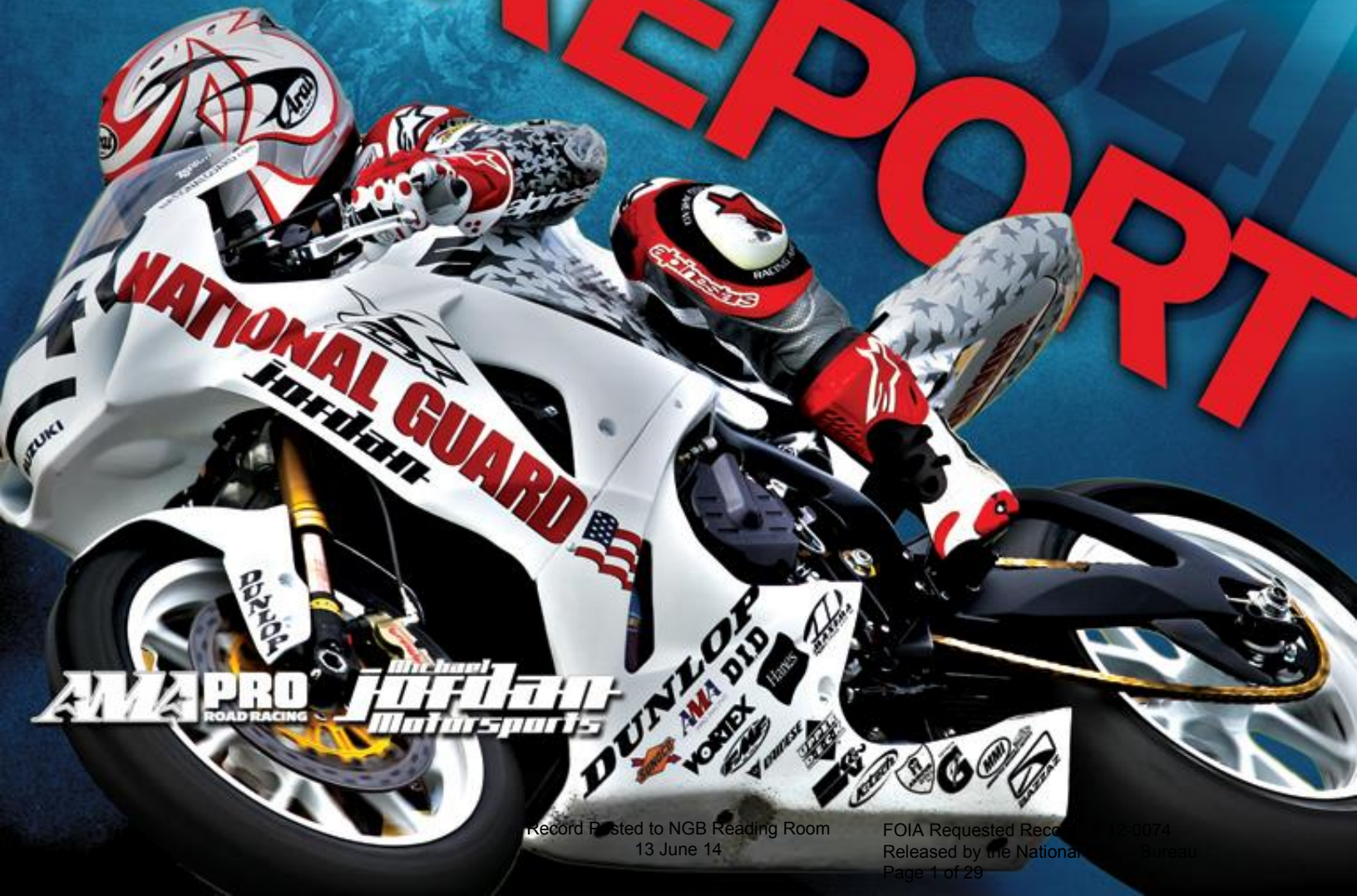


NATIONAL GUARD
NATIONALGUARD.com

2011 AMA
ROI REPORT



AMA PRO ROAD RACING **Michael Jordan Motorsports**

2011 Michael Jordan Motorsports ROI

- Race Season: March 10th – September 5th
- Sponsor of Michael Jordan Motorsports
 - Impressions of MJM 213,627,072
 - Print, Web
 - Impressions of NG 88,460,184
 - Print, Web
 - Twitter Impressions 1,512,380,500
 - Motogp with Ben Bostrom impressions 110,000,000
 - Facebook Friends 64,283
 - At-Track Exposure \$6,139,810
 - Print & Web Exposure \$11,402,233
 - Roger Hayden SpeedTV Interviews \$182,270
 - Roger Hayden Internet Articles \$1,533,705
 - Race Weekend Coverage \$732,980
 - Broadcast Exposure \$17,908,720
- #54 Sponsorship Fee \$2,225,000.00
- Total ROI for the #54 Sponsorship \$32,789,897.96
- National Guard Motorcycle Safety Events
 - Michael Jordan Motorsports and the Star School Support
 - Educate Guard members on proper gear, safe riding and control
 - Suzuki is helping provide influence with MSF to achieve Guard goals
 - Suzuki provided motorcycles for NG Rider Safety training in VA
 - Cost \$140,000
 - Value \$931,500



