Best In The Desert Wraps Up 2020 On a High Note

Year End Review Sees Record Participation, Growth, and Resilience. Web Traffic, Social Media and Television Broadcast Audience Grows Exponentially

FOR IMMEDIATE RELEASE: Las Vegas, NV 12/29/2020 - 2020 will go down in the record books as one of the most trying years ever for off-road racing with the industry facing challenges on many fronts. One of the lone bright spots was Best In The Desert who proved, once again, why they are the leader of the pack when it comes to off-road racing events. Despite all shutdowns, travel bans, and stringent COVID-19 regulations, Best In The Desert had one of its most successful years ever with record turnouts at many key events.

Highlights from the year included the largest competitor fields ever for the Silver State 300, the Maxxis Tires “Casey Folks” Vegas to Reno Presented by Fox, and the BlueWater Desert Challenge. Best In The Desert’s 2020 series also featured the largest payout in the history of off-road racing with over $575,00 paid out in purse money in 2020.

Post COVID-19 lockdown results were spectacular and built on the momentum that Best In The Desert enjoyed coming off the early races like the BlueWater Resort Parker 425 Presented by Jimco, Tensor Tire Parker “250,” and King Shocks Desert Classic which also saw huge turnouts. Best In the Desert proved it has the know-how and management capabilities to hold events even during trying times such as these and gave the desert racing community a much-needed boost and something to look forward to despite all the other negative news and event cancellations.

“2020 was a year like no other and while we would never want to repeat it again, it was a great test of our organization," commented Best In The Desert CMO and Co-Owner Bryan Folks.

“Never before have we faced so many challenges, but in the end, I am very proud to report that we rose to the occasion. The fact we kept off-road racing alive and viable for thousands of fans and racers and, in the process, set records for many of our events was very gratifying. Even more gratifying is the tremendous support and confidence we received from the racing community and industry. Our success in 2020 reflected the success of off-road racing overall and the type of people involved. We look forward to 2021 and are working hard to shore up our organization to be the best we can be. Thank you to everyone for their support and trust in Best In The Desert.”

Additional milestones in 2020 include web traffic hitting all-new levels with over 500,091 unique visitors coming to the Best In The Desert website. In fact, the website experienced so much traffic the site briefly crashed during Vegas to Reno race day. Social Media activity and following saw new highs as well. Starting in January, Best In The Desert brought on full-time Social Media Manager JC Silva who grew viewership steadily throughout the year with an ever-growing series of live coverage from each of our events. Through selective live streaming segments of key moments of each 2020 Best In The Desert event, the Best In The Desert's Facebook and Instagram channels had over 1.6 million minutes of video watched in 2020. Further growth is projected for 2021.

Another bright spot was the viewership of the Best In the Desert TV series on MAVTV. For the first time ever, Best In The Desert controlled 100% of the rights to its television series, and through a much more hands-on approach to the content and production of the show, the association saw a huge increase in viewership in 2020. All together, Best In The Desert programming was watched in more than 350,000 homes with viewership approaching 750,000 individuals through original and repeat airings of its four televised races.

Another one of the highlights of the year was the announcement that Best In The Desert had formed a new operations team led by Best In The Desert veteran Jeff Phillips. Phillips brought years of race management experience along with several other key staff members to help improve Best In The Desert’s level of professionalism and in-house event management capabilities.

In addition to the Maxxis Triple Crown Series, which accounted for the extra-large purse payouts on top of regular prize money, Best In The Desert teamed up with 4Wheel Parts to offer the Youth UTV Series focused on developing and expanding this much-needed playing ground for future stars of the sport.

Though 2020 was a tough year for more than just off-road desert racers, Best In The Desert managed to pull off a variety of impressive metrics and is ready to take 2021 head-on.

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2020 POINTS STANDINGS

Point standings are totaled through BlueWater Desert Challenge.

PRO CLASSES
SERIES CLASS POINTS CHAMPIONS

Trick Truck: Kevin Thompson (429)
Class 1000: Connor McMullen (445)
Class 1100: Greg Hawks (78)
Class 1200: Chad Hall (295)
Class 1500: Michael Frye (343)
Class 1700: Jeff Garzik (318)
Class 2000: Zane Strong (94)
Class 2700: Skyler Gambrell (300)
Class 3000: Phillip Casey (94)
Class 3700: Robert Thomasson (302)
Class 4400: Casey Currie (159)
Class 4700: Rob Seubert (350)
Class 5000: Chris Schweers (306)
Class 6000: Joshua Cobb (333)
Class 6100: Kyle Jergensen (521)

Class 6200: John Largent (222)
Class 7200: Randy Merritt (298)
Class 7300: Sean Berryman (355)
UTV Pro Turbo: Phil Blurton (721)
UTV Pro Production: Seth Quintero (570)
UTV Pro Limited: Michael Isom (525)
UTV RS-1: Pro Jimmy Rodriguez (94)
Open Pro Motorcycle: Hayden Hintz (362)
399 Pro Motorcycle: Carter Klein (360)
0-30 Pro Motorcycle: Carl Maassberg (360)
0-40 Pro Motorcycle: Will Heiss (354)
Ironman Pro Motorcycle: Zach Myers (269)
Quad Pro: Erin Simmons (359)
Women's MC: Felicia Webb (360)

MAXXIS TRIPLE CROWN STANDINGS

Unlimited Cars/Trucks: Brandon Bailey
Limited Cars/Trucks: Ray Griffith
UTVs: Phil Blurton
MCs/Quads: Hayden Hintz

ROOKIE OF THE YEAR STANDINGS

UTVs: James Moore
MCs/Quads: Travis Weir

Cars/Trucks: Alex Wacker
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

73.7K TOTAL FOLLOWERS

81.65% INCREASE IN IMPRESSIONS

14,955,599 IMPRESSIONS

786.9K TOTAL POST LIKES IN 2021

FACEBOOK AUDIENCE GROWTH

53K TOTAL FOLLOWERS

66.4% INCREASE IN VIDEO ENGAGEMENT

1.6M 1-MINUTE VIDEO VIEWS

252% INCREASE IN # OF MINUTES VIDEOS VIEWED

3.1M 3-SECOND VIDEO VIEWS

152K FAN ENGAGEMENT

Phenomenal Social Impact

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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 223,070 new users with over 1.8 million pageviews.

500,091 WEBSITE SESSIONS

3.65 PAGE SESSION PER USER

2:22 SECOND AVERAGE PAGE SESSION TIME

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 12,186 New Visitors.
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.

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.
NATIONAL TELEVISION
BROADCAST COVERAGE

Hundreds of Thousands of viewers tune into the exciting action of Best In The Desert racing broadcasts. The full races are currently available in 37 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. In 2021 shows on the BlueWater Parker 425 Presented by Jimco, King Shocks Laughlin Desert Classic, Maxxis "Casey Folks Vegas To Reno By Fox and BlueWater Desert Challenge have generated another 357,000 views on MAVTV alone. In combination with other Youtube videos generated by BITD race teams and sponsors over 13,000,000 impressions have been created on BITD events.

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

2021 BLUEWATER RESORT PARKER “425” PRESENTED BY JIMCO RACING

JANUARY 13-16, 2021

2021 TENSOR TIRE PARKER “250” “SHOWDOWN IN THE DESERT”
PARKER, AZ | 250 MILES

2021 ALL TERRAIN CONCEPTS UTV LEGENDS CHAMPIONSHIP RACE OF CHAMPIONS
LAUGHLIN, NV