



Star Insure Superbike NZ Championship Series

1 December 2024 - 30 March 2025



Overview

Report Timeframe

1 December 2024 - 30 March 2025

Event Media Reports

- R1 – Burt Munro Challenge
- R2 – Timaru Grand Prix
- R3 – MotoFEST
- R4 – MotoMANIA



Burt Munro

Crowd: 4000 +

Summary – Round 1

The NZ Superbike Championship Series is now in its third year supporting the iconic Burt Munro Challenge event at the Teretonga Circuit, Invercargill. We do not promote this round but do advertise and promote that we are racing there to our social and database audiences and in a pre-season paid meta campaign.

This year was my first as promotor, so I simply attended the event and observed.

In 2026 we plan to increase our activity and look to maximise exposure for sponsors and the series.



Timaru GP

Crowd: 1500 +

Summary – Round 2

Levels Raceway, Timaru

- Print Advertising – Timaru Herald, Ashburton & Oamaru Community Newspapers.
 - Press Releases
 - Mentions in TQ Group eDM's to 100,000+ subscribers
 - EDMs to NZSBK & MNZ Databases.
 - South Canterbury Chamber of Commerce Membership: Regular emails and posts to 1200 contacts at 520 Timaru Businesses
 - Radio Advertising: The Rock and the Breeze.
 - Prominent Digital Billboard in Timaru City
 - Meta Campaign
-



Meta Campaigns – Round 2

Superbike GP - South Island

- Targeting: South Island
- 11 Dec - 23 Jan

Impressions	Clicks
329,618	2,034

Superbike GP - Timaru

- Targeting: Timaru + Christchurch
- 11 Dec - 14 Feb

Impressions	Clicks
560,048	3,148



Rounds 3 & 4

MotoFEST, Hampton Downs

Motorsport Park, March 8/9

Crowd: 3000 +

MotoMANIA, Taupo Motorsport

Park, March 15/16

Crowd: 2000 +

Report Timeframe

February - March 2025

Channels

- Meta Campaigns
- Google Display
- YouTube Pre-roll Campaign
- Additional activities
- Social Media



Hampton Downs
MotoFEST &
Taupo
MotoMANIA

Meta Campaigns – NZSBK

NZ Superbike Championship - Rounds 3 & 4

- Targeting: Custom & lookalike audiences in Auckland, BoP, Hawke's Bay, Manawatu/Wanganui, and Waikato
- 23 Feb - 15 Mar

Impressions	Clicks
148,858	2,263

Social Media - NZSBK

February 2025



Facebook Views	Facebook Link Clicks	Instagram Views	Instagram Link Clicks
346,800	1,800	45,300	43
Facebook Reach	Facebook Content Interactions	Instagram Reach	Instagram Content Interactions
101,300	6,400	8,800	1,800

Social Media - NZSBK

March 2025



Facebook Views	Facebook Link Clicks	Instagram Views	Instagram Link Clicks
385,300	2,100	48,600	68
Facebook Reach	Facebook Content Interactions	Instagram Reach	Instagram Content Interactions
123,100	10,100	6,900	2,300



Hampton Downs

Campaigns

Meta

Impressions	Clicks
634,348	3,122

Google Display

Impressions	Clicks
35,700	374

YouTube Pre-Roll Campaign

Impressions	Clicks	Engagement
43,108	307	4,118

Social Media

Hampton Downs: 3-9 March 2025



Facebook Views	Facebook Link Clicks	Instagram Views	Instagram Link Clicks
223,000	411	51,100	23
Facebook Reach	Facebook Content Interactions	Instagram Reach	Instagram Content Interactions
120,000	1,500	7,400	286



Taupo Motorsport Park

Campaigns

Meta

Impressions	Clicks
665,607	3,180

Google Display

Impressions	Clicks
969	107

YouTube Pre-Roll Campaign

Impressions	Clicks	Engagement
44,291	700	1,780

Social Media



Taupo Motorsport Park: 10-16 March 2025

Facebook Views	Facebook Link Clicks	Instagram Views	Instagram Link Clicks
75,900	809	13,300	93
Facebook Reach	Facebook Content Interactions	Instagram Reach	Instagram Content Interactions
156,000	403	7,200	305



Additional Activity

Hampton Downs

- Globox Digital Display Billboards in Auckland & Hamilton
 - Radio Advertising Campaign on The Rock.
 - Multiple Press Releases added to HD website News section and promote on social media.
 - Solus emails to NZSBK Database of 1500 & MNZ Database of 3200.
 - Solus emails & mentions in TQ Group eDM's to 100,000+ subscribers
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Taupo Motorsport Park

