

ALPE ADRIA INTERNATIONAL MOTORCYCLE CHAMPIONSHIP

2026 – Brand Promotions Opportunity



23 Countries

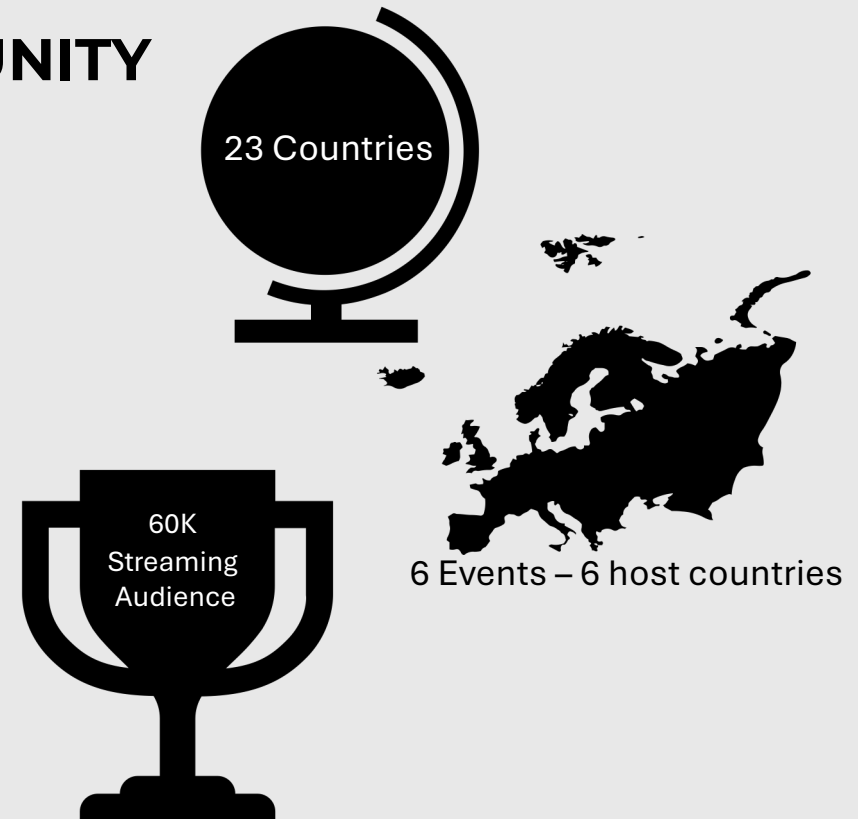
6 Events

International Digital Reach

WHY THIS WORKS / OPPORTUNITY

Not just logo Placement

- International Championship with strong regional loyalty
- Underserved Central & Eastern European motorsports markets
- Rapid digital growth via live streaming and social platforms

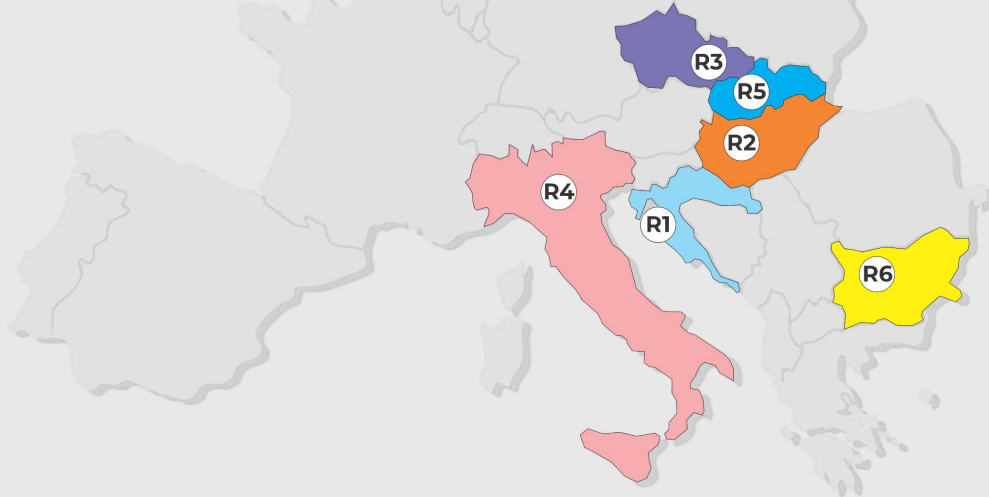


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CHAMPIONSHIP OVERVIEW

Alpe Adria International Championship

- Production based – Short Circuit Racing
- Active competitors from **23** countries and growing
- **6** Rounds hosted by **6** Nations for 2026
- 14 classes of racing
- Average **200** riders per round
 - Forecast **20%** growth for 2027



