

SPORTRIDERCOACHING

2026 CMRA OPERATIONS RFP RESPONSE

Submitted to CMRA Board of Directors
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2026 OPERATIONS PARTNERSHIP PROPOSAL

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PREPARED FOR:



BACKGROUND

SportRiderCoaching, LLC ("SRC") is a privately held motorsports education and coaching company with a strong brand and reputation in the North Texas region. Founded in 2010 and incorporated in Texas in 2016, SRC has grown gradually to an organization today serving more than 500 rider days across more than 50 events annually.

Our approach is unique in the industry, focusing on customer experience and a personalized 2-on-1 coaching format as our primary product.

Our program and coaching have a long relationship with racing: most of our coaches are current or former CMRA racers, and riding for sport and competition are key elements of our curriculum.

SRC has present motorsports events operations in North Texas supporting more than 50 events, a contract staff of more than 40 coaches, a partnership with the United States Motorcycle Coaching Organization (<https://usmca.org/our-supporters/>), one full-time and one part-time employee.

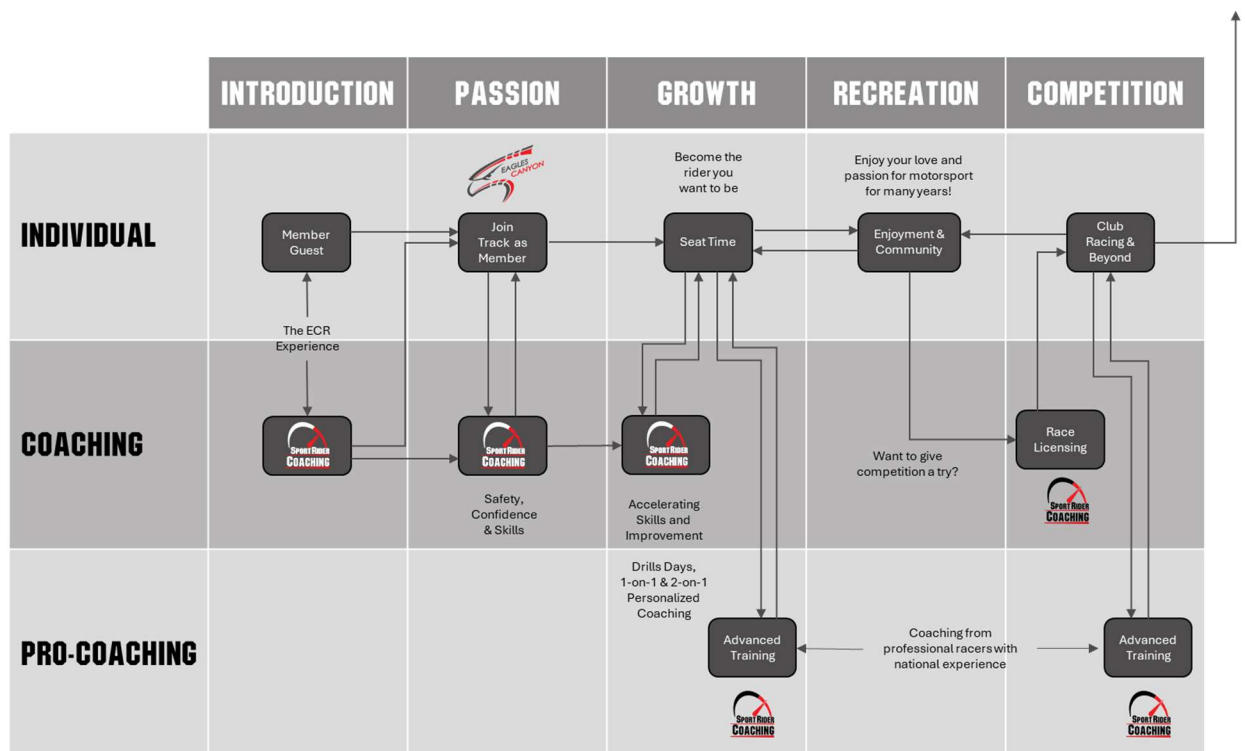
Though we are a private company and do not publicly disclose financials, for 2025 SRC achieved total revenue comparable to the CMRA and maintains excellent corporate governance and credit rating. Additionally, SRC operates with a conservative cash reserve position and immediate access to credit roughly a full year's operating budget. SRC has **zero** present debt with no plans for debt-based financing in the outlook for operations, including the execution of this proposal. We are willing to share additional financial information under a formal non-disclosure agreement as a final step to proposal approval.