2011 AMA Superbike Title Sponsorship ROI

- Race Season: March 10th – September 5th

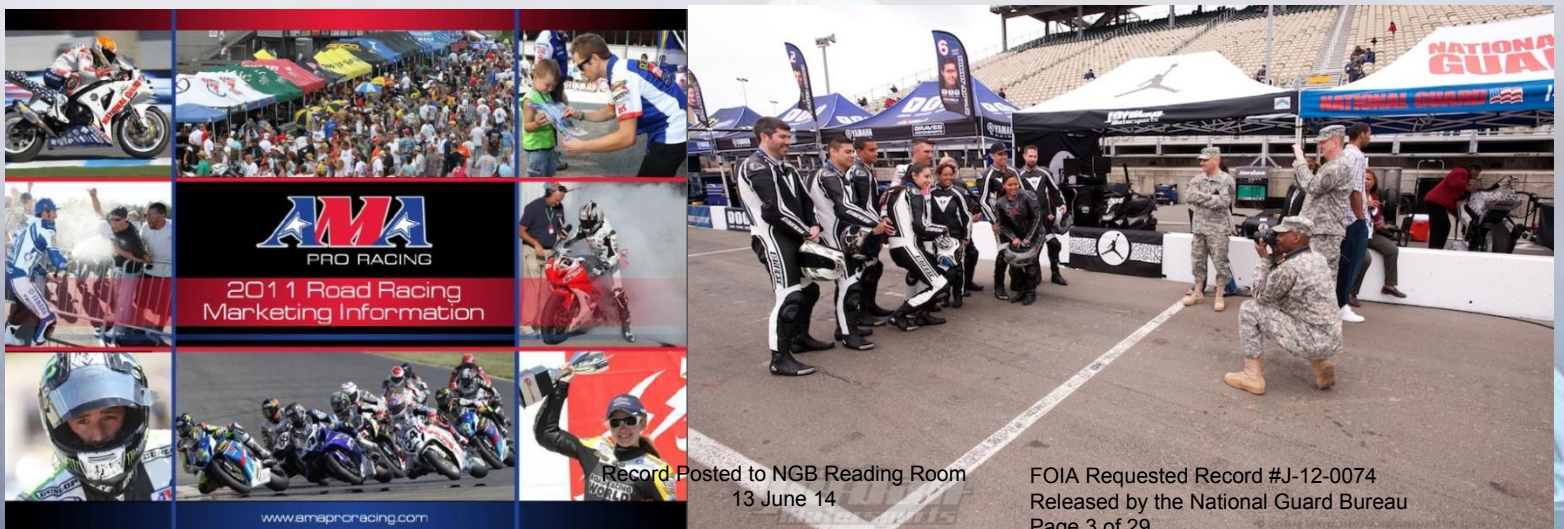
- Title Sponsor of American Superbike Series
 - National Guard TV exposure \$1,268,000
 - AMA Website and Greg White Blog \$58,305
 - Internet Articles \$923,566
 - Print Articles \$925,600

- Sponsorship Fee \$220,000
- Value for the AMA Sponsorship \$3,117,166

- AMA Star School National Guard 600cc Team
 - Internet Ads \$463,876
 - Websites Associated with James Rispoli
 - Facebook, Twitter, Monster Energy
 - Ant Racing, Personal Website
 - Total impressions 3,228,263

- Total Cost \$99,450
- Value \$463,876

- Leads
 - MMI Sweepstakes: 21,000 opt-in leads
 - MET Camera: 2027 photos taken
 - Unique picture page views: 4554
 - Guest accurate email: 550
 - MPS leads: 720



2011 National Guard Jordan Suzuki Designs

2011 National Guard Superbike Designs

RIDER : Roger Lee Hayden	CATEGORY : 2011 AMA SBK	UPDATED : January 4th, 2011
---------------------------------	-------------------------	-----------------------------

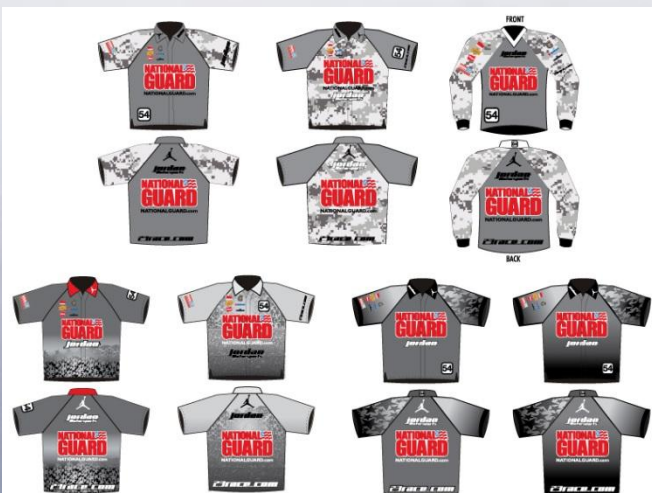


LEATHER COLORS : <input type="checkbox"/> WHITE A1.00014.01 <input type="checkbox"/> SILVER A1.00018.436 <input type="checkbox"/> BLACK PRINTED ON A1.00018.436 <input type="checkbox"/> SILVER A1.00018.436	OTHER COLORS : <input type="checkbox"/> BLACK KEVLAR L1.01311.99
LOGO COLORS :	DESIGNER : FdR
LOGOS : RED/WHITE/BLACK SHW SHOULDERS DS.00014.784	

This drawing is the intellectual and exclusive property of Alpinestars. It is loaned on the understanding that the drawing, any technical specifications, design features or information contained herein will not be disclosed, given to any person/entity, reproduced or copied, be it directly or indirectly, in whole or in part, or used for the manufacture of any part shown herein except by the written order of Alpinestars. Acceptance of this drawing will be construed as acceptance of the foregoing conditions. All rights reserved.



