American Flat Track remains committed to growing its fanbase and improving the overall safety of the sport. The organization overcame the unique circumstances of 2020 and is looking ahead to a bigger, brighter 2021 and beyond.





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 on TrackPass and watching NBCSN 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 2021.

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



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.

MICHAEL LOCK CEO



A VISIONARY

INVESTOR

JIM FRANCE

Chairman & CEO, NASCAR

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



WORLD-CLASS

FACILITIES

IN KEY MARKETS



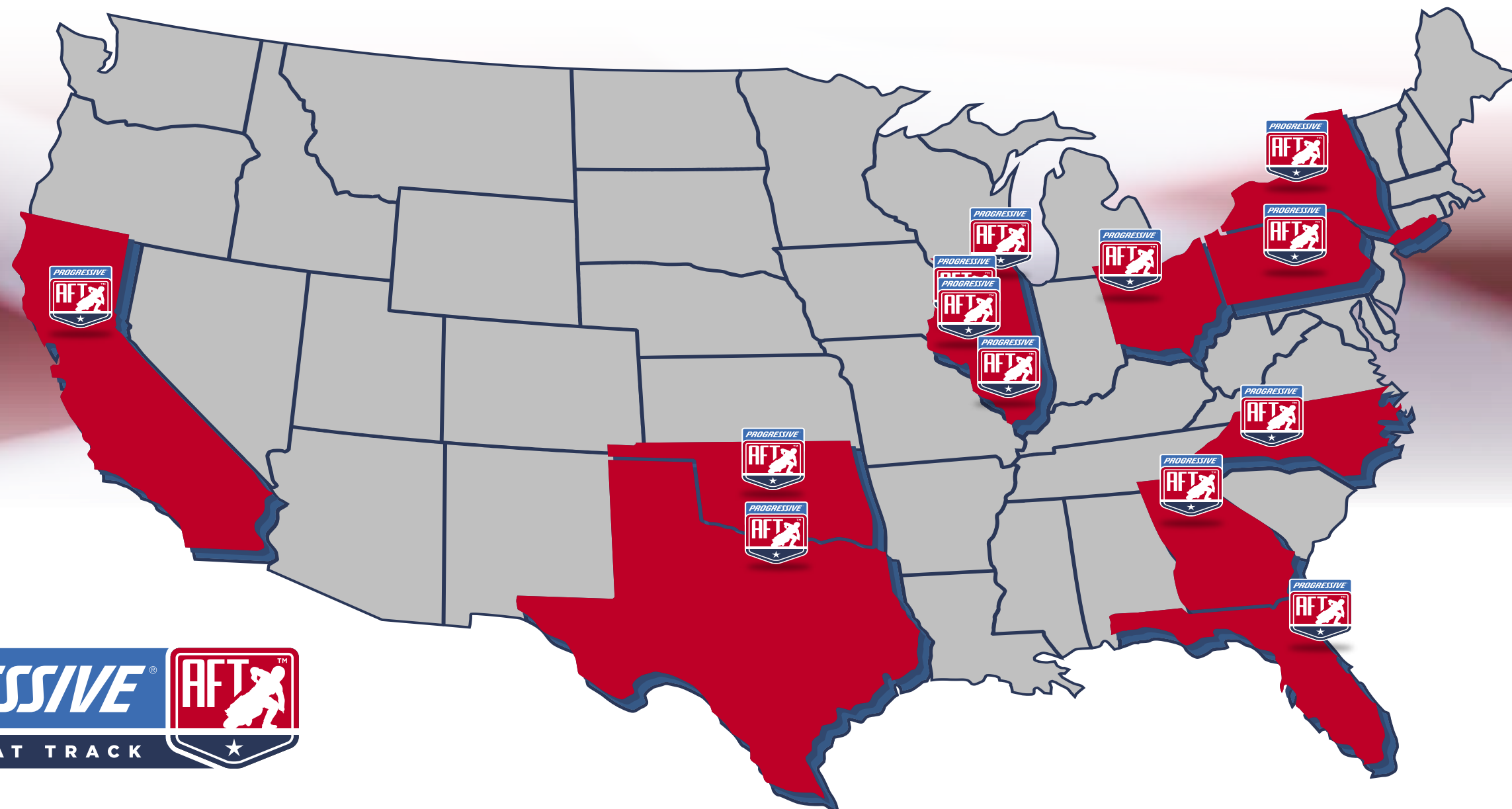
Fans of all ages taking in the American Flat Track experience at the Meadowlands Mile in East Rutherford, NJ

