



# 2024 MARKETING DECK

# ABOUT THE SERIES :

USF Pro Championships Presented by Continental Tire is the world's leading driver development program providing a scholarship-funded path to the top levels of motorsports.

- Ladder series to INDY NXT - of the 25 drivers that made INDY NXT starts in 2023, only three were not USF Pro graduates
- Of the average 27-car NTT INDYCAR SERIES 2023 starting grid, 13 drivers were USF Pro graduates including Pato O'Ward, Colton Herta, Kyle Kirkwood, Felix Rosenqvist, Rinus VeeKay and David Malukas
- Four consecutive USF Pro 2000 champions have graduated to INDYCAR
- Alumni also include Austin Cindric, Parker Thompson, Pipo Derani, Aaron Telitz and Andy Lally to name a few



# ABOUT THE SERIES :

The clearly defined ladder system offers career advancement for young competitors beginning at the grassroots level from karting to cars.

Highlights include:

- Over \$1.68M in prize money and awards in 2024
- A per race Continental Tire Pole Award and unique season-ending prizes including Mechanic of the Year, Spirit Award, Move of the Year and Hard Charger Award
- Tatuus chassis featuring the latest safety standards including a Halo-type device
- Events primarily in support of INDYCAR at premier North American venues
- Exposure to INDYCAR teams and personnel, assisting with team and driver development
- Services of the AMR Safety Team at all events



# ABOUT THE SERIES :

- Global live streaming of all events on the USF Pro Championships App, YouTube and series' websites
- In-house production team led by USF Pro Championships TV
- Race/PA commentary led by Rob Howden, the Official Voice of USF Pro Championships
- Professional series support services including social media, communications and marketing
- Dedicated websites featuring full driver and team bios
- Media photo website offering drivers/teams free access to photography for non-commercial use
- Video clip content website offering free videos for team and driver use
- Season-ending awards banquet featuring all three levels of the USF Pro Championships



# ABOUT THE SERIES :

USF Juniors is the first official step on the USF Pro Championships driver development system, providing 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.

The series champion will earn a scholarship valued at \$263,700 to advance to USF2000 in 2025.

Skip Barber, the Official Racing School of USF Pro Championships, will continue to offer its Formula Race Series champion a scholarship valued at \$100,000 to advance to USF Juniors.



## 2024 EVENT SCHEDULE

April 6-7	NOLA Motorsports Park** New Orleans, Louisiana   Standalone Event
April 26-28	Barber Motorsports Park* Birmingham, Alabama   with INDYCAR
June 15-16	VIRginia International Raceway** Alton, Virginia   with USAC
July 5-7	Mid-Ohio Sports Car Course* Lexington, Ohio   with INDYCAR
August 10-11	Road America** Elkhart Lake, Wisconsin   with USAC
August 22-25	Portland International Raceway** Portland, Oregon   with INDYCAR

\*Double-Header Round  
\*\*Triple-Header Round

# ABOUT THE SERIES :

USF2000 is the second official step on the USF Pro Championships driver development system.

The series has served as a formative step for drivers since 1990.

Drivers who have honed their skills in the series include Oliver Askew, Colton Herta, Sage Karam, Kyle Kirkwood, Hunter McElrea, Christian Rasmussen, Parker Thompson and Rinus VeeKay to name a few.

The series champion will earn a scholarship valued at \$458,400 to advance to USF Pro 2000 in 2025.



**2024 EVENT SCHEDULE**

March 8-10	Streets of St. Petersburg* St. Petersburg, Florida   with INDYCAR
April 6-7	NOLA Motorsports Park** New Orleans, Louisiana   Standalone Event
May 10-11	Indianapolis Motor Speedway* Indianapolis, Indiana   with INDYCAR
May 24	Lucas Oil Indianapolis Raceway Park Indianapolis, Indiana   with USAC
June 7-9	Road America* Elkhart Lake, Wisconsin   with INDYCAR
July 5-7	Mid-Ohio Sports Car Course** Lexington, Ohio   with INDYCAR
July 19-21	Streets of Toronto* Toronto, Ontario, Canada   with INDYCAR
August 23-25	Portland International Raceway** Portland, Oregon   with INDYCAR

\*Double-Header Round  
\*\*Triple-Header Round



# ABOUT THE SERIES :

USF Pro 2000 is the third official step on the USF Pro Championships driver development system.

The series is the penultimate step of the ladder program providing a scholarship valued at \$681,500 to advance to INDY NXT in 2025.

With roots dating back to 1991, USF Pro 2000 has been a vital step on the career path of many of today's top drivers including Conor Daly, Kyle Kirkwood, Pato O'Ward, Rinus VeeKay and recent champions Myles Rowe, Louis Foster and Christian Rasmussen.



