



**MAGNAI**  
MOTORSPORTS

**NATIONAL**  
**ENDURO**  
SERIES  
PRESENTED BY  
**MOOSE RACING** **NEPG**  
NATIONAL ENDURO PROMOTIONS GROUP



# AMA NATIONAL ENDURO SERIES



## ABOUT THE AMA NATIONAL ENDURO SERIES

Enduros are the oldest form of Off-Road Motorcycle Competition in the USA. Enduros can trace their beginnings back to 1920 and perhaps even earlier and it is still the premier off-road motorcycle competition around the world today!



## ABOUT THE NEPG

16 years ago the NEPG was formed by a group of Enduro enthusiasts to assist the AMA in promotion and management of the AMA National Enduro Series. Our objective is to work with the riders, clubs, and sponsors to raise the level of participation and awareness to Enduro competition.



## EVOLUTION

NEPG is the promotional partner of the AMA National Enduro Championship Series. The sport has evolved several times over the years and the newest evolution was designed to meet the needs of today's motorcyclist. From online registration to live electronic scoring, the NEPG continues to work with the clubs building awareness of the sport of Enduro, allowing for easier access for entering events, and provide up to the minute scoring as the race unfolds.

Our goal is to make sure that the oldest form of Off-Road Competition will remain strong and viable well into the future.

# LIVE SCORING AND WEBSITE VIEWS BY THE NUMBERS

RACE	WEBSITE VIEWS	LIVELAPS EVENT VIEWS	NUMBER OF REGISTRANTS
RD. 1 Sumter, SC Sumter National Enduro <b>MAGNA 1 Scoring Sponsor</b>	21,425	54,618	923
RD. 2 Turkey, TX Caprock Canyon National Enduro <b>Moose Racing Scoring Sponsor</b>	17,936	36,844	586
RD. 3 Kingston, AR Black Buffalo National Enduro <b>FMF Scoring Sponsor</b>	19,212	32,925	593
RD. 4 Arrington, VA Dragons Back National Enduro <b>KTM Scoring Sponsor</b>	17,539	17,013	871
RD. 5 Greensboro, GA Cherokee National Enduro <b>Beta Scoring Sponsor</b>	18,149	16,001	667
RD. 6 Cross Fork, PA Rattlesnake National Enduro <b>Redline Oil Scoring Sponsor</b>	14,492	14,934	669
RD. 7 Wellston, OH Little Raccoon National Enduro <b>Yamaha Scoring Sponsor</b>	16,538	13,850	512
Rd. 8 Matthews, IN Muddobbers National Enduro <b>Rocky Mountain ATV/MC Scoring Sponsor</b>	19,169	34,987	656
RD. 9 Stanton, AL Gobbler Getter National Enduro <b>Motion Pro Scoring Sponsor</b>	16,819	21,739	763
AVERAGE 2023	17,920 (3,189 or 18% Increase)	26,990 (11,534 or 43% Increase)	693 (23 or 3% increase)



www.nationalenduro.com site visits  
193,148

## EVENT DEMOGRAPHIC & STATS

-9-10 Events located across the country from the Atlantic to the Rockies.

- Average Rider Entries (693)

-Average Rider age (27) ranging from 3-80 (Stacyc Races held on Saturday Range from 3-8)

-Average Motorcycle Brands Entered per Event (10)

- Average Number of States Represented at each event (27) Ranging from 17-39.

-Average number of Spectators per Event. (2400)

-Events feature quality single track Motorcycle Competition.

-Over 70% of the racers are unique to that individual event due to the series covering a large portion of the country. Making it roughly 4,500+ different riders each season over multiple states.





# Highlights Videos for Every Round

2023 Gobbler Getter National Enduro // Gobbler Getter NEPG

2023 GOBBLER GETTER NATIONAL ENDURO  
OVERALL RESULTS

RIDER	BIKE	TOTAL
1 Steward Baylor Jr	KTM	151m 08s 850
2 Grant Baylor	Kawasaki	151m 50s 694
3 Josh Toth	GasGas	152m 56s 144
4 Ricky Russell	Yamaha	153m 42s 579
5 Evan Smith	Beta	153m 02s 655
6 Craig DeLong	Husqvarna	156m 15s 681
7 Ben Kelley	KTM	156m 42s 627
8 Thom Devlin	GasGas	159m 06s 367
9 Liam Draper	Yamaha	159m 36s 041
10 Steve Nicholas III	KTM	160m 20s 920



**CLICK ON THE VIDEO BELOW TO GO TO OUR YOUTUBE PAGE**

Daniel Engle with Offroad Viking Media comes into each round of the Magna1 AMA National Enduro Series to capture video to create highlights from every round.

Videos include racing action, pit area presentation, introduction to the event, Tech tips, rider interviews, and more.

Sponsor banners are hung along the course where photos and video is going to take place to get sponsor logos exposed in the highlights videos.







