

*Let's get this party started*

# 2023 Pre-Season Kick-off

CW Moto Racing



CW Moto Racing  
Red Currant Collective



RED CURRANT  
COLLECTIVE



**CW Moto Racing is a professional U.S. motorcycle road racing team based in the Pacific Northwest, operating regionally and nationwide in the MotoAmerica national series.**

We help our brand partners reach motorcycle racing fans (and way beyond) with a highly-engaged audience in motorsports, B2B, technology, and startups.

“For those in the U.S. looking to catch the best of road racing – pushing the boundaries between speed, traction, and the mentality of the riders against the edge of the limits of staying upright at high speed on asphalt – the racing series to watch has been MotoAmerica.”

-FORBES

**For more information contact:**  
Chris Lobkovich,  
Owner & Crew Chief, CW Moto  
chris@cwmoto.com  
206-403-6601 (personal cell)



## Why CW Moto?

- Logo placements available on bike, rider leathers, crew uniforms, season merch, in paddock presence, and on transport vehicles
- Social media video and professional event photography featuring your logo captured and provided from every round
- Prominent placement in our social media channels (TikTok, Instagram, Facebook, LinkedIn, Mastadon), regular features in our Mighty Networks community, and placement in our podcasts that reach motorcycle audiences and way beyond.

**20,000+**  
rolling billboard miles

social media audience  
**20k**

regional event days in the PNW + Western US  
**40+**

YOY social media growth  
**14%**

**9**  
MotoAmerica events

MA event days  
**27**

**300k** In-person event attendees

## MotoAmerica Viewership

- 4 million Linear TV Household Race Viewers
- 24 million Digital Video Race Views
- 1 billion Digital impressions / year on MotoAmerica channels
- 181 million MotoAmerica Social Media Video Views

**2023 Superbike: Ben Smith on the CW Moto Racing Yamaha R1**



**2023 Super Hooligans (riding for Ducati Richmond) & MotoAmerica Supersport Mallory Dobbs supported by CW Moto**





**CW Moto Racing is a professional U.S. motorcycle road racing team based in the Pacific Northwest, operating regionally and nationwide in the MotoAmerica national series.**

We are a family-owned motorcycle road racing team who believes in creating a pathway for high-potential talent to rise to the highest stages of our sport.

“For those in the U.S. looking to catch the best of road racing – pushing the boundaries between speed, traction, and the mentality of the riders against the edge of the limits of staying upright at high speed on asphalt – the racing series to watch has been MotoAmerica.”

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## Why Become a CW Moto Patron?

- Our team hosts a private behind-the-scenes Mighty Network only open to our fans, where we share what you don't see on social media;
- We invest our time, effort, and money into supporting riders and crew talent who may otherwise not have a pathway into the professional ranks in our sport;
- We don't make money racing (yet): we invest money to give talent we believe in a shot at the national stage. And we need your help.

**20,000+**  
transport miles / year

special events in PNW  
**2 x month**

regional event days in the PNW + Western US  
**40+**

YOY social media growth  
**14%**

**9**  
MotoAmerica events

MA event days  
**27**

**300k** In-person event attendees

## Benefits for Team Supporters

- Team patrons and supporters receive invitations to race rounds (including hot pit access for VIPs who qualify) and special team events scheduled around race rounds;
- Seasonal thank-you gifts vary, but we aim to deliver one supporter-only gift per season!

**2023 Superbike: Ben Smith on the CW Moto Racing Yamaha R1**



**2023 Super Hooligans: Mallory Dobbs Riding for Ducati Richmond, supported by CW Moto**





**CW MOTO**

## 2023 Rider Lineup

### **SUPERBIKE # 78: BEN SMITH**

Benjamin Smith, 22, of Glenmoore Pennsylvania is an accomplished road racer with seven seasons of MotoAmerica competition under his belt. Smith finished 4th overall in the 2022 MotoAmerica Supersport Championship, and is a multi-time regional championship club racer, 2017 KTM RC Cup Champion, and a KTM RC Cup world finale competitor.