APPROACH TO MOTORSPORTS ENGAGEMENT & SUSTAINABILITY

For 15 years, the focus of SportRiderCoaching has been a rider-centric coaching organization dedicated to the development of racetrack-based motorcycle riding.

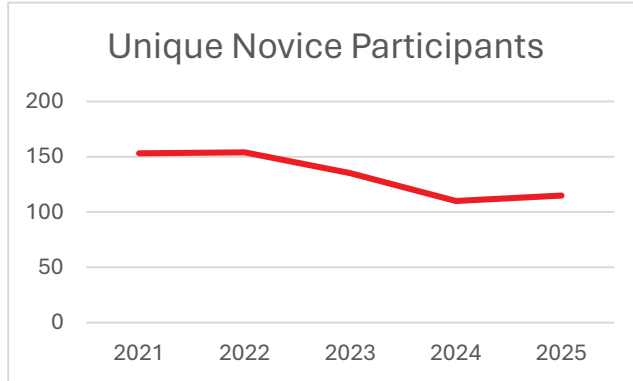
Over time, we have developed a perspective for motorsports engagement and sustainability at the individual rider level, providing an ecosystem of engagement opportunities from the first racetrack experience to competitive licensing and handoff to sanctioned racing organizations including the CMRA.

During that journey, we have come to understand the value of an ecosystem of engagement with the rider. This creates paths up and down the scale from recreation and social participation to racing, supporting the rider at every turn, helping ensure passion, love and continued engagement in motorsport.



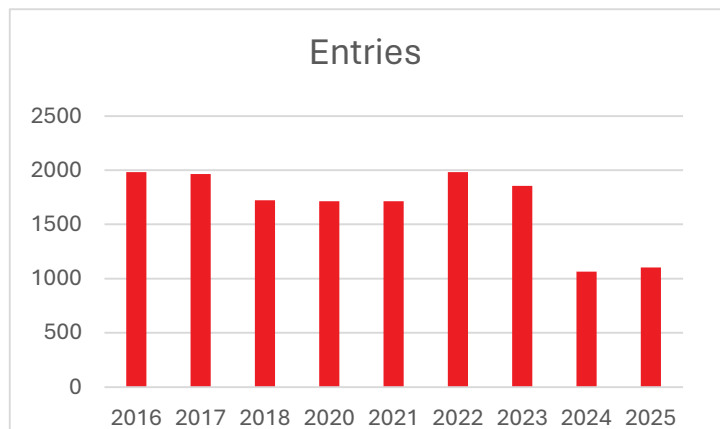
MARKET HEADWINDS

The current market environment suggests an unfavorable trend for new participants in racing.



Using results data from the CMRA website, one can calculate the total number of unique participants in the novice ranks, suggesting participation rates for riders earlier in the cycle of motorsports participation:

Additionally, an analysis of 9 years of novice sprint entry data suggests a highly cyclical, even unpredictable market for racing: (note: 2025 is incomplete, missing the final ECR round, and an error in analysis omitted the 2019 year)



Both analyses indicate a worrisome drop beginning in roughly 2024, increasing the critical need for identifying and recruiting new motorsports participants as a continuing focus of any successful competition program.

Put simply,

“There are many very good reasons to leave motorsport. We must do better to make those who participate want to stay, while we identify and attract those wanting to try”

In short, the new CMRA must simply be massively valuable versus the very real considerations of the costs, risks, injury, time, family and other competing interests of the lives of existing and potential participants.

OUR VISION FOR 2026 AND BEYOND

SRC aspires as an entry point to motorsport for new riders, creating lifelong passion for riding motorcycles on the racetrack, and ultimately a steppingstone for participation in all aspects of motorsport from personal growth to sanctioned competition. Our vision for SRC is in addition to any sanctioned racing we may operate as a result of the outcomes of this proposal.

2026 will be a year of growth and investment in our program, introducing new products offering additional engagement opportunities in motorsport. We plan to continue the existing partnership with the CMRA, providing a comprehensive set of opportunities and experiences with SRC and other organizations for the SRC rider.

Our private coaching products, including 1-on-1, 2-on-1 and Pro Coaching will continue as they do today. This is the core of our market offering and remains our best-known and most popular product.

