

BEST IN THE
DESERT
RACING ASSOCIATION

2020 MID-YEAR REPORT

THE LEADER OF THE PACK.



OFFICIAL TRUCK



OFFICIAL UTV



OFFICIAL SUSPENSION



OFFICIAL OIL



OFFICIAL FUEL



OFFICIAL MOTORCYCLE



OFFICIAL
COMMUNICATIONS



OFFICIAL LIGHTS



TRIPLE CROWN SPONSOR



Best In The Desert Continues to Lead Off-Road Racing Through a Challenging 2020

Mid-Year Review Sees Impressive Participation, Growth, and Resilience

FOR IMMEDIATE RELEASE: Las Vegas, NV 7/15/2020 - This has been a year that's tested industries, businesses, and communities the world over due to the spread of coronavirus. Off-road racing was not spared with facing challenges, but despite closures, travel restrictions, and health precautions, Best In The Desert proved to be the leader of the pack by organizing a successful and safe event, the VT Construction Silver State "300" Presented by Polaris, in the midst of a pandemic.

Best In The Desert's 2020 series started strong with the Tensor Tire Parker "250" presented by Polaris on January 10 and 11, 2020, an event that saw a record number of racers, 295, including 56 entries in the UTV Pro Turbo class alone and marked the first event of the Maxxis Triple Crown for UTVs, Motorcycles and Quads. The kick-off race was followed by the BlueWater Parker "425" presented by Jimco, which was the first Maxxis Triple Crown round for Cars and Trucks and equally as successful. Rounding out the Maxxis Triple Crown will be the Maxxis Tires "Casey Folks" Vegas to Reno presented by Fox, and the BlueWater Desert Challenge, and together they will offer the biggest cash prize payouts in series history.

The first two races of the series were quickly followed in February by the King Shocks Laughlin Desert Classic which saw a new and improved course design and included the Baja Designs UTV Night Race on February 20, 2020, a super-fun event that UTV racers look forward to every year. Torrential rains the night before the weekend racing couldn't dampen the enthusiasm and led to some of the most entertaining racing of the year. Best In The Desert's 37th Annual racing series was off to a hot start with high entry numbers, record crowds, and national media coverage.

Unfortunately, the Jagged X National Desert Cup Presented by Quantum Motorsports fell right at the start of the national shutdown and after great deliberation, Best In The Desert decided to postpone the event to September 25-27, 2020, to keep organizers, racers, and fans safe. This is where Best In The Desert showed why it is the leader in off-road racing when it hosted the first-ever "Virtual Town Hall" Meeting to bring the racing community together. The virtual meeting through Facebook Live brought everyone together, gathered feedback from the off-road racing community, and mapped out its plans for the remainder of the year.

"2020 has been a year unlike any other," commented Best In The Desert CMO Bryan Folks. "We started off the year with a huge bang at our first three events before COVID-19 shut down the entire country. Since re-emerging and hosting our first race back at the VT Construction Silver State 300 Presented by Polaris, it's been non-stop. The off-road racing community is one of the strongest and most resilient racing communities in the world. We are so grateful for their support," Folks adds. "We look forward to our next race, the Maxxis Tires 'Casey Folks' Vegas to Reno Presented by Fox with high expectations, as with the rest of the 2020 series. Thanks to all our racers, sponsors, media, staff, and volunteers for making Best In The Desert the number one off-road racing association in the world today."

Best In The Desert returned from quarantine with confidence, organizing a safe and successful race, VT Construction Silver State "300" Presented by Polaris. Not knowing what to expect, even with extensive planning and COVID-19 protocol in place, Best In The Desert was inspired to see racers come together to set a record amount of entries. Even a fast-moving wildfire couldn't stop the race and Best In The Desert proved their long-standing experience in off-road race organization by rerouting the course.

The rest of the year's events will be combined in a new championship called the Adventure Series. In fact, Best In The Desert participants have three end-of-the-year championships to compete for: the Best In The Desert 2020 American Off-Road Racing Series Class Championships, the Maxxis Triple Crown (which has already paid out an additional \$67,000 on top of winning purses), and the new Adventure Series that was a result of COVID-19 complications. Along with the 4 Wheel Parts Youth UTV Championships, Trick Truck Challenge, and Class 6100 series championships, Best In The Desert offers something for everyone involved in off-road racing.

Off-road racing is very much alive and well at Best In The Desert and fans who aren't able to attend events can watch the excitement on MAVTV and streaming through the Best In The Desert website and social media platforms which have also grown extensively this year.

2020 has been a true test for everyone but in spite of the challenges, Best In The Desert has pulled off some amazing wins and is excited to finish the year off strong.

###

2020 POINTS STANDINGS

Point standings are totaled through VT Construction Silver State 300 Presented by Polaris.