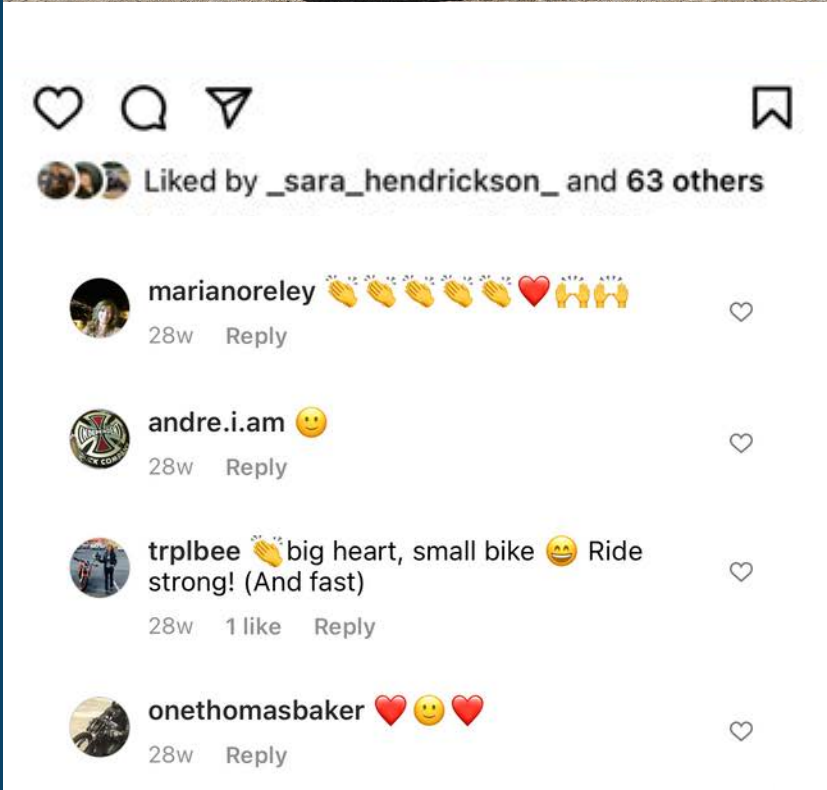
*Also supporting:*

### **MALLORY DOBBS RACING**

MotoAmerica Supersport # 36

Riding for Ducati Richmond as Super Hooligans # 36

Mallory Dobbs, 29, is an Olympia Washington native who started her road racing career in 2017 with an impressive resume for such a short amount of time. This will be her first full season with MotoAmerica, with two top 15 finishes in Supersport at her debut at The Ridge Motorsports Park in 2022. She is currently leading the Supersport Middleweight championship at CVMA.



## CW MOTO: ALWAYS RACING

If you know MotoAmerica you know: our paddock is home to some of the lowest-cost, highest-value alternative sports properties a brand can work with in 2023.

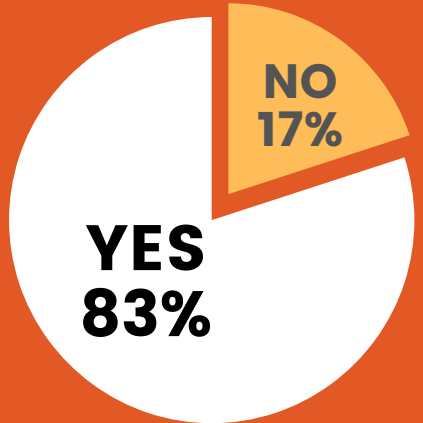
If you don't know MotoAmerica: it's the F1 of US motorcycle racing. With expanding interest in professional motorsports thanks to Netflix's F1 Drive to Survive, and the high cost of entry for partnerships in F1 and NASCAR, MotoAmerica teams like CW Moto provide brand partners all the edge-of-your-seat action at a literal fraction of the spend..

**4 Million** US TV-viewing households  
**300k** In-person event attendees / year  
**65%** YOY increase in MA social followers



### MOTO FANS SUPPORT SPONSOR BRANDS

"Do you favor the brands that sponsor the racing you watch because they support your sport?"