# EnduroCam



## ABOUT ENDUROCAM

The 'ENDUROCAM' is filmed by former NEPG Pro riders. They jump in behind riders during the enduros to film at a unique perspective. They are able to keep up with the top pros for small sections of the course to give the viewer a perspective of how fast the top riders traverse through the single track trails. They will also find a unique feature on the course to provide a 3rd person view of a 'style check' of some of the top riders in the same section.

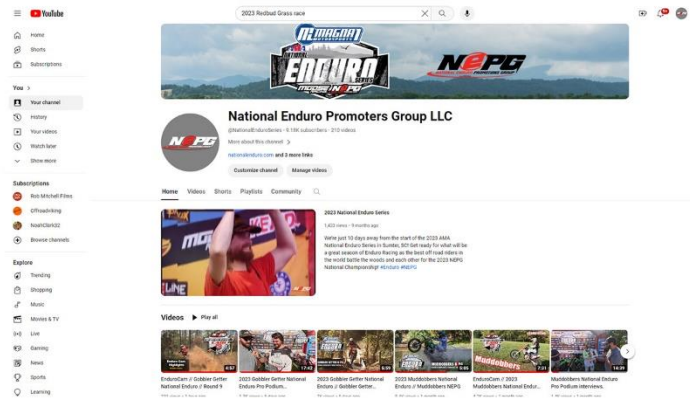
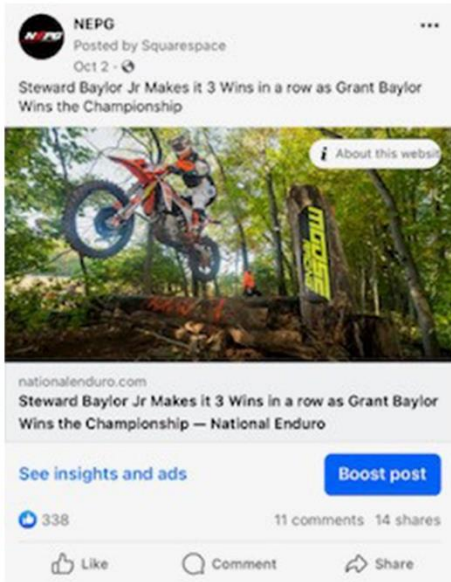
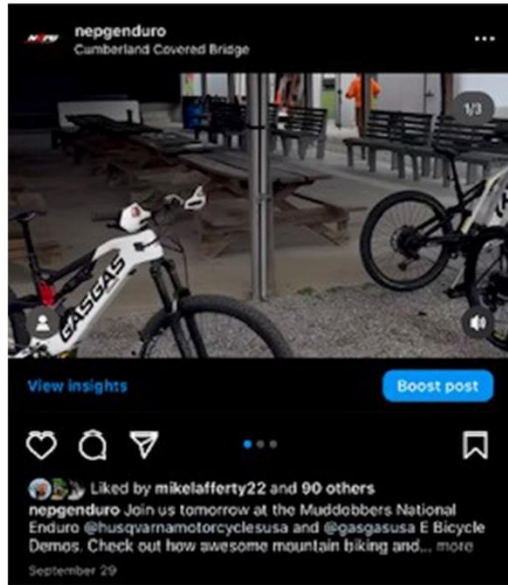
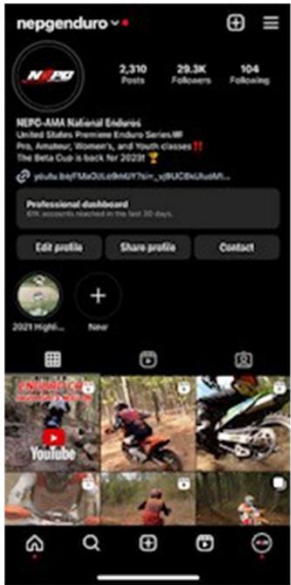
INSTAGRAM VIEWS FOR ENDUROCAM- 11,976,508

YOUTUBE VIEWS FOR ENDUROCAM- 102,946





# SOCIAL MEDIA PRESENCE



At the NEPG we strive to have a strong social media presence. We post videos and photos on a consistent basis. Most of our photos and videos have sponsor banners, sail flags, or other promotional items in them to give our sponsors extra exposure with the NEPG.



Our Instagram is mostly for entertainment. Posting photos, videos, EnduroCams, and more.  
 Current followers: 29.3K  
 Average Accounts Reached Per Post: 11,842  
 Average Likes: 1,198  
 Average Plays per Reel: 125,224



On our Facebook Page we post photos and videos, but primarily use it for informational purposes. Posting links for registration, photo galleries from races, sponsor promotions, etc.  
 Current Facebook Followers: 12K



The NEPG utilizes YouTube with anything video wise we produce. We post Shorts and full length videos on our YouTube channel. Each race a Highlights video and an EnduroCam full edit gets posted.  
 Current Youtube Subscribers: 9,185  
 Total Views: 277,263  
 Watch Hours: 14,129.2  
 Impressions: 2,378,318



# SPONSOR EXPOSURE



At all NEPG events each season we strive to give our sponsors as much exposure as possible. Whether it is banners and sail flags around the staging grounds to banner signage along the race course specially where we have positioned photographers and videographers for actual race footage, all the way to the NEPG podium backdrop where our sponsor logos are featured prominently.