Race Rig Traveled over 20,000 miles during the course of the race season

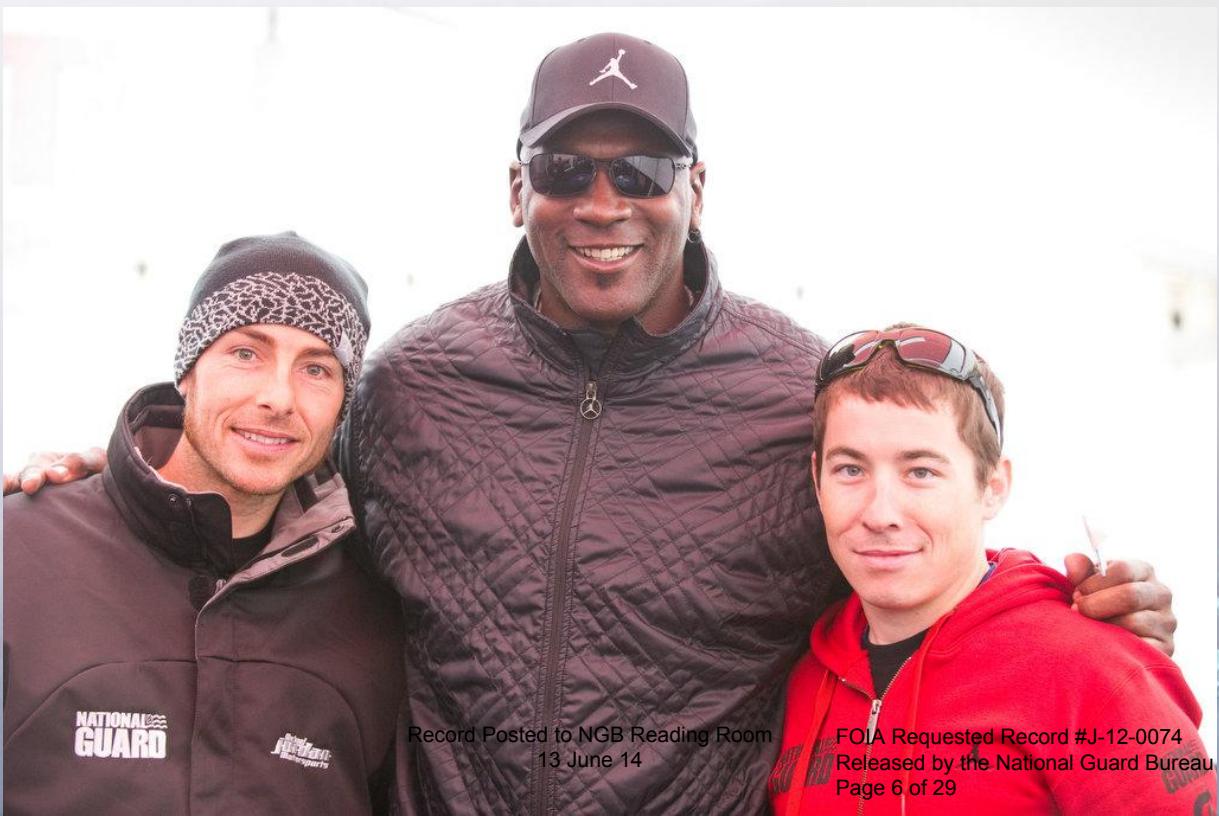


2011 AMA Superbike Impressions

Print and web impressions totaled **302,087,250** for the National Guard Jordan team. This is in addition to the **1,512,380,500** Facebook and Twitter impressions garnered between the team's Jason Pridmore, Roger Hayden, James Rispoli, Greg White and AMA Pro. MJM now has a Google+ page and James has his own iPhone app. James is also on the Monster Energy website for being one of their champion athletes, adding millions of additional impressions.



2011 AMA Superbike Leadership



2011 AMA Superbike 2up

National Guard 2up Race Experience

2up provides an opportunity for soldiers and the media to get a closer look at the extreme sport of Superbike Racing. The 2up experience includes the following:

- Personal briefing and debriefing by World Champion Rider Jason Pridmore
- Use of top-level race gear, consisting of Dainese leather suits, gloves, boots and AGV helmets
- Video of experience with two different views and telemetry
- Most videos are put on YouTube.com within the week
- Upon availability, Q&A/Autograph signing with National Guard Rider Roger Hayden
- Lunch
- RPI pack consisting of #54 National Guard Jordan Suzuki materials
- Friday of race weekend is dedicated to media, ABC, CBS, FOX, ESPN, local TV and radio. All have been on a ride which has aired on multiple morning shows as well as the Web
- The National Guard 2up bike made an appearance on the Today Show, bringing Al Roker onto the set live in Birmingham



2011 AMA Superbike 2up

Every 2up rider gets the best racing equipment from Dainese and goes through a full briefing before the ride. The rider also goes home with a video of their ride and a group picture. The pilot of the 2up is World Champion Jason Pridmore who also runs the motorcycle safety program for the National Guard.



2011 AMA 600cc Supersport

National Guard-sponsored 600cc rider James Rispoli won the race and the Championship at the final race weekend in New Jersey. James is able to relate with the younger demographic in the National Guard. His expertise has also been leveraged as a coach with the Star Safety Schools.

Cost \$99,500
Value \$463,876



2011 AMA 600cc Supersport Champion

National Guard-sponsored rider James Rispoli not only won the East Coast Division Championship, but also the Top Gun Challenge and the overall Championship. As an added value, James runs dirt track on the side with his National Guard leathers.



2011 Jason Pridmore Star School

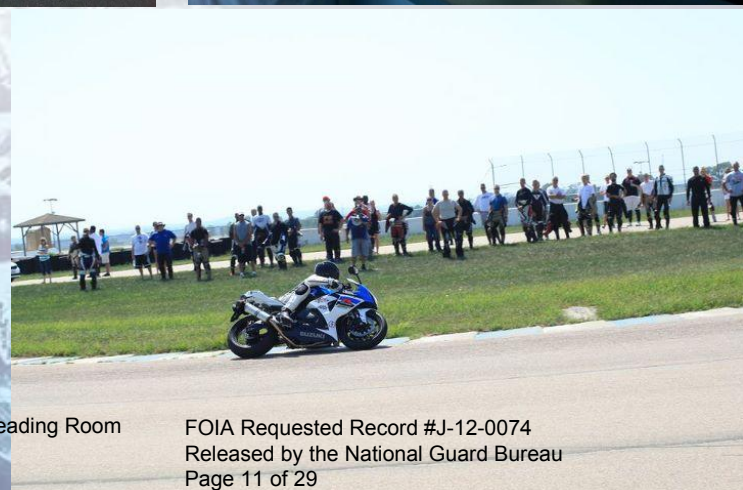
The Motorcycle Safety Program with Jason Pridmore's Star School provided an opportunity for 60 soldiers to receive training on a closed course from one of the best in the industry. The school consisted of a classroom, on-track one on one, on-track lessons and a few laps on the back of Jason's 2up bike. Roger Hayden, NG Superbike rider, also made a few appearances and rode with Guard members.

