

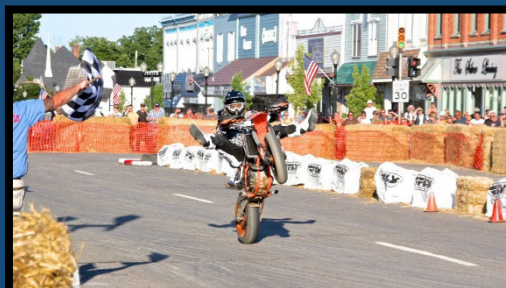


Host this **Unique Live Action Festival** to Introduce Consumers to Your Downtown

The northern Michigan town of West Branch hosted the **most unique live action motorsport event** by temporarily closing its downtown streets for a professional motorcycle race. Spectators entered for free – thanks to sponsor Taco Bell – and drove from across Michigan. Also, nearly 100 athletes and their families came from Florida, Indiana, Louisiana, Michigan, Wisconsin and Canada. MISuperMoto.com produces this live action motorsports event with the primary focus on safety. The event outcome was that spectators and athletes, many of whom never been to West Branch, spent money with downtown businesses and area hotels, and the community received 10 weeks of news coverage leading up to, during, and following the event.

brief facts and figures

- ❑ Event held in 2011 and 2012 with 3,000 spectators each.
- ❑ Supported by local elected officials, law enforcement and area businesses.
- ❑ Event team set-up course within 20 hours and streets were shut-down for only six hours on race day.
- ❑ In Michigan, state law provides for temporary street closures for motorsports events.
- ❑ Low overhead with experienced team places more sponsor dollars toward marketing.
- ❑ Public relations professional works on event team.



connect

Dave Duprey
810.459.1806
dave@misupermoto.com

Bryan Peckinpaugh
313.575.1245
bryan@motopr.com

www.MISuperMoto.com