In 2026, we will launch AdventureRiderCoaching, an adventure riding based coaching product modeled on the success of the SRC 2-on-1 product.

Additionally, SRC will launch two introduction-to-competition programs designed as entry pathways to fully sanctioned competition. Each program will emphasize simplicity of participation, an exceptional customer experience, and provide additional benefits to Eagles Canyon Raceway members. Above all, these offerings will reflect our “all-in for your win” commitment: Doing more, working harder, and removing every barrier possible so participants feel confident, supported, and excited at every step from curiosity to checkered flag.

- 1) A time-trials product in the spirit of a qualifying session, but with a full day on track and paddock-based coaching to encourage personal growth. The program will be aimed at riders thinking about the transition to competition and providing a first taste of pushing oneself against the clock. The environment will be appropriate for motorcycles without race-specific preparation and encourage ECR member and non-member participation.
- 2) A 3-round endurance series featuring 3-hour races held in the summer months with a less expensive level of licensing and cost commitments, but with race-prepared motorcycles. A unique schedule concept and customer-centric service approach simplifies registration, machine technical approval and allows participants to ease into a formal, though unsanctioned, competition environment as a next step, while appealing to experienced racers with a true competition product. All are welcome, with ECR members enjoying substantially discounted entry fees.

ASSESSMENT OF CURRENT VALUE

Traditional valuation methods, such as a discounted cash flow or simple profit multiple analysis are inapplicable in this case. The CMRA itself identified operations in the current format as an unsustainable concern given a lack of predictable future earnings; Ostensibly, the CMRA is a dissolving entity whose primary value lies in its name and history.

Thus, the most appropriate quantitative framework to value the CMRA is the Cost-to-Create approach. This method establishes baseline value by modeling the costs an entrepreneur would incur to build a new racing organization from the ground up to a level of operational capacity and market presence comparable to the CMRA.

Curiously, the key assets which cannot be easily recreated, the CMRA name, legacy, brand related assets, customer base and relationships, operational processes and other intellectual property assets are not listed as assets in the request for proposal.

Unfortunately for the value of this proposal to the CMRA, SRC does not need or already has the necessary tangible assets listed in the request for proposal to run a race series as proposed in this response, reducing the accumulated value of a cost-to-create methodology substantially.

SRC is already well prepared digitally to support participant communications, registration and marketing and already has a reputable brand adjacent to the racing community. SRC also has substantial event operational expertise, including larger-scale events such as The Perfect Day product.

SRC would benefit from the operational expertise of existing CMRA staff for sanctioned sprint racing should SRC be selected to operate in this capacity. Existing CMRA staff are ideal to help operate race event days, and it would be the preference of SRC to contract with these individuals to do so.

PROPOSAL ELEMENTS

While we recognize the desire of the CMRA board to continue the CMRA mission in a way consistent with current operations, SRC is not prepared to meet each element of the RFP. Our preferred approach for sanctioned racing is *to partner first* with the existing CMRA or the entity the CMRA becomes, providing race school licensing, customer pipeline and motorsports participant engagement and sustainability as our primary focus.

At this moment, SRC *does not* aspire to run sanctioned racing events. However, we keenly understand the need for sanctioned competition in north Texas area as an essential element of a larger motorsports experience ecosystem. We are committed to ensuring those opportunities exist; **SRC will step up if a better option does not.**

PARTNERSHIP FIRST

SRC would prefer to partner to provide sanctioned racing. This could be with the CMRA or what the CMRA becomes. In this model, SRC does what it does best, creating engaged riders and ultimately new racers with a passion for the sport, and the elements of participant engagement and sustainability essential for creating a larger community of lifetime motorsports participation. The CMRA runs race events and working together the two firms create the necessary coaching, licensing and racing availability and infrastructure for a successful motorsports community.

ENSURING ACCESS TO SANCTIONED COMPETITION

In the event the CMRA cannot operate race events in 2026, SRC is prepared to operate a 4-event, sanctioned race series focused on the North Texas region in addition to the unsanctioned, 3-event endurance series presently planned for 2026. Our approach to a sanctioned series would be 2-day events with a schedule of morning practice and afternoon sprint racing.

SRC understands this is not the program specified as ideal in the RFP. However, we know we can sustain this model indefinitely. We have confidence and clear conscience making this proposal to bring a sustainable product to market, serve the customer well, and ensure racing's success in north Texas. Over time, we would consider a slow and steady growth plan, again with a focus on sustainability, to include other regions such as Oklahoma or Central Texas.