17 EVENTS ACROSS THE US

2021 EVENT SCHEDULE

DATE	EVENT	CITY	STATE	TRACK TYPE
March 12	Volusia Half-Mile I	Barberville	FL	Half-Mile
March 13	Volusia Half-Mile II	Barberville	FL	Half-Mile
May 1	Atlanta Super TT	Atlanta	GA	TT
May 22	Texas Half-Mile	Fort Worth	TX	Half-Mile
May 29	Chicago Half-Mile	Joliet	IL	Half-Mile
June 18	OKC Mile I	Oklahoma City	OK	Mile
June 19	OKC Mile II	Oklahoma City	OK	Mile
June 26	Lima Half-Mile	Lima	OH	Half-Mile

DATE	EVENT	CITY	STATE	TRACK TYPE
July 17	DuQuoin Mile	DuQuoin	IL	Mile
July 24	Port Royal Half-Mile	Port Royal	PA	Half-Mile
August 14	New York Short Track	Weedsport	NY	Short Track
August 21	Peoria TT	Peoria	IL	TT
September 4	Springfield Mile I	Springfield	IL	Mile
September 5	Springfield Mile II	Springfield	IL	Mile
September 11	Sacramento Mile I	Sacramento	CA	Mile
September 12	Sacramento Mile II	Sacramento	CA	Mile
October 8	Charlotte Half-Mile	Concord	NC	Half-Mile





