

● Crutcher Racing Entertainment Organization

Season in review





Content

Foreword

By The Numbers

Next Step



Foreword

Kipling's great poem *If* teaches us that victory and defeat both be treated the same, and that they are outside forces that do not define us. What matters is the will to continue forward, and that the drive itself - neither the rewards nor the losses - be the most important experience in the journey.

Our season has presented hardship, injury, sickness, loss, and defeat in no specific order but with repetitive occurrence. Regardless of the burdens, we chose to continue our march of success with unwavering resolve.

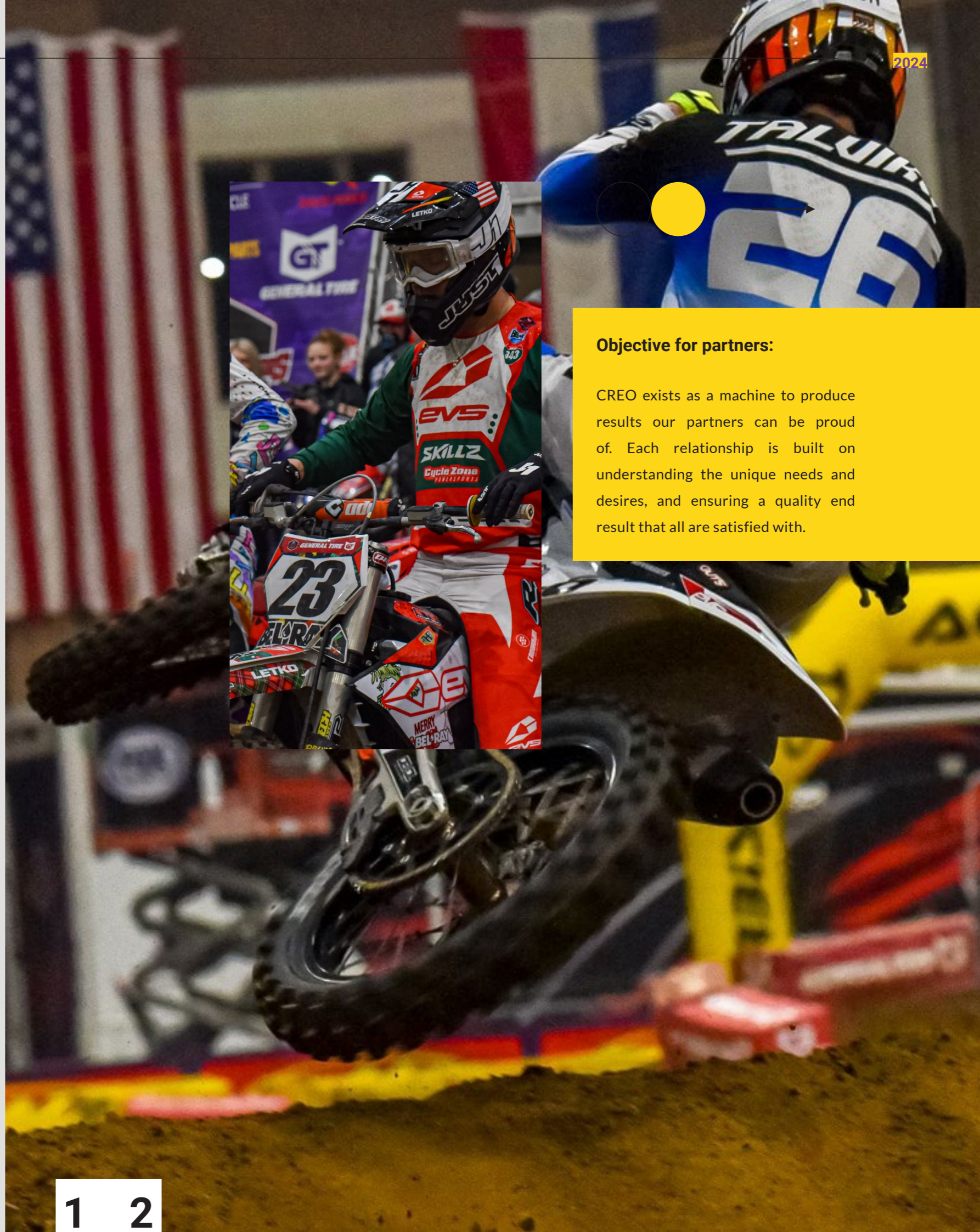
The ultimate reward of constantly pushing on against the odds arrived with an unexpected twist of preparation meeting opportunity right at the end of the season in Denver, Colorado where our single-race-only athlete Carter Stephenson put the CREO motorcycle in the 250 SX main event.

While the spoils of victory are sweet, and enjoy them we did, the organization continues onward as *pursuit* is the final objective and defining characteristic.



→ **This review is written by:** **Jeff Crutcher, Founder and Operator**

I approach every day operating the team with the ultimate drive to deliver qualitative, solutions oriented results for our partners. People often ask "What's your goal for the team?" to which I answer "Being better than we were yesterday."



Objective for partners:

CREO exists as a machine to produce results our partners can be proud of. Each relationship is built on understanding the unique needs and desires, and ensuring a quality end result that all are satisfied with.

By the numbers General Tire Arenacross

Year to date television viewership for Fox Sports, MavTV, and YouTube.

1.85
Million

Up by 300,000 vs. entire 2023 calendar.

Best main finish

3rd
Talviku

43
Mains
raced

946
Laps raced

6
Television
Features

Championship Overall Finishes:

Jorgen Talviku - 6th

Tyler Gibbs - 7th

Dawson Kaub - 11th

Seasonal Stats

Social Media:

For the AX + SX season, our focus was on impact over mass reach. We wanted to engage our audience and foster meaningful connections. This easy to approach strategy created a healthy fan core that were activated with every post we made.



38,240 Unique actions



171 Feed posts

270 Story posts



1,085 HDR photos delivered



18 Title Sponsor Campaigns





By The Numbers Supercross

20th
Best Main
Event
Finish

800
Lanyards
Distributed

38
Largest
number of
fans in line
for CREO
autographs



Race Day Live CREO athlete coverage duration

16 minutes
56.197 seconds



Re-evaluation

CREO now enters a top to bottom analysis of what works, and what doesn't. Our 6 month off season gives a unique chance to see the forest within the trees and create new quality driven goals for our partners and clients.

There is no room for ego based thinking as we're only married to the idea of getting better at a rate our

competition can't match.

We look forward to the future with success for all as the motivating factor.

General Tire Arenacross begins in November, and we will be arriving to win.



Photos compliments of Jeff Kardy, Michael Antonovich, Keyona Keeven, Alec Gaut, Justin Beard, Kylie Kulpa, and the CREO archives.