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# ABOUT THE SERIES :

## 2023 CHAMPIONS



Myles Rowe  
USF Pro 2000



Simon Sikes  
USF2000



Nicolas Giaffone  
USF Juniors



# ABOUT THE SERIES :

## TATUUS EQUIPMENT PACKAGE

Tatuus Racing, S.p.A is the manufacturer of the equipment package for USF Pro Championships.

Utilizing the same base chassis, drivers and teams can begin with the USF Juniors JR-23 chassis and continue to advance up the ladder with some modifications to conform to the next step.

The equipment package will remain in competition for at least four more seasons through 2027.



# ABOUT THE SERIES :

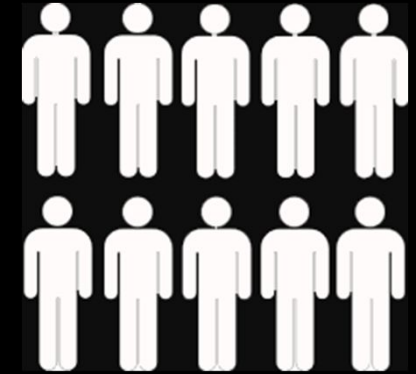
## OUR AUDIENCE



Drivers



Driver Families/Friends



Karters and Their Families  
Looking to Advance to the Ladder



Teams, Partners, Sponsors



Fans/Followers



At-Track Attendance

# ABOUT THE SERIES :



**74M FANS**  
INTERESTED IN INDYCAR

**1.8 MILLION**  
ATTENDED AT LEAST  
ONE RACE IN LAST YEAR

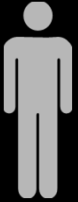

NEARLY 23%  
MULTICULTURAL  
AND GROWING

## LIFESTYLE INTERESTS

 TRAVELING 76%  HOME IMPROVEMENT 54%

 DINING OUT 72%  GAMING 67%

## INDYCAR DEMOGRAPHICS - CURRENT INDYCAR FAN (2023)

 MALE 59%  FEMALE 41%

55%  
ARE  
MARRIED

38%  
HAVE KIDS



**1 OUT OF 3 FANS**  
AGE 45 AND UNDER

42% High School & Grade  
School (Graduate or GED)

59% Some College  
(AA/Associates or 1-3 years  
of college)

20% College Graduate  
(4-year college)

11% Post College Education  
(Any post-grad work or  
degree)



**53%**

AVERAGE HOUSEHOLD INCOME  
OF \$75,000+ A YEAR  
MEAN INCOME \$80K



 SOURCE: INDYCAR

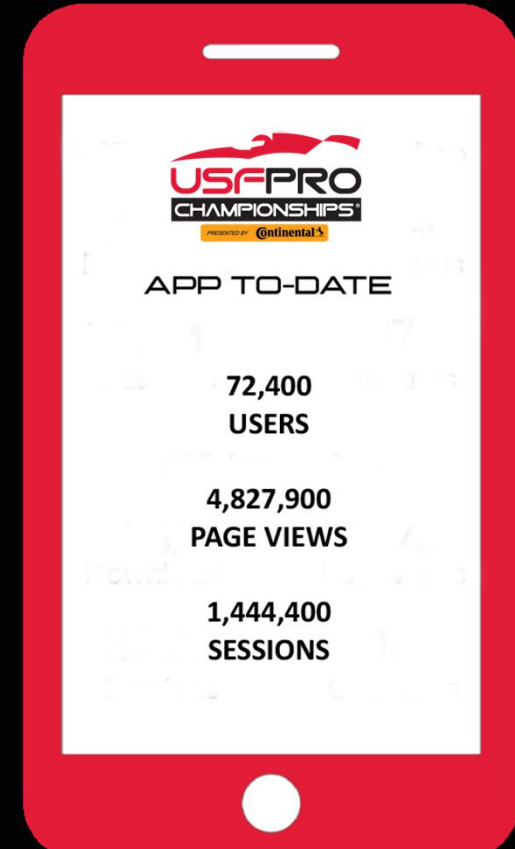
# ABOUT THE SERIES :



USF Pro Championships will feature global live streaming of all race events during the 2024 season.

USF Pro Championships TV will manage all aspects of live streaming as well as exclusive behind-the-scenes and special features such as the mini-documentary series *The Climb*.

2.53 million total views on YouTube, over 109,400+ hours watched





## HOSPITALITY

Andersen Promotions is pleased to offer unique hospitality and entertainment opportunities during the 2024 season.

- The series' hospitality center is available at every event on the calendar and can be enhanced with VIP catering packages
- VIP suites are available at all events and can be fully customized
- Andersen Promotions also has a Tower Terrace Suite at the Indianapolis Motor Speedway







## HOSPITALITY

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.



# ABOUT THE SERIES :

## CONTACT:

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USF Pro Championships 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 also operates the Idemitsu Mazda MX-5 Cup presented by BFGoodrich® Tires, the signature spec series for Mazda Motorsports competing under the IMSA umbrella.