2026 CALENDAR



08-10/05* GROBNIK

07/05 Official Test



12-14/06 PANNONIA RING

11/06 Official Test



10-12/07 BRNO



07-09/08* CREMONA CIRCUIT

06/08 Official Test



04-06/09* SLOVAKIA RING

03/09 Official Test



25-27/09 A1 MOTOR PARK

24/09 Official Test



* **SPRINT RACE** (not for CUP)



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AUDIENCE & ATTENDANCE

Live and digital engagement

LIVE Attendance

- 2000 spectators per event forecast in 2026
- 12,000 annually
- 20% growth expected YOY

LIVE Streaming

- Youtube live streaming broadcast
- 10,000 views per event forecast
- 60,000 annually
- 90% growth expected YOY

Long-form live racing delivers higher attention time than traditional digital advertising.



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GEOGRAPHIC & MARKET VALUE

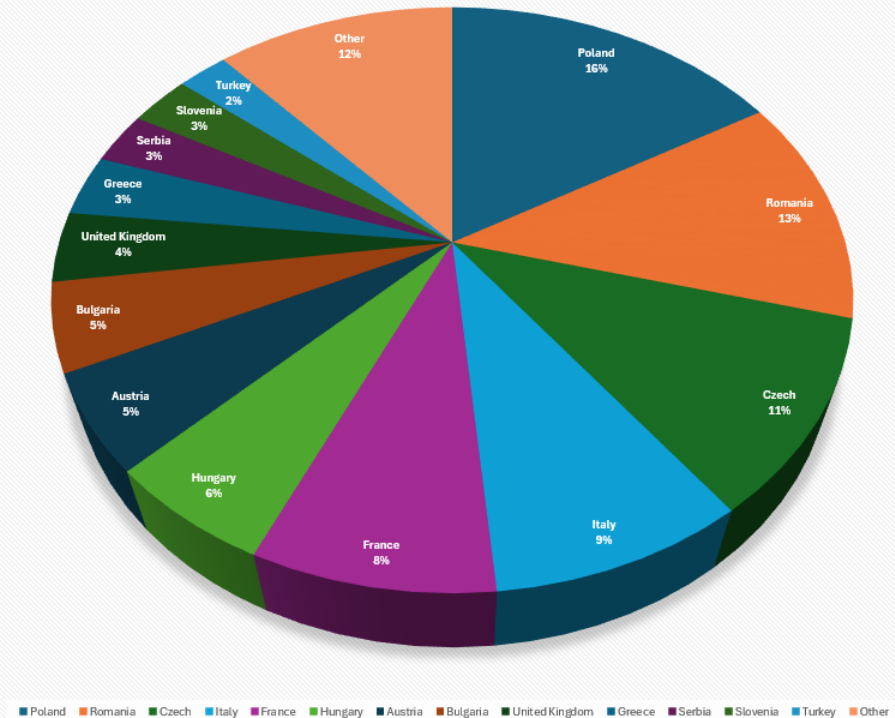
Why Brands win here

Primary Markets

- Poland
- Romania
- Czechia
- Italy
- France
- Hungary
- Austria

- Young, performance driven, tech savvy audience
- Lower sponsorship clutter
- **Higher share of voice at lower CPM vs Western Europe**

Competitors Countries



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Why this platform works

Production-based racing
Real bikes. Real buyers

200+ riders per round
Built-in distribution

High Growth CEE Markets
Low clutter. High attention

Direct consumer relevance

Peer to peer amplification
(Riders > billboards)

Category Ownership
(Not Logo rental)



