



PRESENTED BY **Continental** 

**SUCCESS
STARTS HERE**



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**USF PRO GRADUATES ON THE
INDYCAR INDY NXT 2025 GRIDS**

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**USF PRO GRADUATES ON THE
NTT INDYCAR SERIES 2025 GRIDS**

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**CONSECUTIVE USF PRO 2000
CHAMPIONS HAVE GRADUATED TO INDY NXT
and INDYCAR**





A PROVEN **LADDER** SYSTEM



DEVELOPING THE **STARS** OF TOMORROW

USF PRO CHAMPIONS PATO O'WARD, RINUS VEEKAY AND KYLE KIRKWOOD



A **SCHOLARSHIP-FUNDED** PATHWAY TO THE TOP LEVELS

d'ORLANDO VEEKAY

LUNDQVIST

ESCORPIONI

SIEGEL

TAYLOR

DALY

SOWERY

MALUKAS

ROWE

McNEILLY

O'WARD

RASMUSSEN

\$29M+

JEFFERS

HUGHES

McELREA

HERTA

DE ALBA

IN SCHOLARSHIPS, PRIZE MONEY AND
AWARDS DISTRIBUTED SINCE 2010

ROSENQVIST

ASKEW

SIKES

FOSTER

SIMPSON

ABEL

HARVEY

JOHNSON

WHELDON

ROBB

GARCIA

CORRY

KIRKWOOD



THE LADDER STEPS

USF JUNIORS

FIRST OFFICIAL STEP

ENTRY LEVEL PROGRAM FOR YOUNG DRIVERS
TO GAIN EXPERIENCE BEFORE
ADVANCING UP THE LADDER

BRINGS A LEVEL OF PROFESSIONALISM AND
ORGANIZATION TO A DRIVER'S FIRST
SERIOUS CHAMPIONSHIP CHOICE

CHAMPION'S SCHOLARSHIP VALUED AT
\$251,516 TO ADVANCE TO USF2000





USF2000

SECOND OFFICIAL STEP

HAS SERVED AS A FORMATIVE SERIES SINCE 1990

DRIVERS WHO HAVE HONED THEIR SKILLS INCLUDE
COLTON HERTA, KYLE KIRKWOOD, DAVID MALUKAS,
CHRISTIAN RASMUSSEN AND RINUS VEEKAY

CHAMPION'S SCHOLARSHIP VALUED AT
\$409,816 TO ADVANCE TO USF PRO 2000

USF PRO 2000

THIRD OFFICIAL STEP

PENULTIMATE STEP OF THE LADDER PROVIDING A
SCHOLARSHIP VALUED AT **\$593,056**
TO ADVANCE TO INDY NXT

DATING BACK TO 1991, USF PRO 2000 HAS BEEN
A VITAL STEP FOR MANY OF TODAY'S TOP
DRIVERS INCLUDING CONOR DALY,
KYLE KIRKWOOD, PATO O'WARD AND
RECENT GRADUATES CHRISTIAN RASMUSSEN,
STING RAY ROBB, LOUIS FOSTER, MYLES ROWE
AND LOCHIE HUGHES





2026 SCHEDULES

**MILWAUKEE (ELKHART LAKE), WI
JUNE 18-21 W/INDYCAR**

MILWAUKEE, WI AUGUST 29-30 W/INDYCAR

**INDIANAPOLIS, IN
MAY 7-9 & MAY 22
W/INDYCAR**

**COLUMBUS/CLEVELAND
(MANSFIELD), OH
JULY 2-5 W/INDYCAR**

**TORONTO
(BOWMANVILLE),
CANADA
MAY 14-17
W/NASCAR**

**PORTLAND, OR
AUGUST 6-9
W/INDYCAR**

**TORONTO
(MARKHAM),
CANADA
AUGUST 14-16
W/INDYCAR**

**HARTFORD
(LAKEVILLE), CT
JULY 10-11
W/NASCAR**

**COLOMBIA (KERSHAW), SC
APRIL 16-19 W/GRIDLIFE**

**ST. PETERSBURG, FL
FEB. 27-MARCH 1
W/INDYCAR**

**ARLINGTON, TX
MARCH 13-15
W/INDYCAR**



52 TOTAL RACES IN 2025



2026 EVENT SCHEDULE

Live Streaming Available on the Free USF Pro Championships App, YouTube Channel and Series' Website.