Additional Activity

- Globox Digital Display Billboards in Hamilton.
 - Digital Billboard in Taupo CBD.
 - Radio Advertising Campaign on The Rock.
 - Print advertising in Taupo Times.
 - Multiple Press Releases added to TMP website News section and promote on social media.
 - Solus emails to NZSBK Database of 1500 & MNZ Database of 3200.
 - Solus emails & mentions in TQ Group eDM's to 100,000+ subscribers
-



TOP POSTS

Report Timeframe
February - March 2025

Facebook - Top Posts*

February 2025



*by views



 **Star Insure**
Superbike Grand Prix...

Tue Feb 4, 12:33am


👁 31.4K ❤ 300
💬 20 ➡ 9



**Race Winners today at
the Burt Munro...**

Fri Feb 7, 8:20pm

👁 15.3K ❤ 380
💬 25 ➡ 17



SUPERBIKE POINTS*
AFTER TWO ROUNDS

1	MITCH REES	147
2	AL HOOGENBOEZEM	108
3	TONY REES	98
4	DALE FINCH	80
5	ROGAN CHANDLER	66

*NB: SUBJECT TO OFFICIAL CONFIRMATION

**An unofficial NZSBK
Standings update aft...**

Sat Feb 15, 7:47pm

👁 9.7K ❤ 97
💬 8 ➡ 8

Facebook - Top Posts*

March 2025



*by views



Your 2025 New Zealand Superlites...

Sat Mar 15, 4:56pm

👁 32.6K ❤ 305
💬 16 ➡ 2



Nixon Frost wraps up the New Zealand 150...

Sat Mar 15, 5:00pm

👁 30.9K ❤ 362
💬 32 ➡ 5



We're not sure if it's a world first but it's a ...

Tue Mar 18, 10:23pm

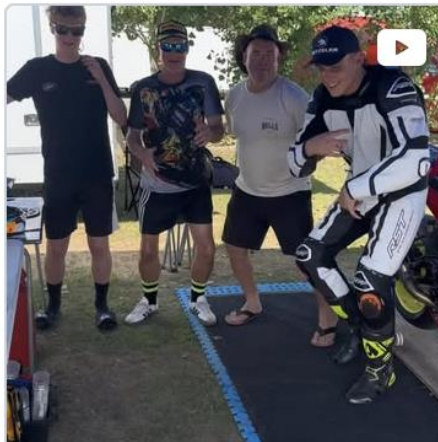
👁 12.4K ❤ 502
💬 25 ➡ 26

Instagram - Top Posts*

February 2025



*by views



POV: it's race day! 🎉🎉

Fri Feb 14, 3:06pm

👁 4.1K ❤ 120

💬 5 ➡ 10



A man who needs no introduction,...

Tue Feb 11, 9:06pm

👁 2.4K ❤ 140

💬 3 ➡ 10



Saturday Race Winners at the Timaru Grand...

Sat Feb 15, 3:59am

👁 2.2K ❤ 114

💬 0 ➡ 11

Instagram - Top Posts*

March 2025



*by views



Will the
#BridgestoneMoto...

Thu Mar 6, 8:44pm

👁 3.3K ❤ 126
💬 0 ➡ 3



Congratulation to
Mitch Rees who brok...

Sat Mar 8, 10:49pm

👁 2.8K ❤ 151
💬 2 ➡ 37



@mitchrees92 at
Motofest...

Tue Mar 11, 12:00pm

👁 2.6K ❤ 70
💬 5 ➡ 12



Press Releases

- Motorcycling NZ appoints Promoter for NZSBK Series
 - 6 December
- Sustainability drives NZSBK's new three-year strategy
 - 6 December
- Superbikers to the fore at Levels
 - 12 December
- Legends Daryl Beattie & Aaron Slight to headline Star Insure TransTasman Challenge
 - 22 December
- Star Insure Superbike Grand Prix a trip down memory lane for Mike Pero
 - 4 February



Press Releases - Cont.

- New look Superbike Championship kicks off in the South
 - 6 February
- Rees looking to cement Superbike dominance at Timaru
 - 13 February
- Crowd returns to Levels for NZSBK action
 - 17 February
- Lewis Family Benefit
 - 20 February
- ATTN: North island Formula 1 & 2 Riders - There's a Title up for grabs at MotoFEST & MotoMANIA if we can get a few more entries
 - 25 February



Press Releases – Cont.

- Superbike Championship no certainty, says Rees
 - 4 March
- Two riders chase the perfect season record
 - 12 March
- Remarkable performances in New Zealand Superbike Championship
 - 18 March