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DIGITAL & SOCIAL REACH

Owned + Amplified Exposure

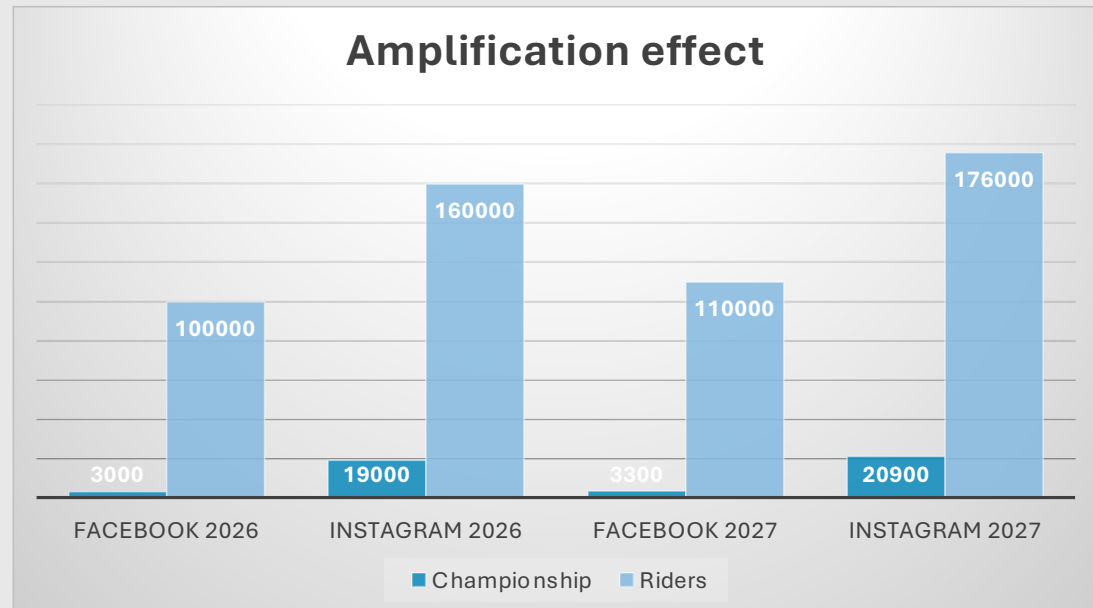
Championship Channels

- Facebook – 3000
- Instagram – 19,000
- Website – 26,500 single users
- X new profile – 300
- Official Championship App – 3400 views
- Youtube – 8000 views

Total Owned base: 60,200

Rider Amplification

- 200 riders per event
- 23 countries
- Avg 500FB / 800 IG per rider



260,000 Combined follower network

Rider-led content consistently outperforms brand-only messaging in engagement and trust

ACTIVATION OPPORTUNITIES

Activation that actually gets used

- Branded Fan Zones & Podiums
- Digital content collaboration
- Product Showcases
- VIP & B2B Hospitality
- Rider and behind the scenes story telling



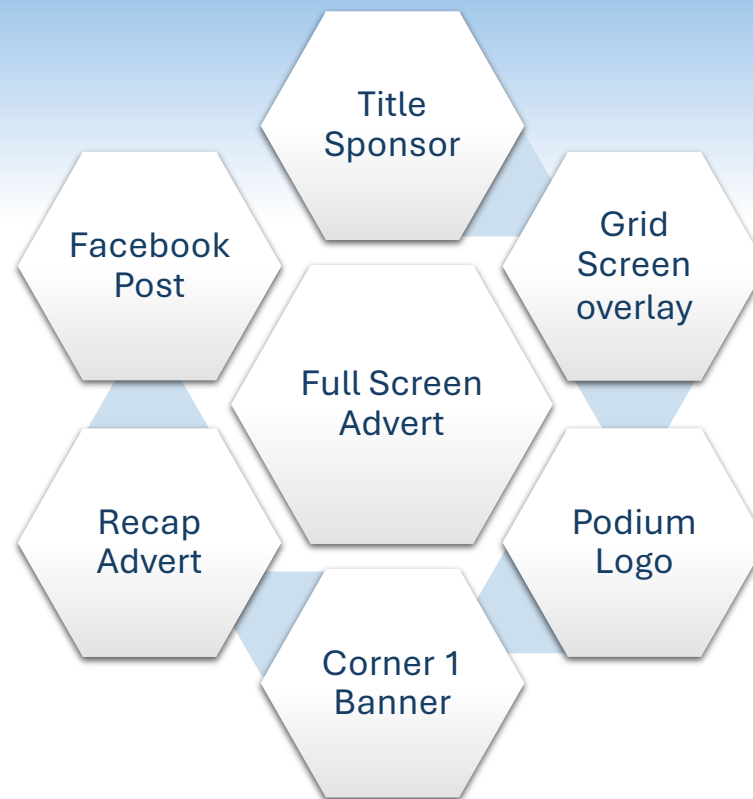
Activations scalable per market, championship wide or per product.



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Bespoke Advertising

Create a package specific to your brand



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CONTACT US FOR MORE INFORMATION

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