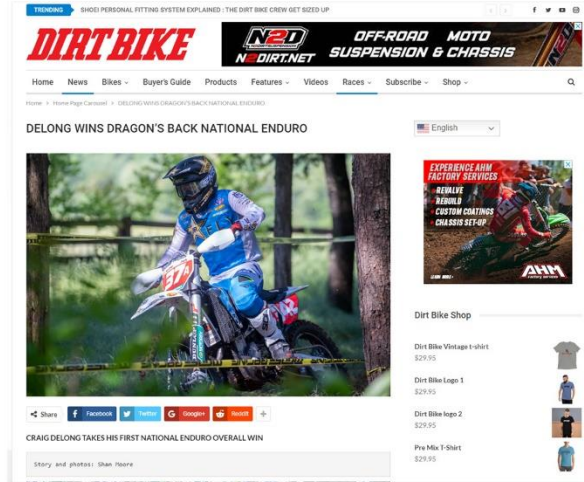
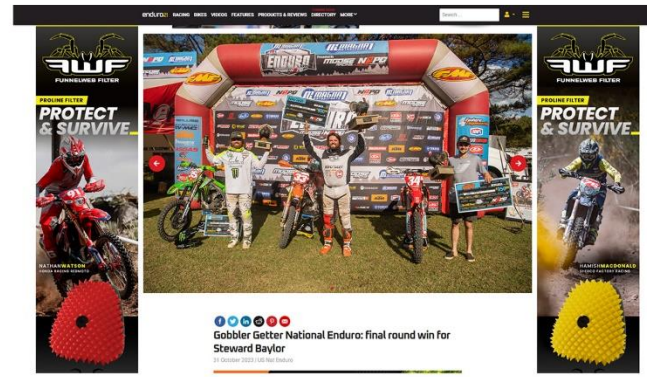


All series sponsors have the opportunity to set up a vendor booth at all events throughout the season at no additional cost also. This is a great way to get product directly into the consumers hands at the event. The Vendors are always located near the registration rig and the pro pits, in other words the highest traffic areas.

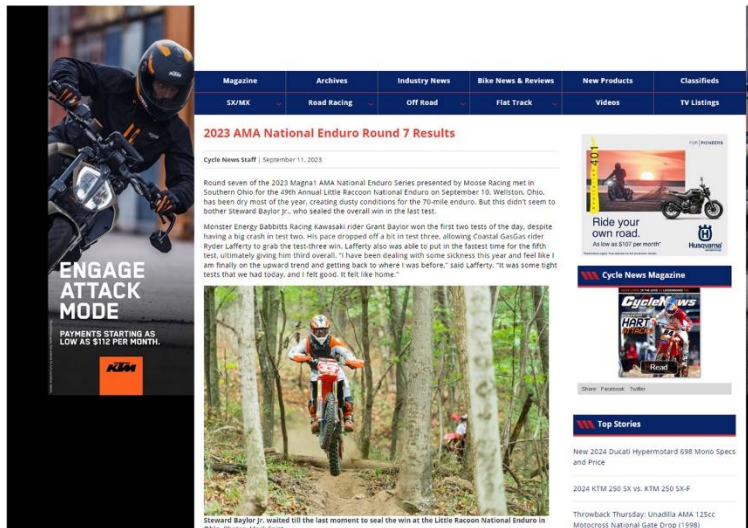




# MEDIA COVERAGE



The National Enduro Series gets a lot of media coverage through a large range of high profile outlets such as Cycle News, Enduro21, Dirt Rider, Dirt Bike Magazine, On The Pegs, Racer X and more!





# TOP PRO RIDER AND TEAM PARTICIPATION



**GRANT BAYLOR**  
**BABBITT MONSTER ENERGY KAWASAKI**



**STEWART BAYLOR JR**  
**ROCKY MOUNTAIN TELY ENERGY KTM**



**JOSH TOTH**  
**ENDURO ENGINEERING GASGAS**



**CRAIG DELONG**  
**ROCKSTAR ENERGY FACTORY HUSQVARNA**



**RYDER LAFFERTY**  
**COASTAL RACING FACTORY GASGAS**



**RICKY RUSSELL**  
**AM-PRO YAMAHA**



**LIAM DRAPER**  
**AM-PRO YAMAHA**



**THORN DEVLIN**  
**BONECUTTER OFFROAD GASGAS**



**EVAN SMITH**  
**FACTORY BETA**



**NATHANIEL TASHA**  
**ROCKY MOUNTAIN TELY ENERGY KTM**



**BEN KELLEY**  
**REDBULL FMF FACTORY KTM**



**JONATHAN JOHNSON**  
**FACTORY BETA**



**TREVOR BOLLINGER**  
**ROCKSTAR ENERGY FACTORY HUSQVARNA**



**MACKENZIE TRICKER**  
**ENDURO ENGINEERING GASGAS**



**RACHEL GUTISH**  
**OVERANDOUT GASGAS**



**KORIE STEEDE**  
**TRAIL JESTERS KTM**



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