Source: MotoAmerica Fan Survey, Q4 2021  
<https://bit.ly/3JIAvDt>



**THE MOTO CURIOUS**

The Moto Curious Podcast

Sara Lobkovich

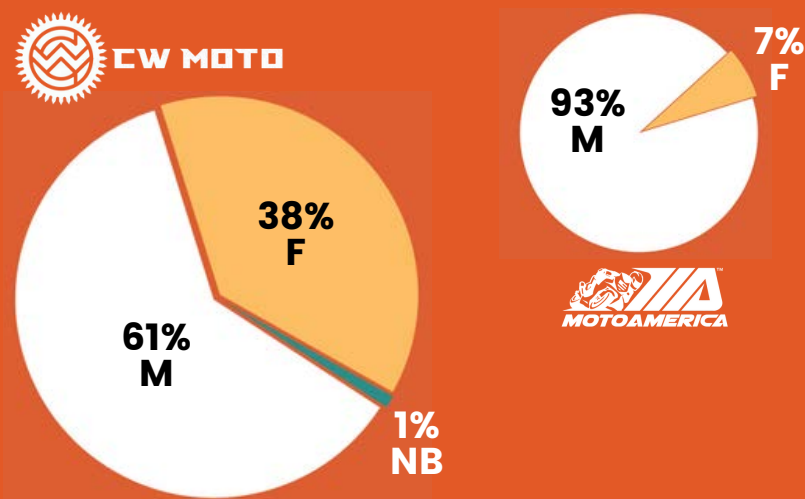
▶ Latest Episode

For some people, getting into motorsports is as easy and natural as breathing. And then there are the rest of us.... [MORE](#)

Automotive

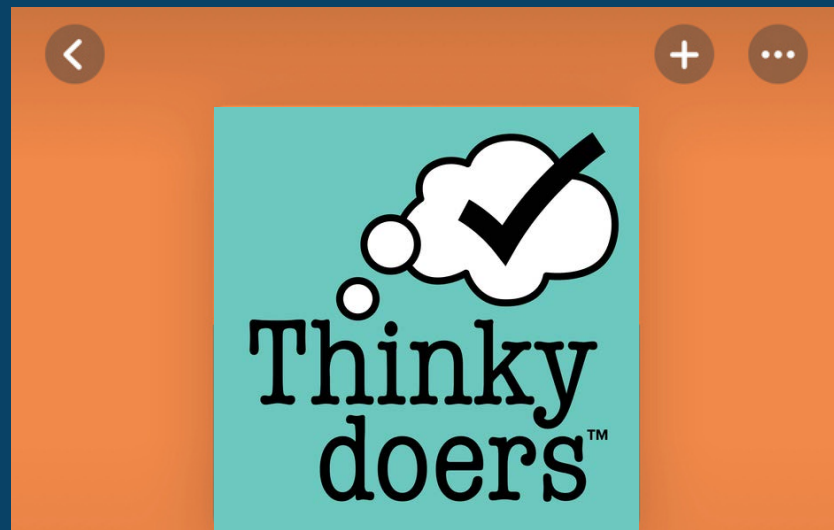
### Episodes

**06: YourBrand and CW Moto share a little pride**  
CW Moto loves Easter eggs, and if you've been paying close attention, you might have noticed something new this season: each round, we're rocking a different little rainbow somewhere in the livery. Why? We've teamed...



Our audience is more female (and non-binary) than MotoAmerica's, and our content persuades way beyond core racing fans.

Source: MotoAmerica Fan Survey, Q4 2021  
<https://bit.ly/3JIAvDt>



Thinkydoers

Thinkydoers: From Think to Do by Sara Lobkovic...