Below is one of many positive AARs that have been received:

"I participated in the course. I consider myself to be a good rider, but there was a wealth of knowledge at this course. I now see that I have a lot to learn. It is 100 times better than the Army mandatory MSF course, which is a basic course that I learned nothing from. They took advance riding skills and applied them to everyday situations. Safety was stressed from the time we started to the time we finished, there were no incidents on the track. This course was not about speed and how fast you can go, but rather about becoming more comfortable in knowing what the limitations of you and your bike are. The classroom instruction was applied on the track without the danger of traffic and with the ability to use real life speeds (55+) instead of a parking lot like the MSF. The only drawback was the fact that it was not their normal 2-day course. I will recommend this course to any soldier/civilian no matter what type of bike you ride or what skill level."

-SSG Edgar I. Sanchez

Cost \$140,000
Value \$931,500



2011 AMA MJM Met Team

Although the MET Team didn't begin until mid-season, they still produced to following:

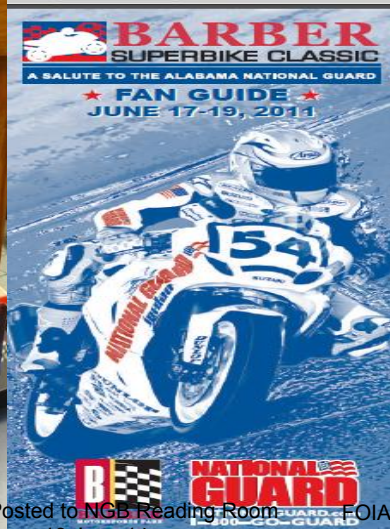
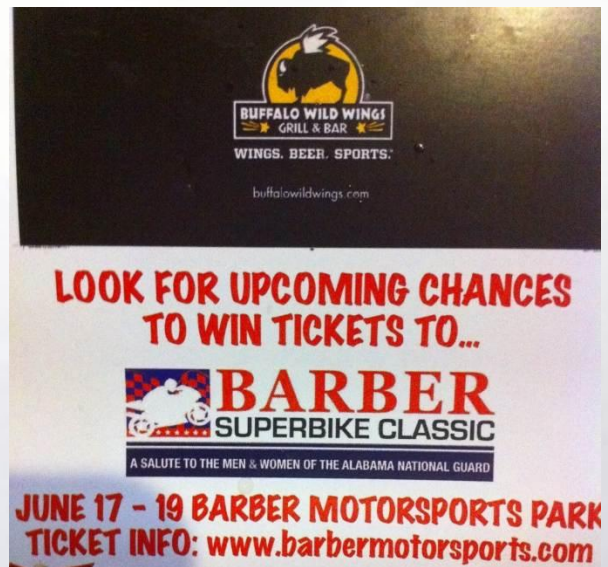
- MET Camera: 2027 photos taken
- Unique picture page views: 4554
- Guest accurate email: 550
- MPS leads: 720



2011 AMA Superbike Barber Race

Barber Superbike Classic: A salute to the men and women of the Alabama National Guard

The National Guard was top on the promotion list for the Barber race. There was an exclusive National Guard Job Fair, including Mercedes and Honda. All signage in the park was branded with the #54 bike. 2ups were promoted through radio, restaurants and billboards throughout the Birmingham area, featuring the #54 bike and rider as the main attraction.



2011 AMA Superbike Suzuki Involvement

Suzuki produced RLH clothing, sent posters to 900 dealerships across the country, created and marketed 25,000 skinit.com phone covers, and had the National Guard Superbike on display at 10 events nationwide. Suzuki also sent a trailer full of motorcycles to be used to train MSF Rider coaches for the Guard.



Back of Shirt



skinit
Way of Life

Expand Your Suzuki Way of Life with a GSX-R Skin for Your Phone, MP3 Player, or Other Small Device.

Enter Pin Code Below for a FREE Suzuki Skin.

Redeem

Sorry, your Pin Code is invalid. Please try again.

ABOUT OUR SKINS

- Made of high quality 3M™ vinyl
- High-quality digital printing
- Easy to apply and remove
- Perfect fit for your device



2011 MMI Involvement

MMI has been a longtime supporter of MJM, generating leads for the Guard through sweepstakes that make a Guard opt in button available to participants. Roger and the show bike made an appearance at the Orlando MMI campus during the Daytona Weekend.

21,000 leads were generated from the sweepstakes in 2011



ENTER TO WIN a Suzuki GSX-R1000 | Apply for an INTERNSHIP with Michael Jordan Motorsports | UTI.EDU | UTI EVENTS | [START MMI](#)

A screenshot of the Michael Jordan Motorsports website. It features a large video player in the center showing a motorcycle race. To the left, there are logos for the number 23, the number 54, and the National Guard. Below the video player, there are several promotional banners: one for 'WIN A SUZUKI GSX-R1000', one for 'APPLY FOR AN INTERNSHIP', and one for 'MILITARY TRAINING'. The website also includes navigation links like 'ENTER TO WIN', 'APPLY FOR AN INTERNSHIP', and 'MILITARY TRAINING'.

Motorcycle Mechanics Institute has again partnered with Michael Jordan Motorsports as they gear-up for the 2010 AMA Superbike Series. MMI is the Official Technical Institute of Michael Jordan Motorsports and is proud to support the 23 Jordan Suzuki and 54 National Guard bikers. Be sure to enter the MMI/Michael Jordan Motorsports Sweepstakes for your chance to win a Suzuki GSX-R1000 Team Jordan Replica Bike.

MORE INFORMATION:
MOTORCYCLE MECHANICS INSTITUTE | MICHAEL JORDAN MOTORSPORTS

ENTER TO WIN A SUZUKI GSX-R1000 TEAM JORDAN REPLICA BIKE

ENTER NOW >>>

APPLY FOR AN INTERNSHIP WITH US FROM JUNE 1ST TO AUGUST 31ST

APPLY NOW >>>

ENROLL IN YOUR MILITARY TRAINING

LEARN MORE >>>

>>> UPCOMING RACES

There are no events scheduled at this time.



2011 On the Throttle Involvement in Video Production

On the Throttle produced six videos for the Guard in addition to a 5-part series on motorcycle safety and bike setup, which included tips from Roger Lee Hayden, Jason Pridmore and the Jordan Race team. On the Throttle included web banners and video introductions on every video. They have had over 700,000 page views.

OTT ON the THROTTLE

search OTT

Home Races Interviews Reviews HowTo Store OTT Live Support OTT Contact

STAR School National Guard- Suspension Set-Up
Dave Moss helps a member of the National Guard with a baseline setup at...

