



# 2023 MARKETING DECK

# ABOUT THE SERIES

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USF2000 Presented by Cooper Tires is the second 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.

USF2000 has served as a formative step for drivers dating back to 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.





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- A prize package exceeding \$522,000 including a scholarship valued at \$440,125
- A \$1,000 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
- Tatuus USF-22 chassis introduced in 2022 featuring latest safety standards including Halo-type device
- Eight-event, 18-race schedule primarily in support of INDYCAR with events 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
- Global live streaming of all events on the USF Pro Championships App and [usf2000.com](https://www.usf2000.com)

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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 and Race Director Joel Miller
- 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 [USF2000.com](https://USF2000.com) featuring full driver and team bios
- Media photo website offering drivers/teams free access to photography for non-commercial use
- Season-ending awards banquet featuring all three levels of the USF Pro Championships

# ABOUT THE SERIES



## 2023 EVENT SCHEDULE

March 4-5	Streets of St. Petersburg* St. Petersburg, Florida
March 25-26	Sebring International Raceway* Sebring, Florida
May 12-13	Indianapolis Motor Speedway** Indianapolis, Indiana
May 26	Lucas Oil Indianapolis Raceway Park Indianapolis, Indiana
June 17-18	Road America* Elkhart Lake, Wisconsin
July 1-2	Mid-Ohio Sports Car Course** Lexington, Ohio
July 15-16	Streets of Toronto* Toronto, Ontario, Canada
September 2-3	Portland International Raceway** Portland, Oregon

\*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. Five pre-event test days include Indianapolis Motor Speedway May 11, Lucas Oil Indianapolis Raceway Park May 25, Road America June 15, Mid-Ohio Sports Car Course June 29 and Portland International Raceway August 31.



# TATUUS USF-22



The Tatuus USF-22 made its competition debut in 2022 utilizing the same base chassis as the first and third steps of the USF Pro Championships ladder with some modifications to conform to a second step.

Drivers and teams can begin with the USF Juniors 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

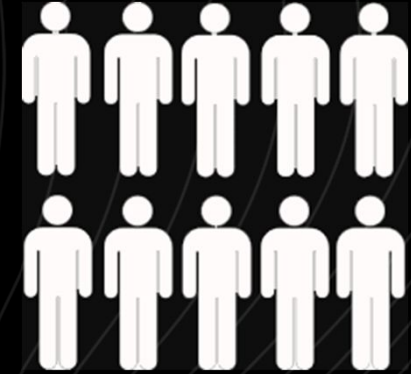
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Drivers



Driver Families/Friends



Karters and Their Families  
Looking to Advance to the Ladder



Teams, Partners, Sponsors



Fans/Followers



At-Track Attendance



# 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. 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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USF2000 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 USF Pro 2000 Presented by Cooper Tires, which competes primarily in support of INDYCAR, and USF Juniors Presented by Cooper Tires 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.