



RACER TV

RICKY CARMICHAEL SUPERCROSS



ADVERTISE ON RACERTV

About Ricky Carmichael Amateur Supercross

RacerTV.com will once again return to the historic grounds of Daytona International Speedway for the 6th Annual Monster Energy Ricky Carmichael Daytona Amateur Supercross (RCSX).

In 2014, RacerTV.com featured five and a half hours of live racing, covering everything from 51cc classes to Vet racing, as well as WMX and Pro Sport. The archived show from the [2014 RCSX at Daytona](#) is available online in its entirety.

Watch RCSX and ATVMX LIVE on RacerTV.com!

In 2015, RacerTV.com will broadcast both amateur supercross on Monday and the inaugural ATV Supercross on Tuesday. The action can be watched from anywhere, on any platform: connected TV, laptop, tablet, and mobile phone.

Taking place on the most prestigious motorsports grounds in the world, RCSX includes a full weekend of racing and family fun. The weekend kicks off with Saturday night's Daytona Supercross by Honda, where the fastest supercross riders in the world do battle. The facility welcomes amateur riders and their families to camp on the Daytona infield and watch Saturday's professional action before taking to the track Sunday and Monday.

On Tuesday, the ATV world takes over the famed supercross track for a full day of racing. Following a true supercross format, ATV Supercross at Daytona will use heat races and last-chance qualifiers to seed the field of riders into a main event in each class. Classes are available for riders on 71cc machines through Senior and Vet classes.



2014 RCSX Bike Stats

RCSX

2014 RCSX Live Viewership

Live Viewership	13,542
Archived Viewership*	33,058

* All archived viewership as of Jan 23, 2015

2014 ATV Pro MX Stats

ATV Pro Motocross

2014 ATV Pro MX Live Viewership (2 Live Broadcasts)

Live Viewership	14,108
Archived Viewership*	42,003

* All archived viewership as of Jan 23, 2015

2014 RacerTV.com LIVE Total Stats

GNCC Bikes Live

GNCC ATV Live

GNCC UTV Live

Amateur Motocross

Loretta Lynn's Remastered

In addition to the 32 GNCC LIVE episodes, RacerTV produced (5) Loretta Lynn's, (4) Winter Olympics, (1) Ricky Carmichael Daytona Amateur Supercross and (2) ATV Pro Motocross events.

2014 Live Viewership (44 Live Broadcasts on RacerTV.com)

Live Viewership	602,520
Archived Viewership*	992,433

*All archived viewership as of Jan 23, 2015

Engage Your Customers When They Are Most Motivated To Buy!

RacerTV.com is offering a select group of advertisers the opportunity to connect directly with the 2015 Monster Energy Ricky Carmichael Daytona Amateur Supercross viewing audience.

Contact your salesperson now to capitalize on this opportunity.

Broadcast Title Sponsor

\$5,000 (1 available)

1. 15-second commercial in all commercial blocks per day (minimum 5 per day)
2. One in-show feature*
3. 3 billboards per show**
4. Title sponsor mentioned in all marketing and advertising associated with the broadcast, including social media
5. 45% share of voice of banner units*** on RCSX broadcast page on RacerTV.com

* Choose from a la carte choices below or develop a custom feature

** Billboard will feature the company logo and a tagline voice-over from the show's host ("This RacerTV.com live broadcast is brought to you by [your company]" followed by voice-over tagline).

*** Units include leader board (728x90) and half page (300x600) banner ads.

Associate Sponsor

\$2,500 (4 available)

1. 15-second commercial in all but two of the commercial blocks per day (minimum 3 per day)
2. 3 billboards per show (graphic**)
3. Equal share of a 35% share of voice of both banner units*** on RCSX broadcast page on RacerTV.com reserved for Associate sponsors

** Billboard will feature the company logo and a tag-line voice-over from the show's host ("This RacerTV.com live broadcast is brought to you by [title sponsor, followed by title sponsor VO tagline]. Also brought to you by [associate sponsor, graphic only]." NO voice-over tagline.

*** Units include leader board (728x90) and half page (300x600) banner ads.

A la Carte In-show Features*: \$1,000/feature

- **Tech Tip:** 15-30 second informational racing tip. Two per day. Includes logo and verbal mention.
- **Helmet Cam:** Three per day. Includes verbal announcement and bug with logo in upper right of screen.
- **Holeshot Sponsor:** Shown at the beginning of each race. Includes verbal announcement and bug with logo in upper right of screen.
- **Last-Lap Sponsor:** Shown at the end of each race. Includes verbal announcement and bug with logo in upper right of screen.
- **Top Ten Leader Board:** Shown at the end of each race. Includes verbal announcement and bug with logo in upper right of screen.
- **Podium Interview:** Shown at the end of each race. Includes verbal announcement and bug with logo in upper right of screen. Featured motos only. At least 3 per day.
- **15-second video commercial:** \$50 per spot (\$250 minimum buy).

All sponsorship options listed above include both Monday and Tuesday broadcasts.

For material or deadline questions, contact:

✉ ads@racerxonline.com

All creative must be submitted 5 full business days before the contracted start date.

For questions regarding commercial specs, contact:

Dan Reinhart

✉ dan@racertv.com

All commercials must be submitted 10 full business days before the contracted start date.

Contact us for more information

For more information or to learn more about the available advertising opportunities, [contact us](#) now.

Contact Us