PRO CLASSES POINTS LEADERS

Trick Truck: Jason Voss (33)

Class 1000: Connor McMullen (19)

Class 1500: Sam Berri (66)

Class 1700: Tyler Stone (56)

Class 2000: Butch Gandy (58)

Class 2700: Skyler Gambrell (40)

Class 3700: Robert Thomasson (31)

Class 4700: Rob Seubert (49)

Class 5000: Chris Schweers (20)

Class 6000: Chris Wardle (40)

Class 6100: Kyle Jergensen (25)

Class 6200: Darren Ebberts (48)

Class 7200: Randy Merritt (52)

Class 7300: Sean Berryman (35)

UTV Pro Turbo: Phil Blurton (33)

UTV Pro Production: Seth Quintero (17)

UTV Pro Limited: Michael Isom (48)

Open Pro Motorcycle: Skyler Howes (28)

399 Pro Motorcycle: Tayson Weeks (19)

0-30 Pro Motorcycle: Carl Maassberg (37)

0-40 Pro Motorcycle: Chad Thornton (48)

Quad Pro: Erin Simmons (30)

MAXXIS TRIPLE CROWN STANDINGS



Unlimited Cars/Trucks: Jason Voss (33)

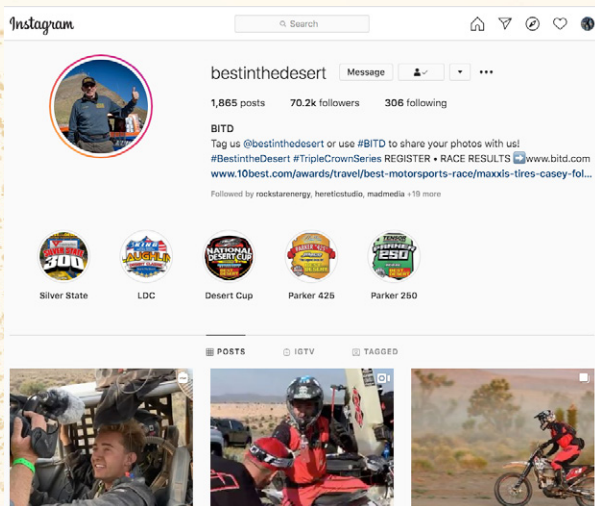
Limited Cars/Trucks: Conner McMullen (19)

UTVs: Phil Blurton (33)

MCs/Quads: Jacob Argubright (29)

PHENOMENAL SOCIAL IMPACT

Social Media coverage of Best In The Desert has **exploded in 2020** with the addition of Social Media Manager JC Silva to the BITD team. The frequency, quality, and timeliness of information and coverage of the series has reached new heights including LiveStreaming key action from our events. Growth in social media has been phenomenal.



INSTAGRAM AUDIENCE GROWTH

70,233
TOTAL FOLLOWERS

9,510,010
IMPRESSIONS

10%
INCREASE IN ENGAGEMENT

396.3K
TOTAL POST LIKES IN 2019



FACEBOOK AUDIENCE GROWTH

46,479
TOTAL FOLLOWERS

267%
INCREASE IN VIDEO
ENGAGEMENT

831%
INCREASE IN 1-MINUTE
VIDEO VIEWS

81%
INCREASE IN # OF
MINUTES VIDEOS VIEWED

530%
INCREASE IN 3-SECOND
VIDEO VIEWS

875%
FAN ENGAGEMENT

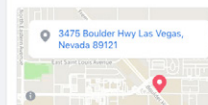


Best in the Desert
@BestintheDesert - Race Track

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Life is an Adventure, Come live your adventure with Best in the Desert! 42,524 people like this including 30 of your friends



46,540 people follow this

658 people checked in here

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Best in the Desert is with Sam Berri.

July 6 at 5:34 AM ·

Good morning! Sam Berri always with a smile! It was a close battle for the podium though! He missed the third spot by literally less than a second, to Leod Gilbert. Enjoy this beautiful image of him on it through the scenic terrain at The VT Construction Silver State "300" Presented by Polaris RZR @polarisrzt #vtconstruction

Image by @dirtnationmag

..... See More



Donald Grove and 333 others

5 Comments 13 Shares

EXPLOSIVE ONLINE AUDIENCE GROWTH

In January 2020 Best In The Desert refreshed its homepage and with the launch of an online apparel shop has grown visitors to its website exponentially. **Since the start of the year our website has seen over 109,000 new users with over 600,000 pageviews**

74%

OF WEB TRAFFIC IS FROM NEW USERS,
SIGNALING THAT BEST IN THE DESERT
IS ONLY GROWING

2.6 SECOND

PAGE SESSION PER USER

2:22 SECOND

AVERAGE PAGE SESSION TIME

238,881

WEBSITE SESSIONS



Since the launch of the BITD Shop in June, 2020, we now have an efficient way to get our brand front and center. The top products in the ecommerce store are the Best In The Desert Twill Hat in Charcoal Gray and the Best In The Desert Original Logo T-Shirt in Black. **Our store has seen 23,892 Returning Visitors and 18,280 New Visitors**



February 2019 March 2019 April 2019 May 2019 June 2019 July 2019 August 2019 September 2019 October 2019 November 2019 December 2019



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[Event Update] Maxxis Tires "Casey Folks" Vegas to Reno Presented by Fox



Jul 3, 2020 at 21:17

**BEST IN THE
DESERT**
RACING ASSOCIATION



Maxxis Tires "Casey Folks" Vegas to Reno Presented by Fox

Looking Ahead to the Biggest Payout in BITD History

LAS VEGAS, NV (July 2, 2020): The summer is heating up and with the hugely successful VT Construction Silver State "300" Presented by Polaris behind them, despite wildfire and COVID-19 challenges, Best In The Desert is looking ahead toward the biggest race on their 2020 calendar: The Maxxis Tires "Casey Folks" Vegas to Reno Presented by Fox, the longest off-road race in the United States.