March 13-15	Streets of Arlington* Arlington, Texas with INDYCAR
May 7-9	Indianapolis Motor Speedway* Indianapolis, Indiana with INDYCAR
May 21-22	Lucas Oil Indianapolis Raceway Park Indianapolis, Indiana with USAC
June 18-22	Road America* Elkhart Lake, Wisconsin with INDYCAR
July 2-5	Mid-Ohio Sports Car Course** Lexington, Ohio with INDYCAR
August 6-9	Portland International Raceway* Portland, Oregon with INDYCAR
August 14-16	Streets of Markham* Markham, Ontario, Canada with INDYCAR
August 29-30	Milwaukee Mile Milwaukee, Wisconsin with INDYCAR
September 24-26	Road America** Elkhart Lake, Wisconsin Standalone

* Double-Header Round

** Triple-Header Round



2026 EVENT SCHEDULE

Live Streaming Available on the Free USF Pro Championships
App, YouTube Channel and Series' Website.

Feb. 27-March 1	Streets of St. Petersburg* St. Petersburg, Florida with INDYCAR
May 7-9	Indianapolis Motor Speedway** Indianapolis, Indiana with INDYCAR
May 21-22	Lucas Oil Indianapolis Raceway Park Indianapolis, Indiana with USAC
June 18-21	Road America** Elkhart Lake, Wisconsin with INDYCAR
July 2-5	Mid-Ohio Sports Car Course* Lexington, Ohio with INDYCAR
August 6-9	Portland International Raceway* Portland, Oregon with INDYCAR
August 14-16	Streets of Markham* Markham, Ontario, Canada with INDYCAR
September 24-26	Road America** Elkhart Lake, Wisconsin Standalone

* Double-Header Round

** Triple-Header Round



2026 EVENT SCHEDULE

Live Streaming Available on the free USF Pro Championships App,
YouTube Channel and Series' Website.

February 16-18	Homestead-Miami Speedway** Homestead, Florida Standalone Event
April 16-19	Carolina Motorsports Park** Kershaw, South Carolina with TBA
May 14-17	Canadian Tire Motorsport Park** Bowmanville, Ontario, Canada with NASCAR
July 2-5	Mid-Ohio Sports Car Course* Lexington, Ohio with INDYCAR
July 10-11	Lime Rock Park* Lakeville, Connecticut with NASCAR
September 24-26	Road America** Elkhart Lake, Wisconsin with GRIDLIFE

* Double-Header Round

** Triple-Header Round



PROFESSIONAL TRAINING

CELEBRATING 17 YEARS OF THE LADDER SERIES IN 2026



**COST-EFFECTIVE BASE TATUUS
CHASSIS USED IN ALL THREE SERIES
FEATURING THE LATEST
SAFETY STANDARDS
INCLUDING A HALO-TYPE DEVICE**

**THREE-STEP CONCEPT ALLOWS
DRIVERS TO CONTINUE TO ADVANCE
UP THE LADDER WITH A
SINGLE
STATE-OF-THE-ART
CHASSIS**

TOP SPEEDS

INDY NXT – **210+** SPEEDWAYS

USF PRO 2000 – **165+ MPH**

USF2000 – **145 MPH**

USF JUNIORS – **135 MPH**



MID-OHIO

ST. PETERSBURG

EVENTS PRIMARILY IN
SUPPORT OF
INDYCAR
FOR TRAINING
AT PREMIER
NORTH AMERICAN
VENUES

MARKHAM

INDIANAPOLIS
MOTOR SPEEDWAY

ROAD AMERICA

PORTLAND

MILWAUKEE

ARLINGTON



SERVICES OF THE
AMR SAFETY TEAM
AT ALL EVENTS



RACE CONTROL LED BY COMPETITION DIRECTOR **TONY COTMAN** AND RACE DIRECTOR **JOEL MILLER**

Race-winning professional driver and recent Lamborghini Super Trofeo Champion. Former Mazda Factory Driver. Professional driver coach and instructor. Mechanical Engineer. Team USA Scholarship winner. Previously served as USF Pro Championships' Driver Coach.

Founded NZR Consulting in 2009, specializing in race circuit design, race officiating, tech/competition regulations, chassis design and event operations. Former VP of Operations, Race Director and Executive VP of Operations at Champ Car and IRL Vice President of Competition.



