



PRESENTED BY 

**SUCCESS STARTS HERE**

# 18

GRADUATES ON THE  
INDY NXT 2024 GRIDS

# 14

GRADUATES ON THE  
NTT INDYCAR SERIES 2024 GRIDS

# 4

CONSECUTIVE USF PRO 2000  
CHAMPIONS HAVE GRADUATED TO INDYCAR





A PROVEN **LADDER** SYSTEM



DEVELOPING THE **STARS** OF TOMORROW



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

d'ORLANDO

VEEKAY

LUNDQVIST

DENMARK

SIEGEL

TAYLOR

DALY

SOWERY

MALUKAS

ROWE

McNEILLY

O'WARD

RASMUSSEN

**\$27.5M+**

HUGHES

McELREA

IN SCHOLARSHIPS, PRIZE MONEY AND  
AWARDS DISTRIBUTED SINCE 2010

HERTA

ROSENQVIST

ASKEW

SIKES

FOSTER

SIMPSON

ABEL

HARVEY

JOHNSON

WHELDON

ROBB

GARCIA

CORRY

KIRKWOOD



## THE LADDER STEPS



# USF JUNIORS

FIRST OFFICIAL STEP

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

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

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CHAMPION'S SCHOLARSHIP VALUED AT  
**\$249,675** TO ADVANCE TO USF2000

# USF2000

SECOND OFFICIAL STEP

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HAS SERVED AS A FORMATIVE SERIES SINCE 1990

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

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CHAMPION'S SCHOLARSHIP VALUED AT  
**\$405,050** TO ADVANCE TO USF PRO 2000



# USF PRO 2000

THIRD OFFICIAL STEP

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PENULTIMATE STEP OF THE LADDER PROVIDING A  
SCHOLARSHIP VALUED AT **\$546,500**  
TO ADVANCE TO INDY NXT

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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 AND MYLES ROWE



# 2025 CALENDAR OF EVENTS



## 2025 EVENT SCHEDULE

April 10-13	NOLA Motorsports Park** Avondale, Louisiana   Standalone Event
May 1-3	Barber Motorsports Park** Birmingham, Alabama   with INDYCAR
June 6-8	Mid-Ohio Sports Car Course* Lexington, Ohio   with IMSA
July 3-6	Mid-Ohio Sports Car Course* Lexington, Ohio   with INDYCAR
July 24-26	Road America** Elkhart Lake, Wisconsin   with GRIDLIFE
August 7-10	Portland International Raceway** Portland, Oregon   with INDYCAR

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



## 2025 EVENT SCHEDULE

Feb. 28-March 2	Streets of St. Petersburg* St. Petersburg, Florida   with INDYCAR
April 10-13	NOLA Motorsports Park** Avondale, Louisiana   Standalone Event
May 8-10	Indianapolis Motor Speedway* Indianapolis, Indiana   with INDYCAR
May 22-23	Lucas Oil Indianapolis Raceway Park Indianapolis, Indiana   with USAC
June 19-22	Road America* Elkhart Lake, Wisconsin   with INDYCAR
July 3-6	Mid-Ohio Sports Car Course** Lexington, Ohio   with INDYCAR
July 18-20	Streets of Toronto* Toronto, Ontario, Canada   with INDYCAR
August 7-10	Portland International Raceway** Portland, Oregon   with INDYCAR

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**PROFESSIONAL** TRAINING

CELEBRATING 16 YEARS OF LADDER SERIES IN 2025

**LATEST EQUIPMENT PACKAGE**

**CLEAR-CUT PATH OF PROGRESSION**

**PREMIER, RELEVANT CIRCUITS**

**PROFESSIONAL RACE CONTROL STAFF**

**PERTINENT OFF-TRACK SEMINARS**

**EXPERIENCED MOTORSPORTS STAFF**



**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

BARBER

INDIANAPOLIS  
MOTOR SPEEDWAY

ROAD AMERICA

PORTLAND

TORONTO



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 current points leader in the Lamborghini Super Trofeo North America ProAm class. 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.



