



FRIENDSHIP MOTO CUP

Prize fund:

1 000 000₽

www.fmc-cup.ru

Participants from

Abkhazia, Australia, Armenia, Belarus, Vietnam, Georgia,
India, Indonesia, Italy, Iran, Kazakhstan, Kyrgyzstan, China,
Moldova, Mongolia, UAE, Russia, Saudi Arabia,
Tajikistan, Turkmenistan, Turkey, Uzbekistan, South
Korea, South Ossetia



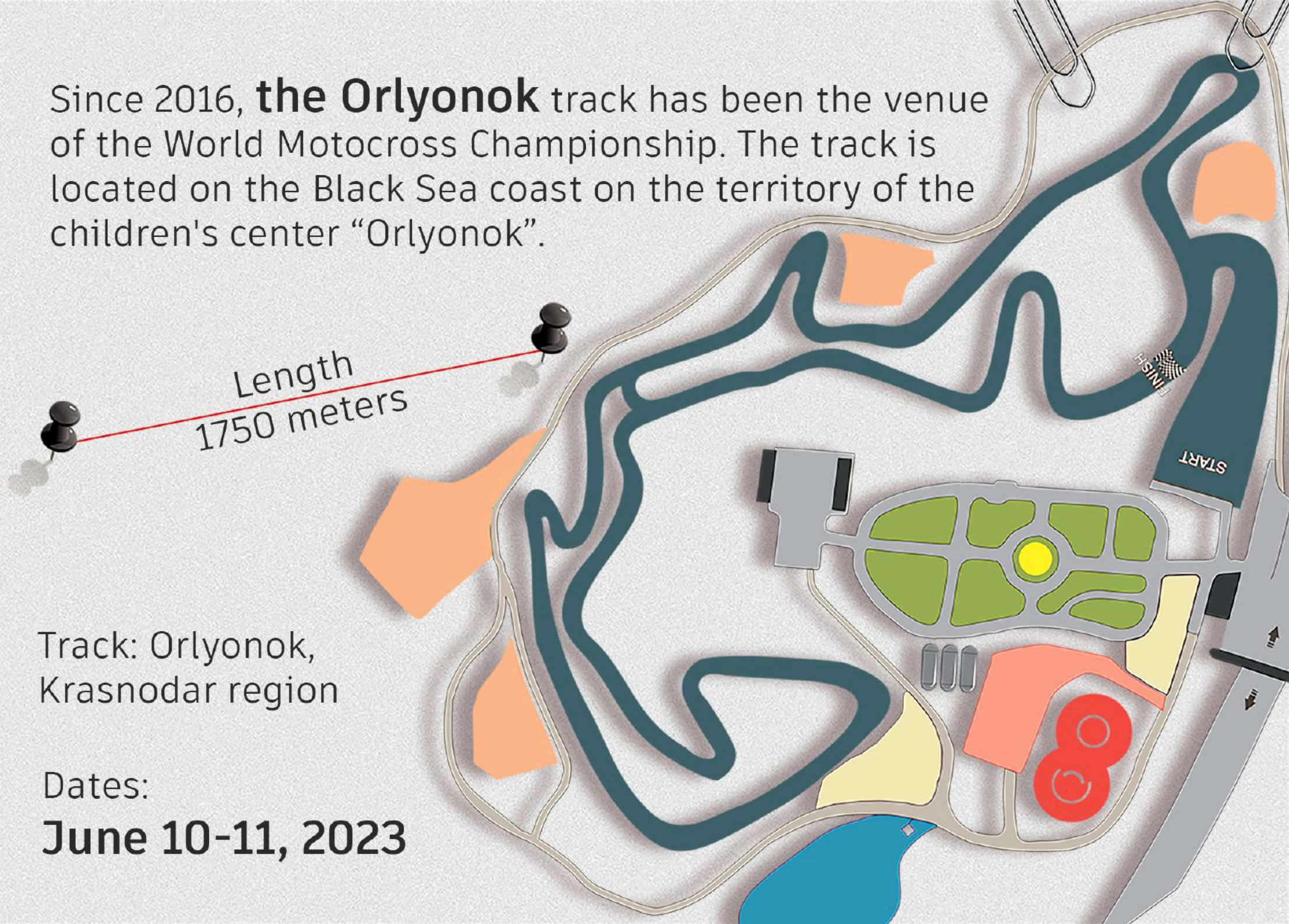
Since 2016, **the Orlyonok** track has been the venue of the World Motocross Championship. The track is located on the Black Sea coast on the territory of the children's center “Orlyonok”.