▶ Latest Episode

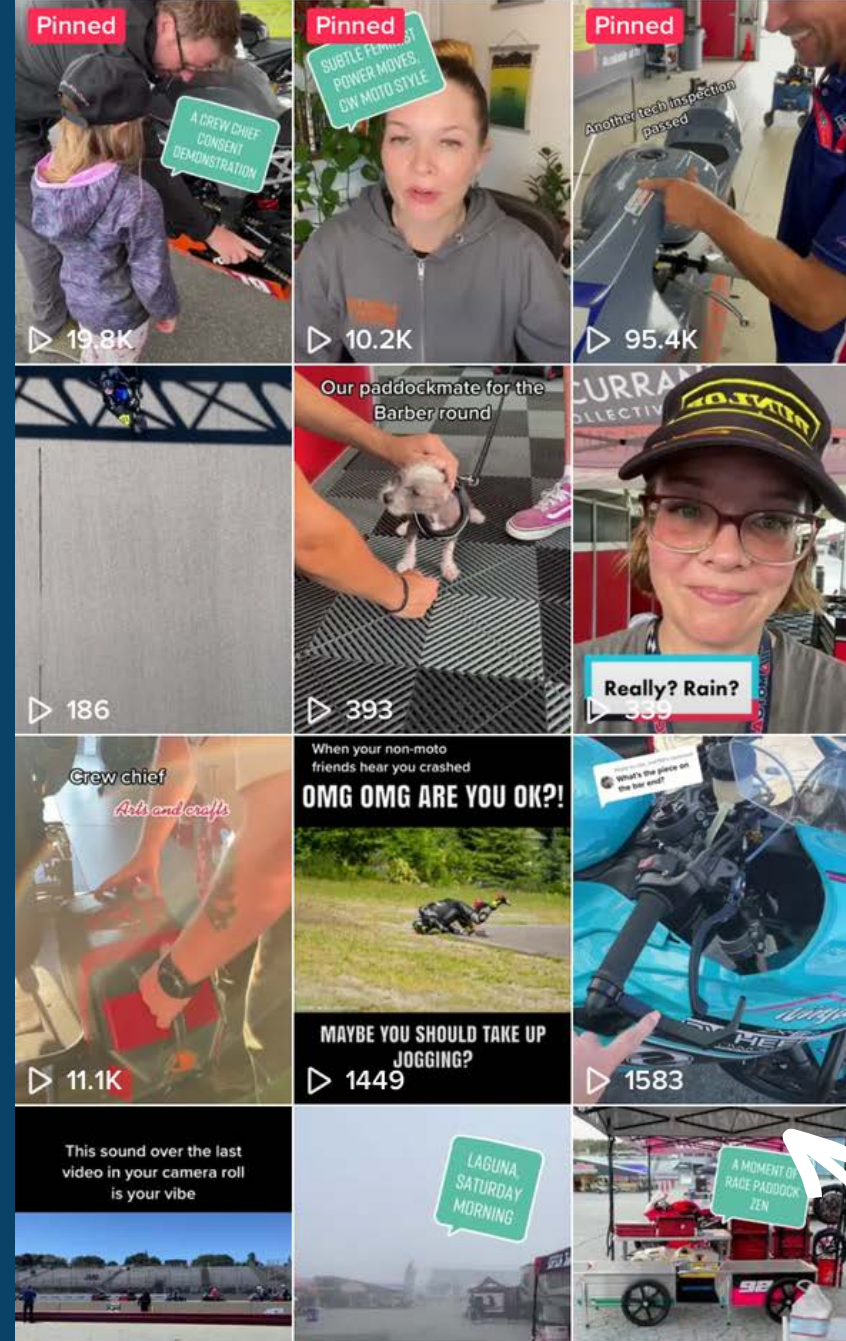
Thinkydoers are those of us whose work spans the spaces between thought, through the messy middle, and finding the courage and confidence... [MORE](#)

Careers

### Episodes

TRAILER

Thinkydoers: From Think to Do



- **Our TikTok is fast-growing (with one video headed for a six-figure view count)**
- **We're also actively building motorcycle community in emerging channels like Mastodon and in our own Mighty Network community**
- **Our social and content has all the benefits of typical race team sponsorship and then some. We show up differently because we are different.**



# WE REACH RACING FANS, FAMILIES, THE "MOTO CURIOUS," AND B2B

Consumer-targeted brands gain visible presence and true, authentic positive mentions in physical events / experiential, and in social & digital content and collaborations. B2B brands benefit from access to MotoAmerica's entrepreneurial and business-owner-operator-filled audience and through our B2B-focused family of content brands.

We pride ourselves on authenticity, and choose partner brands we love enough to show our brand love in creative and unconventional ways.

**CW MOTO**  
cwmoto.com

**WE'RE LOOKING FORWARD TO 2023!**  
-CHRIS & SARA, CW MOTO RACING

CW Moto Racing would like to thank our sponsors, supporters, and fans for your support through this year's MotoAmerica season, with all of its highs and lows.

A special thank you to our 2022 riders Sean Thomas (#52) and the Thomas family, and Ezhiah Davis (#79) for joining the team this year, and congratulations to Mallory Dobbs (#36) and Joel Ohman (#92) for making your MotoAmerica debuts.