This year's racecourse spans 550 miles of grueling Nevada desert between Las Vegas and Reno and will take place on **August 12-15, 2020**, so racers better start preparing and getting their vehicles into prime condition! Best In The Desert proved to the off road racing community that they could organize a large event successfully while keeping racers, staff, volunteers, and spectators safe in the midst of COVID-19. Now they are looking ahead to the race they are best known for, ready to run for the 24th year.

"The Maxxis Tires 'Casey Folks' Vegas to Reno Presented by Fox is the granddaddy of all Best In The Desert races and the one I look forward to most," said Bryan Folks CMO of Best In The Desert. "Our last event, the VT Construction Silver State 300 Presented by Polaris, was a great test for our team where we proved we can rise to almost any challenge. Our sport and industry need this race, especially during these challenging times. We are going to work twice as hard to make sure we put on a great event, an event our racers enjoy and can test their abilities against each other and the toughest terrain Nevada has to offer."



**2020 SCHEDULE
UPDATES**
APRIL 8, 2020



[Race Update] 2020 Series Updates
April 8, 2020
In "Press Releases"



[Race Update] Announcing the COVID-19
Championship
June 10, 2020
In "Press Releases"



Join Us for BITD's First Virtual Town Hall
Meeting
April 22, 2020
In "Press Releases"

COLOSSAL CONTINGENCY PROGRAM

The Best In The Desert Contingency Program continues to grow with the addition of several key new Contingency Sponsors. All together more than 77 companies are offering in excess of \$3.7M in Cash prizes, discounts and awards to Best In The Desert Racers. Leading the way are companies like Ford Performance, Maxxis Tires and VP Racing Fuels.

PRESS COVERAGE GENERATES OVER 3M IMPRESSIONS WORLDWIDE

Media coverage of Best In The Desert events has never been better. Best In The Desert regularly assigns as many as 80 Media/Press Credentials per event, making the events the focal point for every major off-road publication and websites. Press coverage of **BITD events generates over 3,000,000 impressions worldwide.**

In addition, Best In The Desert has embarked on an aggressive digital marketing campaign on behalf of its sponsors to help get the message out on promotions, new products, and programs being offered. These campaigns are served up to BITD's robust racer, newsletter, and fan audience.



OVER 77 COMPANIES



**\$3.7M IN CASH PRIZES,
AWARDS AND DISCOUNTS**



**OVER 2,425
REGISTERED RACERS**

NATIONAL TELEVISION BROADCAST COVERAGE

Millions of viewers tune into the exciting action of Best In The Desert racing broadcasts. The full races are currently available in **35 million households**. Best In The Desert broadcasts are aired in primetime with one original and at least two re-broadcasts.

In addition, Best In the Desert shows are aired on the BITD website and through its Youtube Channels. So far in 2020 shows on the BlueWater Parker 425 Presented by Jimco and King Shocks Laughlin Desert Classic have generated another 125,000 views. In combination with other Youtube videos generated by BITD race teams and sponsors over 13,000,000 impressions have been created on BITD events.

MAVTV
MOTORSPORTS NETWORK

2020 Vegas to Reno

October 7, 2020 | 12:00 PM PST

2020 Vegas to Reno

October 8, 2020 | 11:00 PM PST

2020 Bluewater Desert Challenge

December 16, 2020 | 12:00 PM PST

2020 Bluewater Desert Challenge

December 17, 2020 | 11:00 PM PST



15,000 TO 45,000 SPECTATORS PER EVENT EXPO

Best in the Desert offers tremendous on-site promotional opportunities to the tens of thousands of fans that attend each event. On-site activation and engagement allows customers to see and experience first-hand your product or service. From our exciting Event Expo row to corporate signage at the track, start and finish lines, Best In The Desert offers several opportunities for direct engagement with consumers and brand advertising.



UPCOMING EVENTS

For Marketing/ Sponsorship information, contact: Scot Harden | 951-491-1819 | marketing@bitd.com

THE LONGEST OFF-ROAD RACE IN THE UNITED STATES

MAXXIS®
CASEY FOLKS
**VEGAS
TO
RENO**

FOX

550 MILES | AUGUST 12-15, 2020



A DESERT RACE IN A CLASS OF ITS OWN



17 MILE LOOP | SEPTEMBER 25-27



THE AMERICAN CHALLENGE CONTINUES



23 MILE LOOP | OCTOBER 22, 2020

