



AFT SuperTwins Team Prospectus

To: All American Flat Track Competitors
Date: 9/6/2019
Subject: AFT SuperTwins Team Prospectus

Dear AFT competitors,

After a number of years of rapid growth for our American Flat Track series, we stand at a crossroads where decisions we make now will determine the shape our sport for years to come. The influx of new teams, new racing machines and opportunities in broadcast and international growth are right in front of us and we have to prepare ourselves now in order to take advantage of them.

The AFT SuperTwins class has been created and engineered with the specific intent of building the profile of the stars of the sport, dramatically increasing visibility for teams and manufacturers and driving ROI for the sponsors that support their competition efforts.

AFT will accept team applications for AFT SuperTwins teams in the following tiers:

Partner Teams

Partner Teams can field up to two (2) season-long entries and will be provided a host of benefits, discounts and an array of Marketing, Communication and Broadcast services.

Pro Teams

Pro Teams can field up to two (2) season-long entries and can select from the available Marketing, Communication and Broadcast offerings on an a la carte basis.

Wildcard Teams

AFT will accept single-event entries for up to four (4) Wildcard Teams at each event. Wildcard Teams should identify the events they would like to enter during the AFT SuperTwins team registration process.

At all rounds, up to eighteen (18) of the top riders in the sport will grid up for the SuperTwins Main Event. All entries, including Wildcards, will be guaranteed to start in the Main, ensuring visibility for the manufacturers, teams, riders and their sponsors. The SuperTwins field will participate in Practice followed by Timed Qualifying and then two Semi races, which will set the grid for the ready-for-live-TV Main Event.

A maximum of fourteen (14) grid positions will be reserved for Partner Teams and Pro Teams fielding season-long entries. Through an expanded broadcast partnership with NBC Sports, AFT will take the stories of the triumphs and tribulations of the Partner Teams and their star athletes to America – and beyond.

Up to four (4) grid positions at each event will be available as single-event entries to Wildcard Teams, providing an opportunity for new challengers to stake their claim against the best of the best.

In addition to guaranteed exposure during SuperTwins broadcast coverage, a host of benefits, discounts and services have been packaged for Partner Teams. Those products and services are outlined in this document and will also be offered on an 'a la carte' basis to Pro Teams and Wildcard Teams.

The AFT SuperTwins team application process will begin in September and AFT will secure grid positions for season-long and single-event entries on December 1, 2019. After December 1, SuperTwins teams can apply for any remaining season-long and single-event entries on a first-come, first-served basis.



AFT SuperTwins Team Prospectus

Partner Team packages include:

Licenses, Entries and Test Events

- AFT SuperTwins Team Owner Hardcard
- Crew Hardcards
- Rider Hardcards
- Annual Team Passes (1 wristband per event)
- Season-Long SuperTwins Entries
- Entries in Official AFT Test Events

Partner & Pro Team Benefits

- Team- and Rider-Branded Paddock Display Elements (pennant flags, pillowcase banners, marketing materials)
- Inclusion in NBCSN's Pre-Season Shoot and Access to High-End Photo/Video Content of Rider & Bike

Exclusive Partner Team Benefits

- 2 x General Admission Tickets w/ Paddock Access per event for Team Sponsors and Guests
- 2 x VIP/Hospitality Passes per event
- Priority Line at AFT Registration
- Early Paddock Load-In
- Premium Paddock Position
- "White Glove Service" Tech Inspection scheduled at Team Paddock Location
- Discounts on Marketing, PR & Broadcast Services

Marketing and Sponsorship Services

- Custom Team Marketing Deck and Video Sizzle Reel for attracting team sponsors
- Broadcast Exposure Valuation Report quantifying ROI of Team Sponsors produced by Nielsen Sports
- One-on-One Sponsorship Value Optimization Training with AFT Marketing Staff

PR and Social Media Services

- Press Release announcing Team, Riders and Sponsors written and/or distributed by AFT
- Team and Rider Bio crafted by AFT Editorial Staff for AFT.com, Team Website and Pitch Sheets
- Long-Form Editorial Feature about Team and Rider posted to AFT.com and AFT Social Pages
- Monthly, coordinated posts on AFT's Social Media channels about Team and Rider
- One-on-One PR Training and Social Media Coaching for Riders and Team Principals
- PR Agency Activation to secure coverage about Team and Rider in local & national media

Broadcast, Photo & Video Production Services

- Broadcast Interview with Team/Rider to be included in at least one NBCSN telecast and live stream
- Access to Real-Time, Curated Photo Galleries during each event for Team/Rider Social Media use
- Delivery of Video Clips after each event for Team/Rider Social Media use

Optional Services

- Onboard Camera service at all events and delivery of footage for team use including social media
- Broadcast Feature about Team/Rider to be included in at least one NBCSN telecast and live stream

Pro Team packages include:

Licenses, Entries and Test Events

- AFT SuperTwins Team Owner Hardcard
- Crew Hardcards
- Rider Hardcards
- Annual Team Passes (1 wristband per event)
- Season-Long SuperTwins Entries
- Entries in Official AFT Test Events

Partner & Pro Team Benefits

- Team- and Rider-Branded Paddock Display Elements (pennant flags, pillowcase banners, marketing materials)
- Inclusion in NBCSN's Pre-Season Shoot and Access to High-End Photo/Video Content of Rider & Bike