Dane Westby's First Daytona Sportbike Win

Melissa Paris' Team HT Moto

STAR School National Guard- Suspension Set-Up

James Rispoli Championship Season Review

Translation

Danny Eslick- Your 2011 Daytona Sportbike Champion
October 10, 2011
Danny Eslick and his Geico Suzuki crew have won the 2011 Daytona Sportbike Championship. The series wrapped up at New Jersey Motorsports Park.

2011 AMA Pro Roadracing Awards from Atlantic City
September 15, 2011
Cory West and Blake Young win Sunoco's "Go the Distance" Award as the riders who covered the most distance in race sessions in their...

John Hopkins- 3 Different Championships in 3 Consecutive Weekends
October 7, 2011
John Hopkins is more on top of his game right now than he has ever been. Currently leading the MCE Insurance British Superbike Series...

National Guard STAR School- Motorcycle Maintenance
September 14, 2011
Sometimes it's easy to neglect the maintenance aspect of our motorcycles. In this video, we are reminded about the importance of keeping our bikes...

54

VICTORY LANE
NATIONAL GUARD
NATIONALGUARD.COM

2011 AMA Superbike Title Sponsorship

Partnership Benefits:

- Category exclusive rights to use the AMA Pro Road Racing name and logo in advertising and promotions
- Co-branded series logo
- Race tickets, corporate hospitality and credentials
- Pre-race and Victory Lane promotional opportunities
- Participation in elite VIP at-track experiences
- Exposure on AMA Pro Racing's official Website
- At-track sampling, couponing, display and name acquisition opportunities
- Point fund contributions
- Magazine ads



Cost \$225,000
Value \$3,117,166

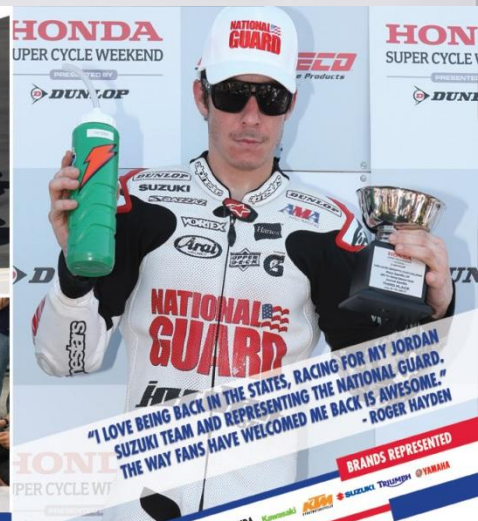
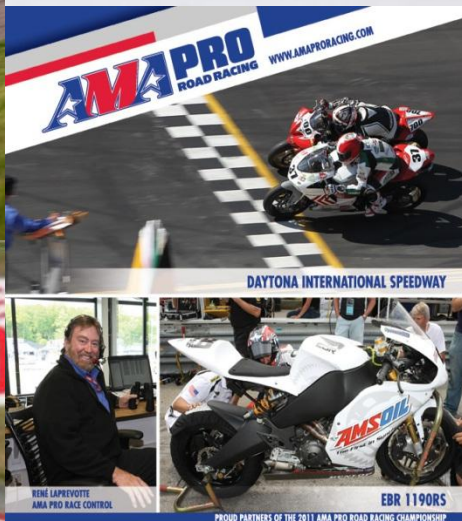
National Guard-sponsored "Paddock Chatter" is a blog by SPEEDtv personality Greg White.

Value \$58,305

#54 ROGER HAYDEN, NATIONAL GUARD JORDAN SUZUKI TALKS 2011 AND BEYOND.
 Posted on: 08/17/2011 at 11:00 PM



#54 Roger Hayden talks to Greg White about his 2011 season, some new things in his life and a bit about silly season.