PRIMETIME

ON
 **NBCSN**

COVERAGE

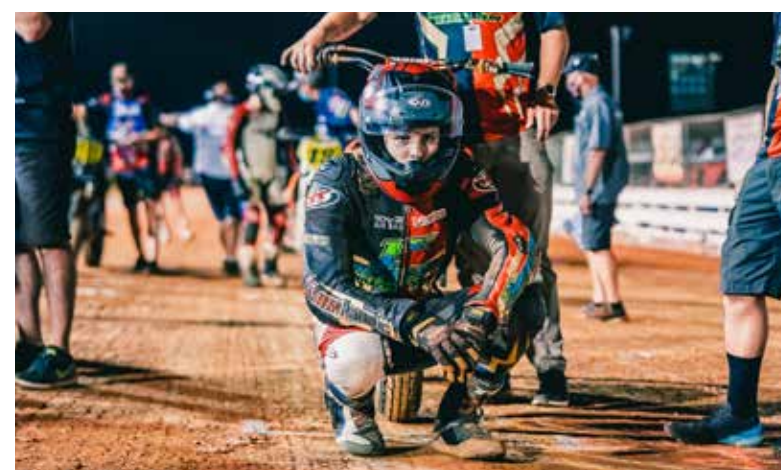
LIVE STREAMING ON **TRACKPASS** ON 

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

- MOTOGP ON DIRT
- 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



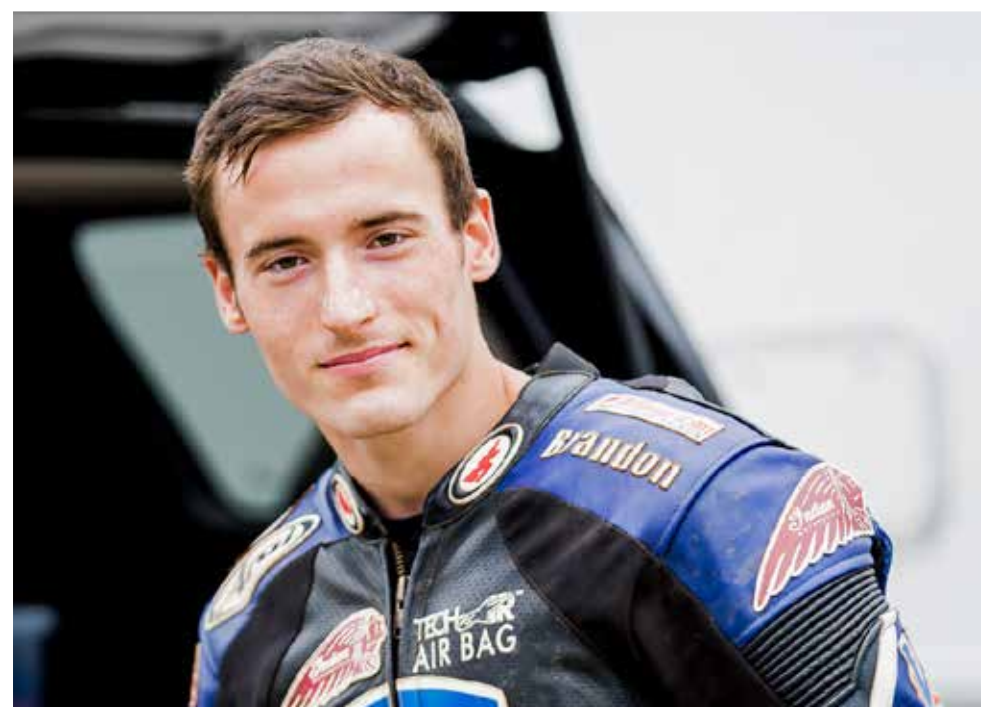
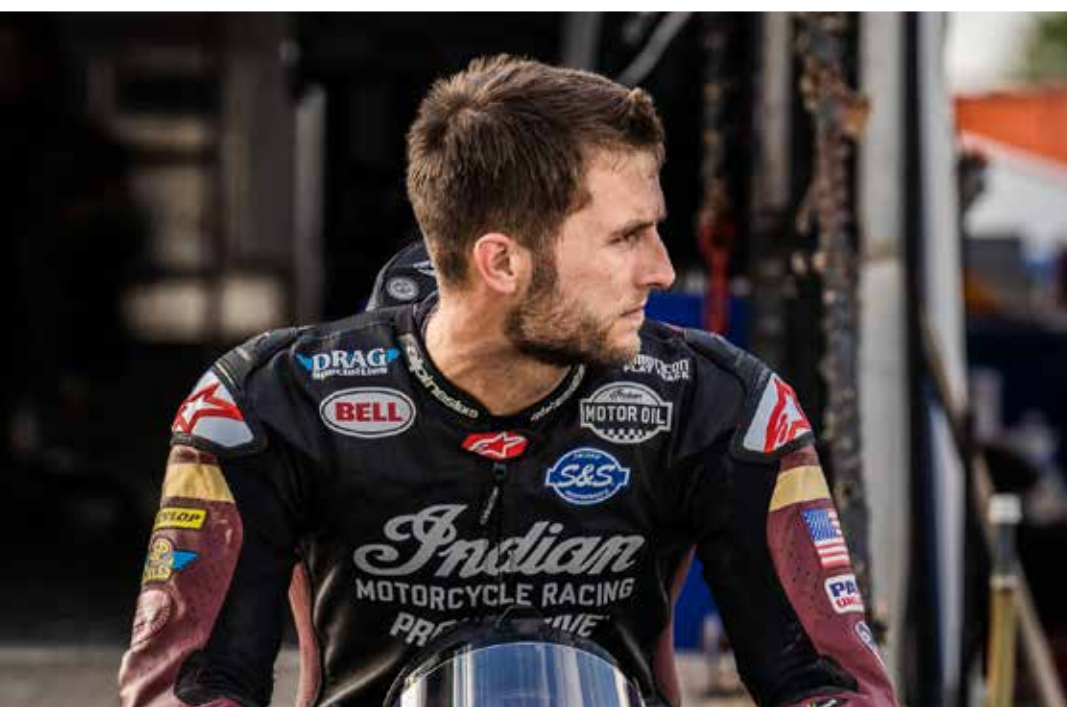
**A LEGENDARY CLASS ENHANCED.
FLAT TRACK RACING FOR THE FUTURE.**



