
Throttle Syndicate LLC RFP Response

1. Describe your existing business operations. How do they relate to motorsports, racing, or event management.

The members of Throttle Syndicate LLC collectively possess extensive experience in motorcycle road racing and event management across Texas and Mexico. Our team's operational expertise includes track booking, insurance and risk management, social media promotion, event registration, and technical inspection — skills developed over many years of direct involvement in motorsports. We bring both a racer's perspective and the business acumen necessary to manage and grow motorsports organizations efficiently.

2. Provide details on your organizational structure and key personnel who will manage CMRA operations.

Throttle Syndicate LLC does not intend to make significant structural changes to CMRA's existing framework. Instead, our focus will be on **modernizing and streamlining operations** — particularly through digital transformation.

We will implement online systems for licensing, registration, and race entry, simplifying the process for all users. Our board includes experienced technology and business leaders with a proven track record in platform development, process automation, and user experience design. Their expertise will ensure CMRA's systems are modern, accessible, and user-friendly for participants of all ages.

3. Describe how you plan to retain or support CMRA's current members, volunteers, and officials.

Throttle Syndicate LLC is committed to **strengthening the CMRA community** by rebuilding membership to exceed 700 riders while maintaining a full and exciting race schedule. We plan to introduce new classes aimed at reducing rider costs and encouraging family participation. Current volunteers and officials will continue in their respective roles, and we'll enhance their experience by expanding trackside vendor participation and creating a more vibrant, community-driven event atmosphere.

4. How will you ensure continued access and relationships with racetracks currently used by CMRA in Texas and Oklahoma?

Throttle Syndicate LLC is familiar with the tracks and their owners utilized by CMRA , as well as additional venues not currently on the schedule. We will maintain and strengthen existing relationships with these facilities while leveraging CMRA's established connections to ensure a **seamless transition** with no disruption to the racing calendar.

5. Provide your vision for expanding CMRA's club and community racing programs over the next 3–5 years.

Our vision focuses on **growth, inclusivity, and sustainability**.

Key objectives include:

- Attracting and developing young riders through mentorship and sponsorship programs.
 - Enhancing family participation and engagement at all events.
 - Introducing class modifications to reduce costs and increase accessibility.
 - Securing corporate partnerships to strengthen financial stability.
 - Leveraging strong digital marketing and social media to expand awareness and attract new participants.
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6. Describe your approach to financial sustainability, including sponsorships, event fees, and member engagement.

Throttle Syndicate LLC offers **financial stability and growth-oriented management**. We have the resources to support CMRA's operational cash flow and access to credit when needed.

Our team has a successful history of obtaining sponsorships within the motorcycle community — both for organizations and individual riders. Increasing membership engagement, particularly among younger riders, will be central to CMRA's financial sustainability. Our approach emphasizes diversified revenue streams, community-driven events, and sponsorship partnerships to ensure long-term success.

7. How will you uphold CMRA's reputation for fairness, safety, and professionalism in competition?

Professionalism and safety are core values at Throttle Syndicate LLC. To uphold CMRA's long-standing reputation, we will:

- Maintain strict enforcement of competition rules and technical standards.
 - Provide educational resources, including instructional videos on bike preparation and race safety.
 - Offer optional pre-event workshops for riders to receive hands-on assistance.
 - Ensure that technical inspection is a **paid and professional role**, guaranteeing consistency and safety across all events.
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8. What steps will you take to grow participation and attract new racers?

Throttle Syndicate LLC will launch a dynamic growth initiative designed to expand CMRA's reach, attract new racers, and strengthen participation across all levels. Our strategy focuses on both regional and international outreach, with a special emphasis on engaging riders from Mexico and surrounding regions to enhance CMRA's diversity and competitiveness.

We will also partner with youth development programs and leverage our existing relationships with MotoAmerica and other key organizations to create clear, inspiring pathways for new and aspiring racers.

To further support growth, we will introduce a **CMRA Ambassador Program** and a library of **exclusive online coaching videos**—including step-by-step guidance for new riders and Prov-Nov's on bike preparation, registration, track essentials, and vendor resources for race-ready gear.

Finally, a series of targeted marketing campaigns will spotlight CMRA's **family-friendly, community**-driven atmosphere, reinforcing that every racer—from beginner to pro—has a place to belong and grow within the CMRA family

9. Detail your experience managing or operating racing events, track days, or similar motorsports organizations.

The members of Throttle Syndicate LLC have decades of combined experience in motocross, enduro, and road racing, along with organizing and managing track events across Texas. Our background encompasses all aspects of event management — from registration and safety oversight to vendor coordination and sponsorship acquisition. This experience uniquely positions us to manage and grow CMRA's operations successfully.

10. Explain how you plan to continue supporting existing vendors and partners who serve the CMRA racing community.

Throttle Syndicate LLC understands that **vendors and partners are essential to the success of every event**. We have long-standing relationships with industry leaders, including photographers, tire and equipment suppliers, and motorcycle retailers. Our goal is to strengthen these partnerships, enhance vendor visibility, and expand the variety of services offered at each race weekend — improving the overall experience for racers and spectators alike.