2011 AMA Pro Road Racing

National Guard Superbike Race Dates

March 10-12

May 2-3

May 13-15

May 28-30

June 3-5

June 17-19

July 8-10

July 22-24

August 18-19

August 27-28

September 3-5

Daytona 200

Miller Utah Test

West Coast Moto Jam

Big M Weekend Miller Motorsports

Subway Superbike Double Header

Salute to Alabama National Guard

Honda Super Cycle Weekend

Red Bull U.S. Grand Prix

Indianapolis Test

Indianapolis GP weekend

AMA Superbike Weekend

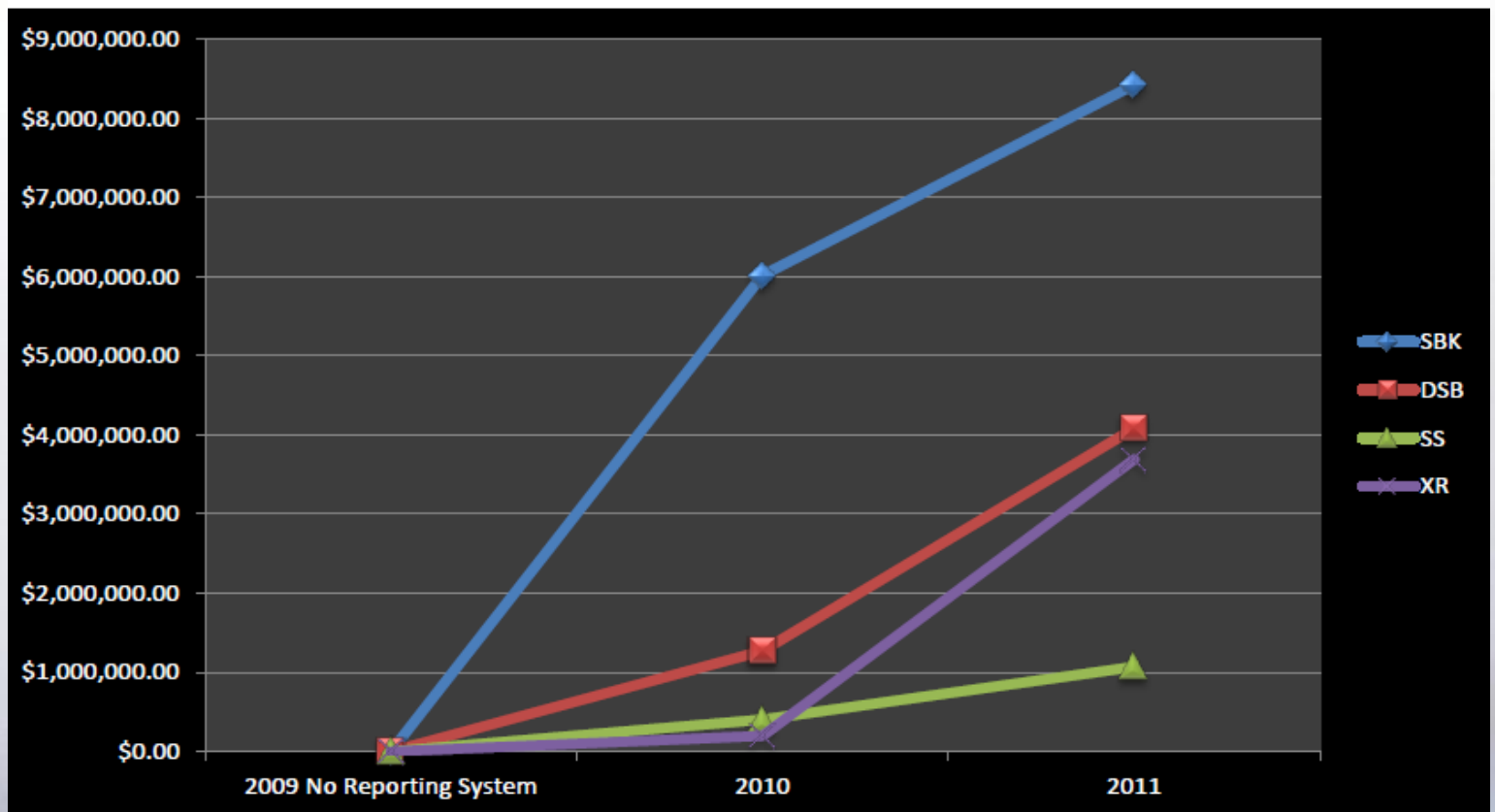


2011 AMA Pro Road Racing

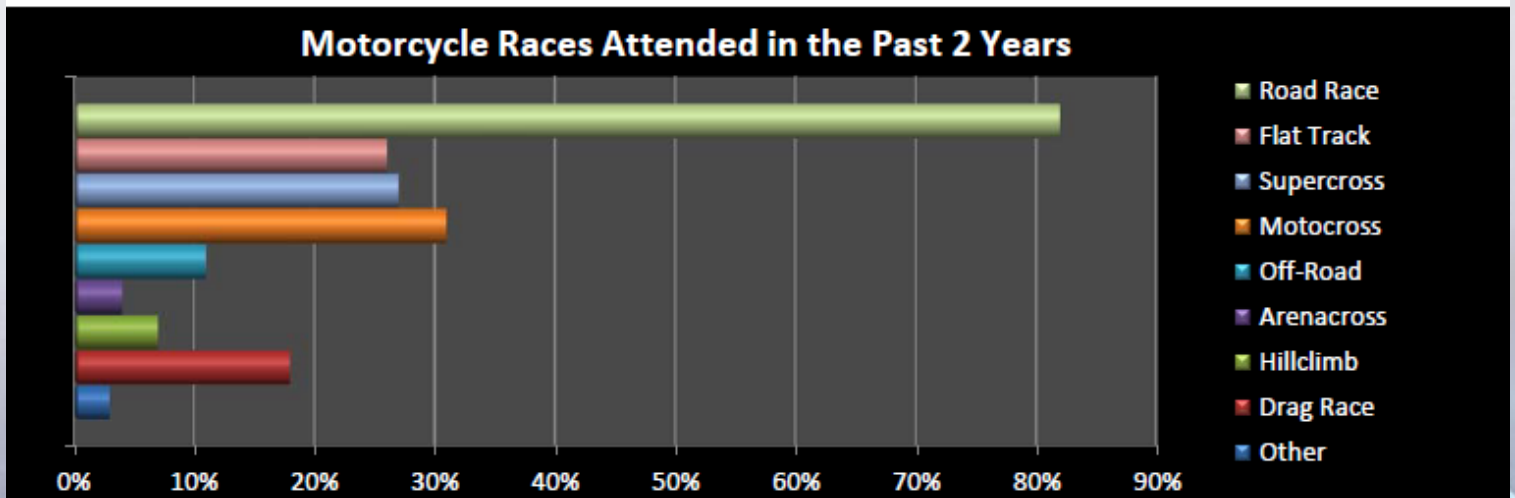
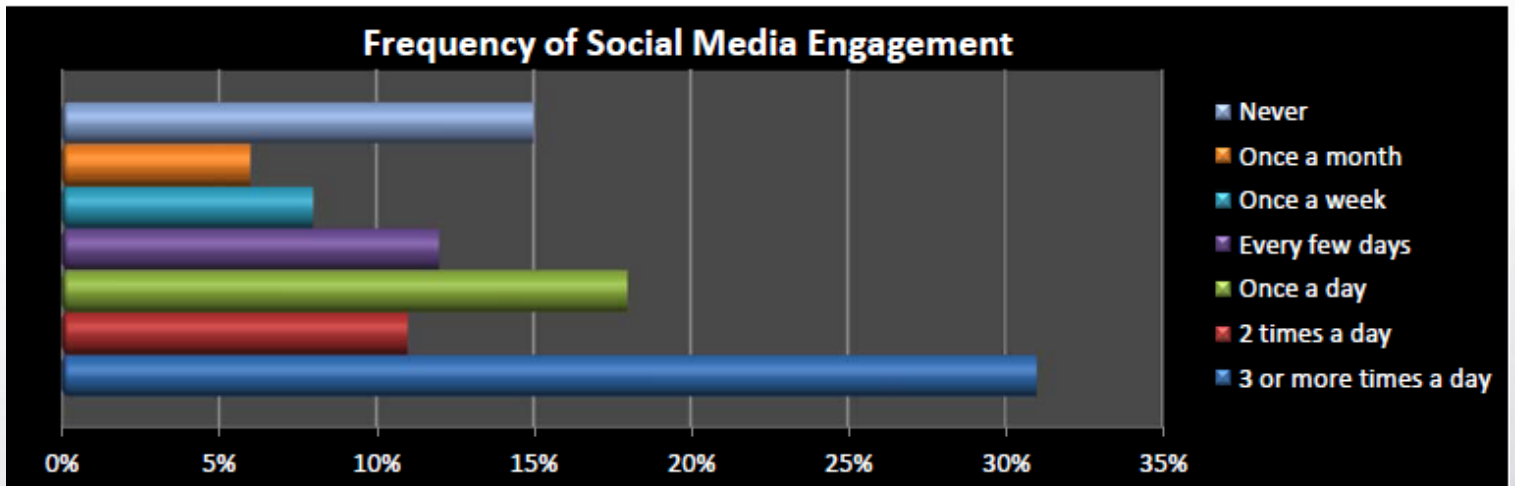
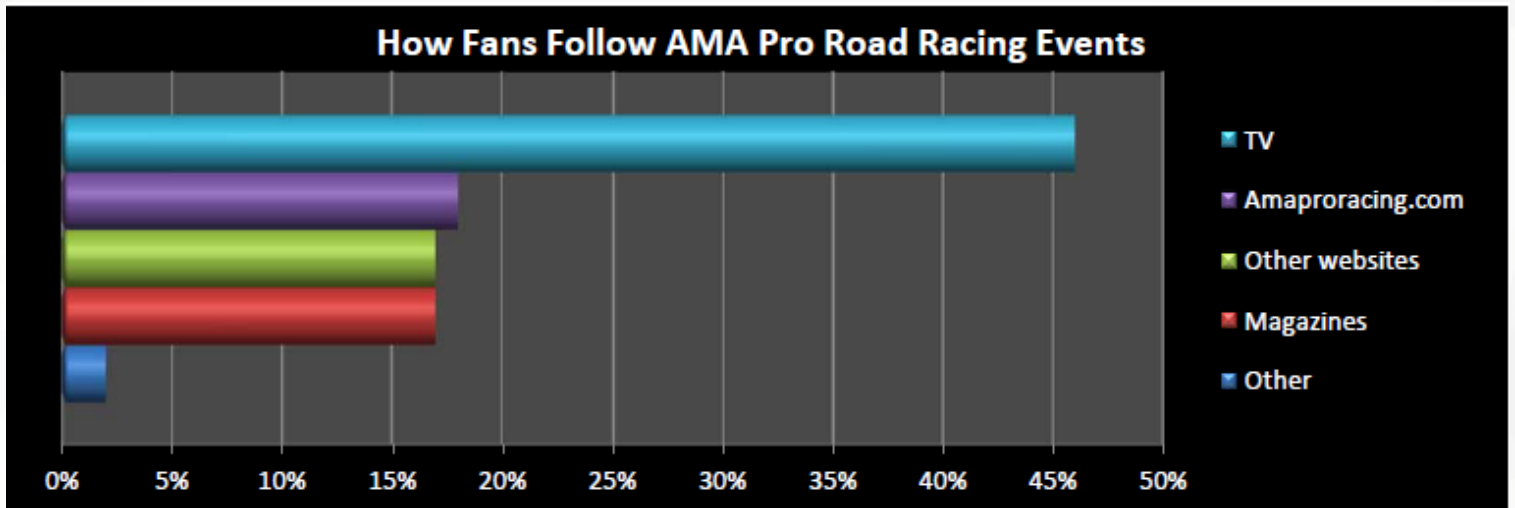
The National Guard was associated with 690 Web-based articles as the title sponsor of the Superbike Series

