



2023 MARKETING DECK

ABOUT THE SERIES



USF Juniors Presented by Cooper Tires is the first official step on the USF Pro Championships Presented by Cooper Tires driver development system which provides an unparalleled scholarship-funded path to the NTT INDYCAR SERIES and Indianapolis 500.

The series provides an entry level program for young drivers needing more experience and track time before advancing up the ladder, and brings a level of professionalism and organization to a driver's first serious championship choice.



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- A prize package exceeding \$330,000 including a scholarship valued at more than \$248,815 to advance to the Cooper Tires USF2000 Championship in 2024
- A \$500 per race Cooper Tires Pole Award and unique season-ending prizes including Mechanic of the Year, Hi-Tide Spirit Award, YACademy Move of the Year and Hard Charger Award
- New Tatuus JR-23 chassis featuring latest safety standards including Halo-type device
- Six-event, 16-race schedule featuring events at premier North American road courses
- Services of the AMR Safety Team at all events
- Global live streaming of all events on the USF Pro Champs App and usfjuniors.com
- Immersive driver training led by Series Official Driver Coach Gabby Chaves, former Indy Lights champion/sports car talent

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- Inclusion in the Cooper Tires Hashtag Program, which awards drivers and teams career-enhancing prizes throughout seven contest periods and had a 2022 reach of 5.1M on Twitter with over 1,500 contributors and over 41M+ in Instagram impressions
- Andersen Promotions' USF Pro Championships personnel services including Competition Director Tony Cotman, Technical Director Daryl Fox, Race Director Joel Miller and Race Steward Johnny Unser
- Race/PA commentary led by Rob Howden, the Official Voice of the USF Pro Championships
- Professional series support services including social media, communications and marketing
- Dedicated website at USFJuniors.com featuring full driver and team bios
- Media photo website offering drivers/team free access to photography for non-commercial use
- Season-ending awards banquet featuring all three levels of the USF Pro Championships

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2023 EVENT SCHEDULE

March 23-25	Sebring International Raceway** Sebring, Florida
April 28	Barber Motorsports Park* Birmingham, Alabama
June 3-4	VIRginia International Raceway** Alton, Virginia
July 8	Mid-Ohio Sports Car Course* Lexington, Ohio
August 12-13	Road America** Elkhart Lake, Wisconsin
August 25-27	Circuit of The Americas** Austin, Texas

*Double-Header Round

**Triple-Header Round

Spring Training will take place at Sebring International Raceway on February 27-28, with the annual USF Pro Fall Combine taking place at the Indianapolis Motor Speedway road course in October of 2023. Six pre-event test days include Sebring International Raceway March 23, Barber Motorsports Park April 27, VIRginia International Raceway June 2, Mid-Ohio Sports Car Course July 6, Road America August 11 and Circuit of The Americas August 24.

TATUUS JR-23



The Tatuus JR-23 will make its competition debut in 2023 utilizing the same base chassis as the second and third steps of the USF Pro Championships ladder with some modifications to conform to an entry level step.

Drivers and teams can begin with the JR-23 chassis and continue to advance up the world's most complete driver development system with a forward-thinking three-step concept. The equipment package will remain in competition for at least five more seasons through 2027.



THE PROGRESSION STEPS



NTT INDY CAR SERIES | INDIANAPOLIS 500



INDY LIGHTS Scholarship to advance to the NTT INDYCAR SERIES



Scholarship valued at \$664,425 to advance to Indy Lights

Scholarship valued at \$440,125 to advance to USF Pro 2000

Scholarship valued at \$248,815 to advance to USF2000

20 of the 33 starters in the 2022 Indianapolis 500 were graduates of the ladder system

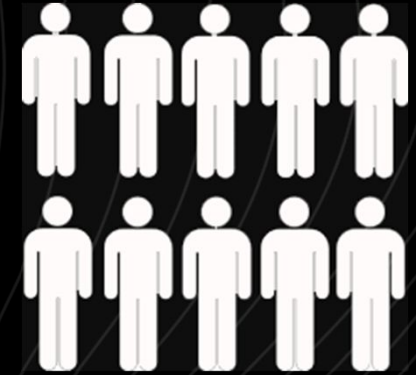
OUR AUDIENCE



Drivers



Driver Families/Friends



Karters and Their Families
Looking to Advance to the Ladder



Teams, Partners, Sponsors



Fans/Followers

GLOBAL LIVE STREAMING



The USF Pro Championships Presented by Cooper Tires will feature global live streaming of all race events during the 2023 season and, when available, live streaming coverage of qualifying sessions.

Pro Racing Group (formerly Road to Indy TV) will continue to manage all live streaming platforms.

Content will be available on all series websites and the newly rebranded USF Pro Championships App, which will also include USF Juniors. All race broadcasts will be available post-event on the series' respective YouTube channels

2022 Stats

- 70,600+ active App users with 4,410,600+ page views from 97 countries with 1,282,800+ sessions
- 2.53 million total views on YouTube with over 109,400+ hours watched

HOSPITALITY



Andersen Promotions is pleased to offer teams, sponsors, drivers and their families unique hospitality and entertainment opportunities during the 2023 season. At every event on the calendar, our series' hospitality center is available to be enhanced with VIP catering packages.

Andersen Promotions also has a Tower Terrace Suite at the Indianapolis Motor Speedway for all events and practice days in May surrounding and including the Indianapolis 500, as well as for the Brickyard weekend. Suite packages include catering and beverages, suite parking and select paddock access in addition to numerous VIP amenities.

Our Andersen Promotions hospitality team is able to provide additional special guest experiences when available to enhance suite and catering packages such as:

- Guided paddock and garage tours
- Trophy presentations
- "Start Your Engines" commands
- Flag stand experiences
- Pace car rides
- Dinner packages with driver appearances
- VIP gift bags and more

All packages can be designed for groups of 10 or more guests based on availability.

CONTACT



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USF Juniors is owned and operated by Andersen Promotions, which has over three decades of experience in the successful promotion of race events throughout North America. Led by CEO Dan Andersen and COO Michelle Kish, the company has a staff of over 40 dedicated motorsports professionals and has achieved an outstanding reputation in the racing world, known for its integrity, presentation and operational expertise.

Andersen Promotions currently operates USF2000 Presented by Cooper Tires and USF Pro 2000 Presented by Cooper Tires, which compete primarily in support of INDYCAR, as well as the Idemitsu Mazda MX-5 Cup presented by BFGoodrich® Tires, the signature spec series for Mazda Motorsports competing under the IMSA umbrella.