**WE BUILD FAST BIKES FOR SERIOUS RIDERS**

V2-B3

PAGE 1 OF 1

**RW** ROADRACING WORLD & MOTORCYCLE TECHNOLOGY™

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**DUCATI vs. THE WORLD**

MOTOGP, WORLD SUPERBIKE, MOTOAMERICA SUPERBIKE

**INTRO: ROYAL ENFIELD SCRAM 411**

**MOTOAMERICA: GAGNE vs. PETRUCCI, USA vs. ITALY**

**Bol d'Or 24-Hours: 100 YEARS OF FRENCH LUNACY**

**HOW A TRACK-DAY RIDER MADE HER MARK IN MOTOAMERICA**

HOME > POWERSPORTS > MOTORCYCLE - ROAD RACING > CW Moto Racing Stock 1000 Rider Substitution, Team Welcomes Cascade Motorcycle Safety

## CW Moto Racing Stock 1000 Rider Substitution, Team Welcomes Cascade Motorcycle Safety

June 22, 2022 | Motor Sports NewsWire | Motorcycle - Road Racing, Powersports, Racing | Comments Off



Photo by Ramon Jones, Chroma Visual Photography / @chromavisualphoto

**Ezhiah Davis #79 substituting for Sean Thomas #52 in Stock 1000 at the Ridge MotoAmerica round**

SEATTLE, WA – June 22, 2022 – (Motor Sports NewsWire)

Sean Thomas, #52 in Stock 1000, is still recovering from a two-bike incident at the Virginia round that resulted in two fractures in his left ankle.

"We're excited with the progress Sean's making in his recovery and can't wait to get him back on the bike," said Crew Chief Chris Lobkovich. Sean and the team are optimistic he will be fit to race by the upcoming Laguna Seca round.

The team selected Ezhiah Davis #79 to pilot the CW Moto Yamaha R1 at this week's MotoAmerica round at CW's home track, Ridge Motorsports Park. Ezhiah (EZ) has been a friend of the team since meeting through Yamaha Champions Riding School, and along the MotoAmerica circuit over the last two years.

"We're really grateful that EZ was able to take time out of his busy schedule to help our team out," said Chris. "He is a very talented rider, has a lot of time on Yamaha motorcycles, and has ridden the Ridge, so it's a shorter learning curve. We are hoping to get some good data on the bike and work on our setup out here this week and help make the bike even better for when Sean is able to return."

"Being in the paddock *not* racing at Road America was tough, but we're grateful for the support we received out there," said Sara Lobkovich, co-owner of CW Moto Racing. "Friends in the paddock helped us keep busy. We are grateful to be up and operating again in time to make the most of our two West-coast 'home' rounds here at the Ridge and at Laguna Seca."

The team built a new 2022 Yamaha R1 after a near-total loss at the VIR round, in time to test prior to the Ridge Round. "We were able to get in a good test day last week with both dry and wet conditions and are really excited to be racing for our local fans," Chris added. "We're hoping to put up a good result for the home team here at the Ridge."



### LATEST MOTORSPORTS PRESS RELEASES

**Capps, B. Force, Coughlin and Sampey all Qualify No.1 at Auto Club NHRA Finals**  
November 13, 2022

**B. Force, Pedregon, Anderson and Sampey Pick Up Provisional No.1 Positions at Auto Club NHRA Finals**  
November 12, 2022

**Sixth World Title Within Reach for Pro Stock Motorcycle's Matt Smith at Auto Club NHRA Finals**  
November 11, 2022

**NHRA and FOX Sports release TV Schedule for 2023 NHRA Camping World Drag Racing Series Season**  
November 10, 2022

**Ex-Michael Schumacher Ferrari F2003-GA Sells for Record 14,630,000 CHF / 14,873,327 USD at Sotheby's Luxury Week Sale in Geneva, Doubling the Previous World Record**  
November 10, 2022

**Robert Hight looks toward Off Ron Capps, Matt Hagan to Claim Funny Car Title at Auto Club NHRA Finals**  
November 10, 2022

**Tickets On Sale for NHRA's Return to Route 66 raceway at Route 66 NHRA Nationals presented by PEAK Performance**  
November 10, 2022

**Modern Performance Icons Head to Miami for a One-Off Auction on 10 December**  
November 10, 2022

### LATEST POWERSPORTS PRESS RELEASES

**AMA Honors and Thanks Former Service Members This Veterans Day**

**MotoAmerica** ✓  
September 24 · 🌐

One Yuasa Battery, Inc. - USA Stock 1000 race at Barber Motorsports Park ended the 2022 season for MotoAmerica's literbike riders, and it was an exciting conclusion with lots of action to cap off the year. Check out these highlights.