Length
1750 meters

Track: Orlyonok,
Krasnodar region

Dates:

June 10-11, 2023



Classes

Individual

MX 65 cc
MX 85 cc
MX 125 cc
MX2 125 cc
MX1 450 cc
MX «Open»

Cup Team

Junior Cup Team
MX65cc, MX85cc, MX125cc «2T»
Club
MX125cc, MX450cc, «Open»
National
MX-2, MX-1, «Open»



The international motocross Friendship Moto Cup was held for the first time in Russia in 2022

In the FMC competitions took part the leading riders from the CIS countries, countries that are members of the BRICS association and the Shanghai Commonwealth Organization, as well as riders from other countries

Event schedule

The Opening ceremony

Parade of teams from participating countries, honoring riders in Russian traditions

Autograph session for spectators

Evening of Friendship for Competitors



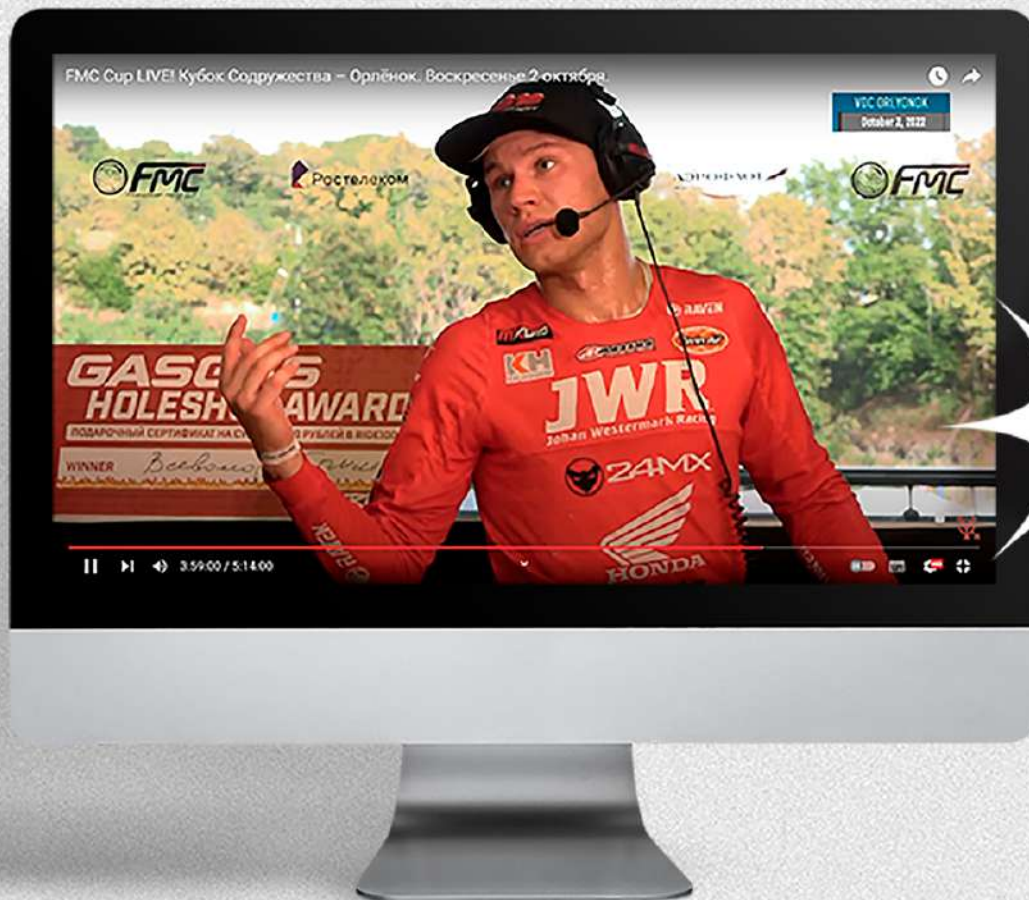
TV Studio

Live broadcasts from the Yakhnich Motorsport studio before the start of races and between rounds

Takes on the competition preparation, videos about partners, spectators, riders

Live studio guests (pilots, partners, organizers)

Active work with the online audience of live broadcasts



Live broadcast of races

Live multi-camera broadcast of all three FMC competitions in 2022 on social networks was watched by:

32 000 viewers

Total duration of broadcasts

more than 23 hours



Advertising campaign

Billboards in Krasnodar region

Ads in social media and large communities

Display of the
advertising video in
stores of the retail
chain "Magnit"

Radio advertising



Social Media

The total audience of publications on social media in 2022 amounted to 90 000 people

Competition tracks in 2022 had:

15000
visitors