11. Describe your commitment to continuing CMRA's traditional 8-round annual racing season schedule.

Throttle Syndicate LLC is fully committed to maintaining CMRA's **traditional 8-round racing season** while exploring opportunities to enhance the schedule.

Our experience with premier facilities such as Circuit of The Americas (COTA) and other Texas tracks provides additional options for event expansion. We will work closely with track owners and the CMRA community to balance cost, accessibility, and excitement — ensuring the continued tradition of competitive and well-organized racing events.

Submitted by Throttle Syndicate LLC

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Date: *November 10, 2025*

Proposal for CMRA RFP Submission

Submitted by:

Throttle Syndicate LLC

November 1st, 2025

1. Existing Businesses Owned or Operated

The Throttle Syndicate is a group of six investors located across Texas, each bringing extensive experience in motorcycle road racing and event management. Collectively, our team has developed deep operational expertise in track booking, insurance and risk management, social media promotion, event registration, and technical inspection—skills honed through years of hands-on involvement in the motorsports industry.

Our team includes:

- Successful entrepreneurs with a track record of business growth and leadership.
- A Vice President of Business Development from a multinational corporation, contributing strategic and operational management expertise.
- Technology professionals specializing in systems integration, data management, and digital engagement.

This combination of business acumen and motorsports experience positions The Throttle Syndicate to effectively manage and expand CMRA's operations while preserving the club's strong sense of community and racing heritage.

2. Financial Offer

The Throttle Syndicate proposes to meet the RFP purchase price of **\$28,835** for the acquisition of existing assets. Furthermore, we will assume responsibility for all **legal expenses related to the conversion of the Central Motorcycle Roadracing Association (CMRA)** from a 501(c)(7) nonprofit social club to a for-profit limited liability company (LLC). Transition-related legal expenses reflect that both parties will collaborate with appointed lawyers to facilitate a seamless transition. In addition, our group is prepared to make **further capital investments of up to \$100,000** to strengthen CMRA's brand visibility, increase membership engagement, and ensure the organization's long-term financial sustainability.

Our financial and investment plan includes:

- **Marketing and Promotion:** Launching new campaigns to promote youth engagement and support programs for young riders entering the sport.
- **Membership Expansion:** Attracting racers from outside Texas to enhance competition and diversity within CMRA events.
- **Cost Reduction Initiatives:** Implementing measures to lower entry barriers and reduce costs for new and existing members, fostering greater participation in club racing.
- **Digital Modernization and Technology Enhancements:** We plan to develop a dedicated mobile application to streamline race registration, automate membership renewals, and facilitate the purchase of new licenses. In parallel, we will revamp and modernize the CMRA website to improve usability, enhance communication with members, and integrate seamlessly with the new app. These technology upgrades will deliver a more efficient, user-friendly experience for racers and administrators alike, while strengthening CMRA's digital presence and operational efficiency.

These initiatives are designed to create a sustainable financial model while preserving CMRA's grassroots spirit and enhancing its competitive standing in the regional and national racing communities.

3. Transition Plan

Our transition plan prioritizes continuity, stability, and respect for CMRA's current structure. We do **not intend to make any staff changes** and will work closely with all current personnel to ensure a seamless operational handover.

Planned adjustments will focus on strategic, incremental improvements aimed at:

- Reducing administrative and licensing costs.
- Streamlining operations for improved efficiency.
- Enhancing promotion of key racing classes to increase participation and audience engagement.

This transition approach ensures minimal disruption while setting the foundation for long-term growth and operational excellence.

4. Experience

Our team brings together a powerful combination of **motorsports passion, business management expertise, and entrepreneurial drive**. Collectively, we have decades of experience organizing, managing, and participating in motorcycle road racing events.

Many of our members have competed in CMRA events at the and continue to be active in track riding today. This deep, first-hand understanding of the sport — from both a racers and an organizer's perspective — allows us to make informed, practical decisions that serve the best interests of CMRA's members and the broader racing community.

We are united by a shared passion for road racing and a commitment to advancing the sport's accessibility, competitiveness, and long-term success.

Conclusion

Our group is deeply invested in the growth and success of CMRA. We believe our combined experience in motorsports, business management, and technology provides a unique advantage to strengthen and modernize the organization while preserving its legacy and community-driven spirit.

We respectfully submit this proposal and look forward to the opportunity to contribute our expertise, resources, and enthusiasm to the continued success of CMRA.

Submitted by:

Blaine Johnson & Marco Soto

Throttle Syndicate LLC

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Throttle Syndicate LLC-Bio

The ownership group is composed of riders, professionals, and community leaders who share a lifelong passion for motorcycling and a deep respect for the culture that defines the CMRA. Their collective experience spans technology, business operations, safety leadership, and event organization, anchored by years of direct involvement within the racing community.

Each brings unique expertise—from managing complex corporate systems and operations to building successful businesses and mentoring new riders. Together, they embody a balance of structure and passion, blending modern management practices with the volunteer spirit and camaraderie that make the CMRA special.

Their shared philosophy centers on stewardship, transparency, and service. They are committed to preserving the CMRA's traditions while fostering innovation, inclusion, and growth. Above all, the group seeks to ensure that racing remains accessible, safe, and community-driven—guided by integrity, respect, and a unified vision for the organization's future.