FINANCIAL ELEMENTS OF PROPOSAL

SRC's current operations mean the company is well prepared to operate motorsports events including registration and operations. As such, should SRC be selected in this process we would recommend the CMRA's tangible assets listed in the request for proposal to be sold with proceeds donated to a suitable non-profit or to settle any outstanding debts. This proposal assumes SRC does not take possession of any of those assets.

The RFP articulates a solution that could be described as "selling" the CMRA. SRC proposes a more flexible approach with a specific checkpoint to ensure the continuity of the CMRA mission.

In the event the CMRA is unable to operate sanctioned racing events, SRC proposes the CMRA and SRC work together to ensure a smooth transition in the form of a *revokable license* of CMRA's intellectual property and non-tangible assets. Such an approach could take the following form:

- An up-front, unrecoverable license fee paid directly to the CMRA. SRC offers Ten Thousand Dollars (\$10,000 USD)
- A license contract between the CMRA and SRC to use the name, logo, and other brand assets including the domain name, mailing lists, customer lists and other marketing assets, community bulletin board, etc. All IP assets such as the rulebook / rules package, operational documentation and processes, and generally everything considered "non-tangible, intellectual property" are included in the agreement
- The license terms are perpetual, but with a revocability clause at ~3 years to coincide with the winding down period required by Texas law under TBOC § 11.356. This feature allows the CMRA board to revoke the license in the event the CMRA's mission is determined to have not been continued under SRC's stewardship by a majority vote of the Board of Directors
- Our preference in this agreement structure would be to contract or employ existing CMRA staff for event support of any sanctioned race operations

SRC believes this unique approach allows the CMRA to consider dissolution with a best-of-both-options approach: making the largest possible contribution to a suitable motorsports non-profit through the sale of assets and licensing of IP separately; selecting a viable path for the continuing CMRA mission; and, providing a critical checkpoint of achievement of those goals not possible in a traditional sale-of-assets approach.

This approach places much of the risk on SRC since the license to operate under the CMRA name can be terminated should SRC fail to meet CMRA criteria with no financial penalty to the CMRA.

TRANSITION PLAN

SRC aspires to make the transition seamless for the participating racer and as smooth as possible for the larger ecosystem surrounding the CMRA. The CMRA and SRC enjoy an effective partnership today. SRC “graduates” and customers are common in the ranks of the CMRA, and existing CMRA members would be welcome in a new sanctioned series run by SRC without a complicated transition.

SRC commits to accepting all CMRA members in good standing as of 2025 in any new sanctioned racing program run by SRC. In addition, SRC commits to maintaining sanctioned race license renewal cost at or below \$100 for years 2026 and 2027 (excluding the AMA membership requirements), with increases commensurate with the number of race weekends run by SRC until at least the 2029 season.

If this proposal is accepted by the CMRA, SRC will accept all 2026 CMRA/SRC sanctioned race licenses for the SRC 3-round summer endurance series at no additional cost, and offer unsanctioned, endurance-series-only licenses for \$25 in 2026.

A sanctioned license school would continue to be offered at standard SRC 2-on-1 coaching day rates, with the unsanctioned license class included in the \$25 unsanctioned license fee. SRC believes this two-tier licensing approach protects the sanctioned, AMA-recognized and Moto America eligible path through club racing, while offering a more accessible, lower-tier license for new participants not ready to aspire to national-level competition or individual sprint racing.

Additionally, SRC is prepared to protect or improve the current pricing outcome for participants through the 2029 season. While we will certainly change (simplify) the pricing structure, our goal would be to maintain or reduce the total entry price for a participant entering two sprint races and provide morning practice at sprint events for \$125.

Event operations would benefit from the experience and love of sport exhibited by existing CMRA staff and team members. SRC welcomes the opportunity to continue leveraging these talents in a new sanctioned racing organization. In addition, SRC welcomes the support vendor community – in many ways SRC is one of those vendors now – and understands the importance of vendor support in racing. This includes vendors who might be considered competitive with SRC’s core operations now.

SUMMARY

It will be the honor and pleasure of SRC to continue working with the CMRA in partnership regardless of the outcome of this process and resulting decisions made by the authority of the Board of Directors.

We sincerely hope the perfect solution presents itself during this process.

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