#motorcycle #motorsport #highlights

3.1K likes · 7 Comments · 88 Shares

# REACHING AUDIENCES IN DIGITAL AND BEYOND

- Partner brands receive social media visibility in our owned channels and with MotoAmerica
- We deliver press release distribution through Motorsports NewsWire and other distribution services as relevant
- Advertising and / or editorial placements in print media also available

# CW Moto by the numbers

- 40 person (and growing) bts.cwmoto.com owned community;
- First motorcycle brand to establish a community-creating presence on Mastodon
- 14.5% increase in total social following YOY
- 914.8% increase in video views in 2023 vs 2022
- 20k combined organically-acquired social followers across platforms & brands (not counting rider social)

## Examples of our brand partner impact:

- We've achieved up to 65% engagement rates (not a typo!) on a simple product placement post on Facebook
- Frequent 10k+ reach posts on TikTok (top performing is nearing 100k views)
- Average engagement rate across all channels during 2022 = 11% (6% higher than average)
- Total direct social reach in 2022 to date: 300k



## High impact highlights in 2022

- 2:30 minutes (interview) + 1:30 min (on-track) MotoAmerica broadcast coverage during the Barber MP Round
- Best MotoAmerica finish of 2022: P8 in Stock 1000 Race 2 at Ridge MP
- P1 and two P3 Podium finishes at CVMA, Nov 2022

### YEAR-TO-DATE SOCIAL MEDIA STATISTICS

#### FACEBOOK

IMPRESSIONS: 104,290,912 | REACH: 51,813,653 | ENGAGEMENT: 6,670,973

#### INSTAGRAM

IMPRESSIONS: 61,109,423 | REACH: 31,800,531 | ENGAGEMENT: 2,136,941

#### YOUTUBE

VIEWS: 8.1M | WATCH TIME: 945.7K HOURS | IMPRESSIONS: 92.2M  
NEW SUBSCRIBERS: 28K

#### TWITTER

IMPRESSIONS: 6.7M

#### DIGITAL ADS

TOTAL: 7.8M



### We offer brand partners the best of both:

- Big numbers from MotoAmerica's reach and broadcast footprint
- With quality of connection achieved through working with a team with actual fans.



**Operating a professional national motorcycle road racing team is a \$500,000 / year endeavor.**

**We can't do it alone.**

**\$12k average  
Race Round  
Partnerships\***

- Larger reach & impact in a specific geography
- Frequent high-value mentions in social & local experiential

**\$50-75k+  
Season  
Partnerships\***

- High-fidelity content co-creation (video + podcast)
- Prominent paddock presence & physical and experiential presence

**\$250k+  
Co-Title  
Partnerships\***

- Team Co-Title naming rights
- Largest possible exposure in physical and digital properties with prominent placement so when we're on TV, you're on TV.

\* Pricing is estimated, and varies depending on brand's needs. Contact [sara@cwmoto.com](mailto:sara@cwmoto.com) for more information and a custom proposal.

**Example investment levels**

**EACH PACKAGE CAN BE TAILORED FOR YOUR GOALS**

WHY CW MOTO?



# We have a secret weapon

WITH AN IMPRESSIVE TRACK RECORD



Our co-owner and brand lead is also a proven creative strategist and sports marketer, with award wins and massive impact for past clients including Microsoft, Bacardi St-Germain, and Coca-Cola.



## CW MOTO RACING

Chris Lobkovich, Owner & Crew Chief

<http://cwmoto.com> | [@cw\\_moto](#)

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## MALLORY DOBBS RACING

Mallory Dobbs | WMRRA | CVMA | MotoAmerica

<https://www.facebook.com/MalloryDobbsRacing/>

## PHONE

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## EMAIL

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# Do you see the potential?