WORLD-CLASS RIDERS

- UPPER ECHELON OF FLAT TRACK RIDERS IN THE WORLD
- THE STARS OF THE SHOW AND VOICES OF THE SPORT

MISSION SUPERTWINS





STATE-OF-THE-ART MOTORCYCLES

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



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

MISSION SUPERTWINS





SAFETY INNOVATION

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

MISSION SUPERTWINS





LASER FOCUS ON BUILDING STARS

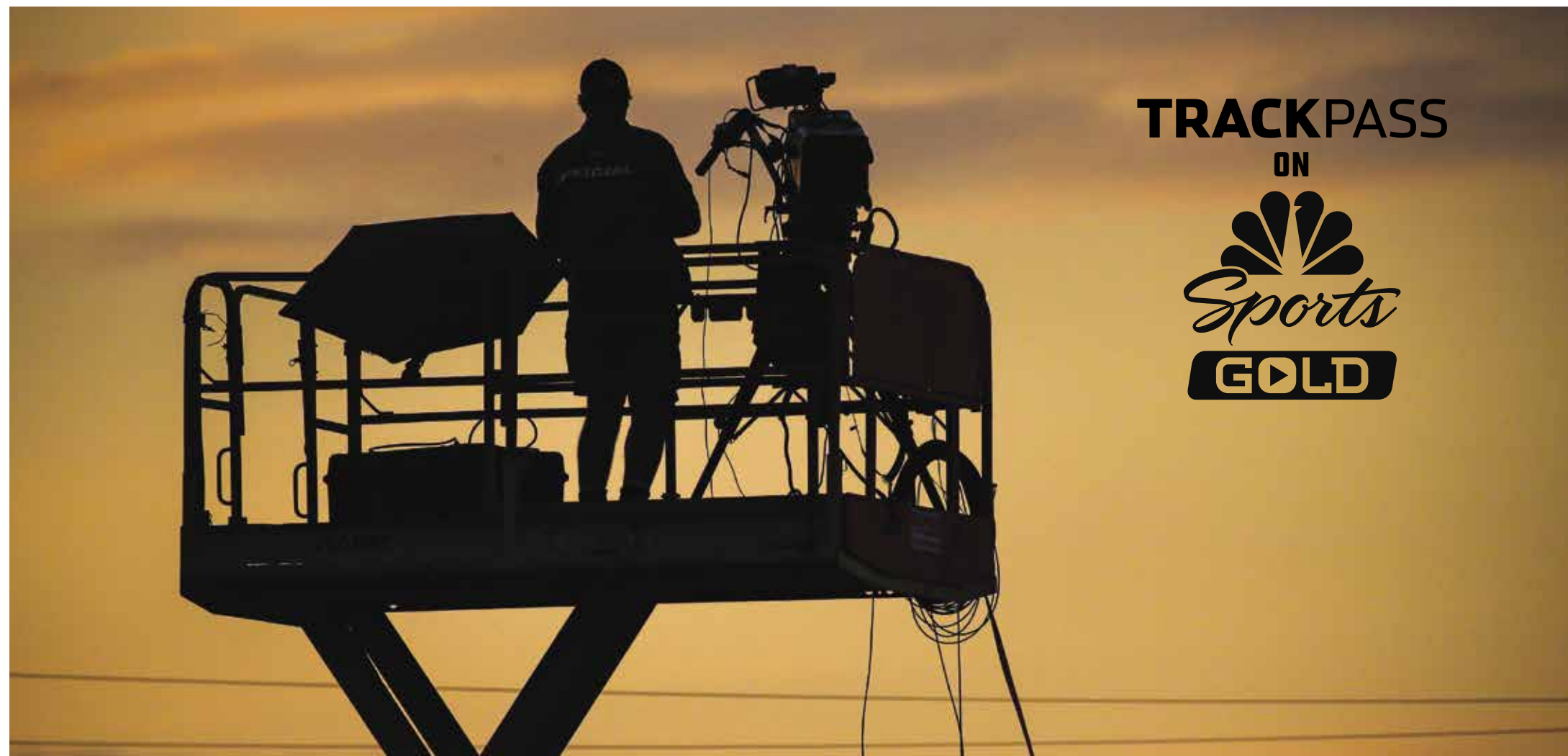
- COMMUNICATION STRATEGY FOCUSED ON TELLING THE STORY OF THE SPORT THROUGH THE EXPERIENCE OF THE ATHLETES
- DRIVING ENGAGEMENT TO DEEPEN FAN LOYALTY TO ATHLETES AND THEIR PARTNERS