AMA Pro Road Racing Web Value Trend

	2010 Articles	2011 Articles	2010 Web Value	2011 Web Value	Increase in Articles	Increase in Web Value	Up or Down from Previous Year
SBK	1,811	2,152	\$6,014,590	\$8,422,811	+341	\$2,408,221	Up
DSB	875	1,050	\$1,269,651	\$4,082,474	+175	\$2,812,823	Up
SS	488	693	\$401,865	\$1,070,346	+205	\$668,481	Up
XR	150	621	\$198,115	\$3,689,585	+471	\$3,491,470	Up
Totals	3,324	4,516	\$7,884,221	\$17,265,216	+1,192	\$8,380,995	Up

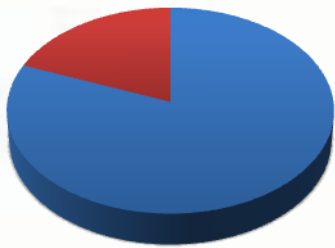


2011 AMA Pro Road Racing

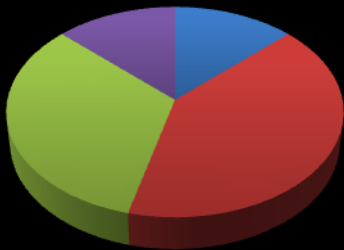


2011 AMA Pro Road Racing

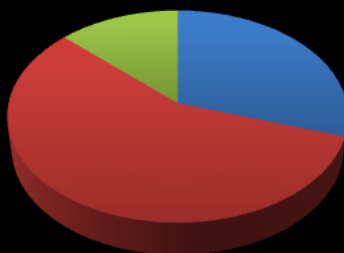
Gender



- Male
- Female



- Male
- Female
- Green
- Purple



- Male
- Female
- Green



2011 AMA Superbike

The Jordan Team adds an elite feel to the paddock and brings in a large Jordan brand fan base.

Total At-track Exposure

\$6,139,810



2011 National Guard MJM MotoGP

The National Guard logo was seen by the world in MotoGP on the leathers and bike of Ben Bostrom.