**MEDIA TRAINING WITH JAMES HINCHCLIFFE  
AND KEVIN LEE**

**OVAL CLINIC WITH BRYAN HERTA,  
CHARLIE KIMBALL AND RC ENERSON**



**MEDIA/SOCIAL MEDIA, SPONSORSHIP, OVAL RACING TRAINING**

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

FLEET MANAGER

RACE DIRECTOR

TECHNICAL ASSISTANT

REGISTRAR

PUBLIC ADDRESS ANNOUNCER

HOSPITALITY SERVICE

CHIEF OPERATING OFFICER

TIMING & SCORING





**EXPOSURE**



# 2024 USF Pro Championships Live Streaming

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

As of September, 2024 – Includes Mini-Documentary Series *The Climb*

Source: YouTube



**392,080** Total Views (+15%)

**44.5K** Watch Time (+30%)

**3.2M** Impressions (+16%)

**15,816** Subscribers (+2.5K new subscribers)

Watch Time from Subscribers:

65.2% Not Subscribed

34.8% Subscribed

## Audience Demographics



88.4%



11.6%

13-17 Years	0.7%
18-24 Years	13.4%
25-34 Years	17.9%
35-44 Years	17.3%
45-54 Years	17.4%
55-64 Years	16.9%
65+ Years	16.4%



# RACES HELD IN FRONT OF INDYCAR AUDIENCES

## 2023 ATTENDANCE FIGURES

SOURCE: INDYCAR

EVENT	ESTIMATED ATTENDANCE
St. Petersburg	250,000
Barber	80,000
IMS (Road Course)	70,000
Road America	115,000
Mid-Ohio	95,000
Toronto	85,000
Portland	40,000



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

POPULAR BEHIND-THE-SCENES  
MINI-DOCUMENTARY

SERIES ***THE CLIMB***  
SHOWCASING SERIES' DRIVERS

DEDICATED RACE/PA ANNOUNCER  
**ROB HOWDEN,**  
FOUNDER/OWNER OF [EKARTINGNEWS.COM](http://EKARTINGNEWS.COM)

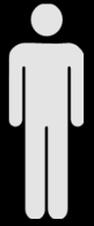
**MEDIA PHOTO SITE**  
WITH FREE USAGE TO DRIVERS & TEAMS

**VIDEO CLIP CONTENT SITE**  
FOR DRIVERS & TEAMS SOCIAL PLATFORMS



**DEMOGRAPHICS | SOCIAL MEDIA**

# INDYCAR DEMOGRAPHICS – CURRENT INDYCAR FAN (2023)



**MALE**  
**61%**



**FEMALE**  
**39%**



## Age

**4% 2-17 Years**  
**5% 18-34 Years**  
**21% 35-54 Years**  
**70% 55+**



## Education

**36% 4+ Years of College**  
**53% Some College**  
**11% No College**



## Income

**40% 100K+**  
**14% \$75K-\$100K**  
**25% \$40K-\$75K**  
**21% \$0-\$40K**

## Lifestyle Interests



**Travel**  
**76%**



**Home Improvement**  
**54%**



**Dining Out**  
**72%**



**Gaming**  
**67%**

**SOURCE: INDYCAR**



# 2024 USF Pro Championships Social Media | App | Websites



**344,670** Total Social Following



**15K**  
+15.6%



**38.7K**  
+.9%



**871**



**274K**  
+28.8%

Male 80.60%  
Female 19.40%  
32% 18-24 Years  
37% 25-34 Years



**1,168,687** Video Views (+11.48%)



**229,512** Engagements (+9.14%)  
4.40% Engagement Rate



**2.28M** Website Visitors  
916K Unique Visitors  
3.3M Page Views

Total App Downloads 73,700  
2024 App Downloads 1,543 (+25.62%)

All-Time Views 5,341,400  
2024 Views 465,200





**HOSPITALITY & ENTERTAINMENT  
OPPORTUNITIES**

# SERIES' HOSPITALITY CENTER

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

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## VIP SUITES

AVAILABLE AT ALL EVENTS  
AND CAN BE FULLY CUSTOMIZED

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## TOWER TERRACE SUITE

AVAILABLE  
AT THE INDIANAPOLIS MOTOR SPEEDWAY

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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

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

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AT-TRACK **SIGNAGE** OPTIONS

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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.

## **CONTACT:**

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