LIVE & INTERNATIONAL BROADCAST STRATEGY

- LONG-TERM PARTNERSHIP WITH NBC IS DRAMATICALLY INCREASING VIEWERSHIP:
 - LIVE / SAME WEEKEND LINEAR COVERAGE
 - ENHANCED LIVE STREAMING / OTT DELIVERY
 - INTERNATIONAL DISTRIBUTION



TRACKPASS
ON

Sports
GOLD



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



OBJECTIVES:

- Raise awareness about CAT Rental Store's business division with AFT's core demographic
- Showcase the Caterpillar brand in a dynamic sports environment
- Consistent, professional equipment and expertise are needed to build world-class dirt racetracks across the U.S.

As Official Heavy Equipment Provider of American Flat Track, AFT utilizes Caterpillar equipment for track preparation and strategically displays CAT products at venues to maximize exposure across all platforms. The partnership delivers multi-faceted storytelling campaigns about CAT's integral role in the engineering and construction of AFT's purpose-built circuits.



"WE'RE PROUD TO PARTNER WITH AFT ON AND OFF THE TRACK. TOGETHER, WE SHARE A COMMITMENT TO HEALTHY COMPETITION AND ENTERTAINMENT."

- Steve Brown
Global Marketing & Operations Manager, Caterpillar Inc.





PARTNERSHIP CASE STUDY



OBJECTIVES:

- Raise awareness about Honda's entry into the Sport Side-by-Side market
- Provide an experiential opportunity at AFT events for VIP guests and hosted media
- Improve competition by widening the raceable area of the track

At all events, AFT coordinates an experiential ride-along opportunity for VIP guests, local Honda dealers, top customers, industry and non-endemic media members to take hot laps around the race track aboard the cutting-edge Honda Talon.

In addition, AFT's tire technology partner Dunlop created a custom tire with the same rubber compound used by AFT competitors. During the hot laps, the Talon widens the racing surface providing multi-line racing for the competitors and an even more exciting show for the fans.

Through this turn-key program, AFT has delivered major media coverage (Road & Track, Autotrader), NBCSN broadcast and live streaming exposure and created significant social buzz with influencers and industry executives.



"WE'RE PLEASED TO WORK WITH AFT TO BRING ABOUT THIS UNIQUE NEW PROGRAM WHICH PROVIDES BETWEEN-RACE ENTERTAINMENT FOR FANS OF AMERICAN FLAT TRACK RACING WHILE ALSO CONTRIBUTING TO THE TRACK-PREP EFFORTS. WE TRULY ENJOY SEEING THE TALON ON DIRT OVALS ACROSS THE COUNTRY."

- Chris Cox
Manager of Experiential Marketing/Press, American Honda

"REALLY APPRECIATE THE OPPORTUNITY TO PARTICIPATE IN THIS PROGRAM; IT IS A WINNER."

- Mike Buckley
Senior Vice President Sales / Marketing, Dunlop Motorcycle Tires



SEAMLESS BRAND INTEGRATION

PARTNERSHIP OPPORTUNITIES INCLUDE

SERIES

- Series/Class Entitlement
- Presenting Sponsorship
- Trackside Signage
- Product Placement
- Event Access & Credentials
- Live Streaming Assets
- Digital/Social and PR Campaigns
- Guaranteed exposure at all 18 rounds

EVENT

- Event Entitlement
- Category Exclusivity
- Pouring & Sampling Rights
- Tickets and Hospitality Access
- VIP Packages
- Fan Zone Activation Space
- Product Demos & Giveaways
- Event Program Ads
- PA Reads & Jumbotron Commercials
- Trackside Signage and Inflatables

BROADCAST

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





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AMERICAN FLAT TRACK

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