SPONSOR SERVICES DIRECTOR

CONTENT CREATION MANAGER

COMPETITION DIRECTOR

MEDIA PRODUCTION MANAGER

RACE CONTROL STEWARD

TECHNICAL MANAGER

SOCIAL MEDIA MANAGER

BROADCAST/DIGITAL MEDIA DIRECTOR

SERIES PHOTOGRAPHER

EDITORIAL CONTENT DEVELOPER

SERIES STAFF OF OVER 40 PERSONNEL

ACTIVITIES COORDINATOR

TECHNICAL DIRECTOR

BUSINESS DEVELOPMENT DIRECTOR

CHIEF EXECUTIVE OFFICER

ADMINISTRATIVE MANAGER

TRANSPORT DRIVER

OPERATIONS/LOGISTICS DIRECTOR

COMMUNICATIONS DIRECTOR

RACE DIRECTOR

TECHNICAL ASSISTANT

REGISTRAR

PUBLIC ADDRESS ANNOUNCER

HOSPITALITY SERVICE

CHIEF OPERATING OFFICER

TIMING & SCORING



NAVIGATING THE RACING WORLD SEMINAR WITH
MIKE HULL
OF CHIP GANASSI RACING



OVAL CLINIC WITH LOUIS FOSTER,
SALVADOR DE ALBA &
MICHAEL D'ORLANDO



MEDIA/SOCIAL MEDIA, SPONSORSHIP, OVAL RACING TRAINING



EXPOSURE

**USF PRO CHAMPIONSHIP RACES
IN SUPPORT OF
INDYCAR AND NASCAR EVENTS**





**GLOBAL LIVE
STREAMING** OF ALL EVENTS
ON THE FREE SERIES' APP,
YOUTUBE CHANNEL AND
WEBSITES



2025 USF Pro Championships Live Streaming

Available on: FREE SERIES' APP, YOUTUBE CHANNEL AND WEBSITES

As of October

Source: YouTube



684,300 Total Views

54,200 Watch Time (Hours)

17,920 Subscribers (+2,200)

Devices Used:

- **Television** 54.5%
- **Computer** 22.0%
- **Phone** 19.3%
- **Tablet** 4.1%

Audience Demographics



70%



30%

13-17 Years	0.5%
18-24 Years	16.5%
25-34 Years	25%
35-44 Years	19%
45-54 Years	14.8%
55-64 Years	12.6%
65+ Years	11.6%



2025 USF Pro Championships Social Media | App | Websites

As of October



341,458 Total Social Following



18,458



41,100



13,000



269,000



2.5M Website Visitors

1.2M Unique Visitors

585K New

4.8M Page Views

Total App Downloads 75,200

All-Time Views 5,717,200

2025 Page Views 375,800





IN-HOUSE PRODUCTION AND SOCIAL
MEDIA TEAM LED BY
USF PRO CHAMPIONSHIPS TV

POPULAR BEHIND-THE-SCENES
MINI-DOCUMENTARY SERIES

DRIVEN: CHASING THE APEX
SHOWCASING SERIES' DRIVERS

DEDICATED RACE/PA ANNOUNCER
ROB HOWDEN,
FOUNDER/OWNER OF EKARTINGNEWS.COM

MEDIA PHOTO SITE
WITH FREE USAGE TO DRIVERS & TEAMS

VIDEO CLIP CONTENT SITE
FOR DRIVERS & TEAMS SOCIAL PLATFORMS



DEMOGRAPHICS

LEVERAGING A LUCRATIVE DEMOGRAPHIC

Source: INDYCAR



Age

18-24	15%
25-34	24%
35-44	21%
45-54	11%
55-64	13%
65+	16%



Household Income

\$100K+	26.2%
\$250K+	5.3%



Education

20.6%	4+ Years College
12.9%	Post-Grad Degree



MALE
63.9%



FEMALE
36.1%

INDYCAR fans are twice more likely to have a HHI of \$250K or more as the general adult population

LEVERAGING A LUCRATIVE DEMOGRAPHIC

Source: INDYCAR



Residence

47.5%	City
27.6%	Suburb
10.9%	Town
13.4%	Rural Area

Lifestyle Interests



Travel
76%



Home Improvement
54%



Dining Out
72%



Gaming
67%

INDYCAR fans are more likely to consider products / services from companies sponsoring the Series



HOSPITALITY & ENTERTAINMENT OPPORTUNITIES

SERIES' HOSPITALITY CENTER

AVAILABLE AT
ALL EVENTS AND CAN BE ENHANCED
WITH VIP CATERING PACKAGES



VIP SUITES

AVAILABLE AT ALL EVENTS
AND CAN BE FULLY CUSTOMIZED

TOWER TERRACE SUITE

AVAILABLE
AT THE INDIANAPOLIS MOTOR SPEEDWAY

PACKAGES INCLUDE CREDENTIALS, PARKING
AND **GUEST VIP EXPERIENCES**



ENHANCED OPPORTUNITIES FOR DRIVER & TEAM PARTNERS

RACE EVENT **ENTITLEMENTS**

WITH VIP SUITE HOSPITALITY, PA READS
LOGOS ON RACE CARS, BROADCAST STREAM ADS,
PACE CAR RIDES, PODIUM PRESENTATIONS
AND MORE

AT-TRACK **ACTIVATION** WITH SPACE IN
HIGH TRAFFIC VENDOR ROW AND FAN VILLAGE AREAS

AT-TRACK **SIGNAGE** OPTIONS

FULLY CUSTOMIZABLE PACKAGES
AVAILABLE TO SUIT PARTNER NEEDS





FOR MORE INFORMATION

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 Whelen Mazda MX-5 Cup presented by Michelin, the signature spec series for Mazda Motorsports competing under the IMSA umbrella.

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