



# MOTOCROSS AND THE AMA

By Rob Dingman

**W**ith the focus of this month's issue on motocross, it seems like a good time for a refresher on the various entities that are involved in the sanctioning and promotion of national-level motocross events in this country.

As a sanctioning body, the AMA licenses racers and crew, approves motorcycles for competition, develops competition rules, provides the rulebooks that contain those rules and provides the officials who enforce them. The AMA also manages the adjudication process to address violations of the rules.

In 2008, the AMA sold the promotion and sanctioning rights to various disciplines of professional motorcycle racing, including motocross and Supercross. Prior to the sale, the AMA was engaged in series promotion as well as the sanctioning of events.

A series promoter is responsible for raising sponsorship, arranging and paying for television coverage, and incurring all other expenses associated with promoting and running the series. Being both the commercial promoter and the sanctioning body can, and did, create a conflict of interest, and that was part of the rationale for the sale of the AMA's professional motorcycle racing assets.

After the sale, the AMA retained the rights to all disciplines of amateur racing and continues to sanction thousands of amateur races around the country each year. As an example, the AMA continues to sanction the AMA Amateur National Motocross Championship held each year at Lorretta Lynn's ranch in Hurricane Mills, Tenn. That event and its regional and area qualifier events are conducted by contract with MX Sports. MX Sports is the promoter of the AMA Amateur National Motocross Championship event and oversees the regional and area qualifiers. Contrary to wide-held belief, racer entry fees for all of these events are paid to individual event organizers and MX Sports, and not to the AMA.

MX Sports also currently serves as both the series promoter and sanctioning body for the AMA Professional Motocross Championship series. While the rights were sold to the Daytona Motorsports Group, MX Sports contracted with DMG for the rights to run the series.

AMA Supercross was also transferred to DMG in the 2008 asset sale. Because the AMA at that time had a long-term contract with series promoter Feld Entertainment, which required the AMA to provide sanctioning services through 2019, it was agreed that the AMA would continue its involvement in AMA Supercross. Upon completion of that contract, the AMA entered into agreements with both DMG and Feld to facilitate the AMA's continued sanctioning of AMA Supercross through the 2034 season.

The AMA Supercross series has also been co-sanctioned by the Fédération Internationale de Motocyclisme as a world championship. The current agreement between Feld Entertainment and the FIM, which made the series a world championship, expires at the end of this season.

Feld is also the promoter of Supercross Futures, an AMA amateur national championship that is the official advancement platform for AMA Supercross. Although this AMA National Championship series — which provides a path to earning a professional AMA Supercross license — was thwarted by the global pandemic this year and last, we expect the series to make a return in 2022.

Finally, Capital Series Promotions is the AMA's promoting partner for the AMA Arenacross National Championship Series.

In all, tens of thousands of AMA members enjoy motocross every year — for good reason. It's among the greatest sports in the world, with a rich history that we're proud to present in this issue. Enjoy!

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*Rob Dingman, a Charter Life Member, is president and CEO of the AMA.*

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