Impressions 110,000,000



2011 AMA MJM Ads

Team sponsor ads placed in multiple motorcycle and mainstream magazines

Total print media value \$7,788,500

The collage features several overlapping advertisements:

- Top Left:** A motorcycle ad for National Guard featuring a rider on a white and red bike. Text includes "The K-Tech Suspension took no time at all to get comfortable on, I immediately loved the front forks as it gave me good feel of what the front was doing. Once we got it all dialed in we didn't need to change much from one track to the next - Roger Hayden" and "K-TECH SUSPENSION SERVICE CENTERS".
- Top Center:** An advertisement for "LEGENDARY PERFORMANCE" featuring an "Apex" motorcycle component.
- Top Right:** A large advertisement for "WOODCRAFT Technologies, Inc." featuring "Pro Series" Carbon/Kevlar Reinforcement. It includes the phone number "978-297-2977" and lists benefits: "The best value in quality bodywork on the market" and "#1 in Flexibility & Strength". It also mentions "NEW Carbon/Kevlar Reinforcement" and "Kevlar reinforcements to all the mounting areas! Instant strength at the mount points during a crash, fact and on the bike where it belongs."
- Middle Left:** An advertisement for "WRENCH-OFF PERFORMANCE OIL FILTERS" featuring a rider on a National Guard bike.
- Middle Center:** An advertisement for "RACE-SPEC PURPOSE-BUILT RACING AIR FILTERS" featuring a rider on a National Guard bike.
- Middle Right:** An advertisement for "ARMOUR BODIES INC." featuring a rider on a National Guard bike. Text includes "The Official Bodywork of Team Jordan SUZUKI".
- Bottom Left:** An advertisement for "AMA Pro National Guard American SuperBike" with "QUICK FACTS" and a list of specifications.
- Bottom Center:** An advertisement for "WOODCRAFT Technologies, Inc." featuring "ARMOUR BODIES INC." and "NATIONAL GUARD RACING". It includes the phone number "978-297-2977".
- Bottom Right:** An advertisement for "K&N PERFORMANCE FILTERS" featuring a "RACE-SPEC" high-flow filter media. It lists benefits like "Increases Horsepower & Acceleration", "Designed with 25% fewer pleats to open up the intake track", and "Built with only 2 layers of special pleated cotton media".

2011 AMA Media Outlets



2011 MJM History

History

The Michael Jordan Motorsports legacy begins with colors and graphics which have personal meaning to Michael and the timeless designs of his Air Jordan shoes. Through the years, the University of North Carolina, the Olympic Games and releases of the 20th Anniversary Air Jordan, the Air Jordan Retro 4 and the latest Air Jordan XXIII (23) shoe provide the sole of the Michael Jordan Motorsports legacy. They all help tell the story of our racing team:

- **Year 1 (2004)**
- Riders - Montez Stewart #123
- Michael Jordan Motorsports is established on Feb. 1, 2004. With the assistance of [Gemini Racing](#) and Live Nation, the concept is driven to a fully-equipped race team in only four weeks time.
- **Year 2 (2005)**
- Riders - Jason Pridmore #43, Steve Rapp #15 and Montez Stewart #123
- Michael Jordan Motorsports gets their first AMA Superstock podium as Jason Pridmore finishes 3rd in the season opening event at Daytona International Speedway. Jason also scores 8 top-10 finishes in AMA Superbike despite being injured at round 2 and missing 5 events.
- **Year 3 (2006)**
- Riders - Jason Pridmore #43, Steve Rapp #15 and Jake Holden #59
- Pridmore, Rapp and Holden combine for 20 Top-10 finishes in AMA Superstock and Holden leads race two of AMA Superstock event at Mid-Ohio before crashing. He rebounds to win AMA Superbike consolation race in Championship Shootout.
- **Year 4 (2007)**
- Riders - Aaron Yates #20 and Jake Holden #59
- Yates grabs team their first pole position at Barber Motorsports Park
- Yates and Holden earn first and second spots on podium at Barber Motorsports Park
- **Year 5 (2008)**
- Riders - Aaron Yates #20 and Geoff May #99
- **Jordan Suzuki dominates and wins 2008 AMA Superstock Championship**
- **Year 6 (2009)**
- Riders - Aaron Yates #23 and Geoff May #54
- National Guard is welcomed aboard as the primary sponsor of the #54 bike ridden by Geoff May.
- **Year 7 (2010)**
- Riders - Aaron Yates #23, Brett McCormick #23 and Jake Zemke #54
- **First wins in AMA Superbike for Michael Jordan Motorsports by the #54 National Guard Rider**
- **Year 8 (2011)**
- Riders - Ben Bostrom #23, and Roger Hayden #54
- Both riders continued to become stronger through out the year with multiple trips to winners circle



2011 MJM

Michael Jordan Motorsports – Strategic Business Model

Michael Jordan Motorsports is America's foremost motorcycle racing team. Massive sporting success coupled with innovative business and visionary sponsorship practice place Michael Jordan Motorsports head and shoulders above the competition. At the track, in the boardroom and with the media, we win.

Growing Michael Jordan Motorsports' business and marketing focus, we have assembled a world-class effort which benefits each and every one of our sponsors, across all of their respective industries. MJM has raised the bar in motorsports marketing, signaling to the industry what it will take to remain competitive from a branding and imaging standpoint.

Michael Jordan Motorsports is one of the only organizations, in all of motorsports, with the ability to transcend traditional motorsports marketing genres and effectively embrace both the mainstream and niche markets.

We activate and excite the marketplace with our racing, track-side and off-track activities and associate the heightened emotional state of the spectators with our client's messages, goods and services converting spectators to loyal supporters of our strategic partners.



2011 MJM

Michael Jordan Motorsports – Strategic Business Model

Major strategic business aspects of a partnership with Michael Jordan Motorsports include the following:

- A direct association with premium level organizations like Jordan Brand, National Guard, Hanes, Upper Deck, Gatorade, Oakley
- An association with the legendary Michael Jordan as team owner
- Fully integrated marketing campaigns comparable to traditional marketing agencies (currently unique in our marketplace)
- Successful on-track performance
- Maximum fan accessibility beyond traditional racetrack interaction – bike nights, fan parties, local event co-promotion
- Industry leading viral marketing including Web and social networking sites
- Commitment to promoting responsible and safe riding
- Demonstrated successful relationship building between our partners resulting in superior ROI to our clients
- Minority Owned Business Enterprise
- Incomparable media coverage including major media such as ABC, NBC, CBS, ESPN, SPEED, *Forbes*, *USA Today*, etc.





ROGER LEE HAYDEN

NATIONAL GUARD
NATIONALGUARD.com

AMA PRO
ROAD RACING

Michael Jordan
Motorsports