



2023 FORMULA 1 PARTNERS PROPOSAL





FORMULA 1 POWERBOAT CHAMPIONSHIP

The Formula 1 Powerboat Championship is a 6-8 race series contested across North America from May through October. Established in 2017, the series features weekend-long community events highlighted by 20+ Formula 1 boats reaching speeds of 120 mph. The up-close and personal, deck to deck, sponson-banging competition creates thrills rarely experienced by powerboat racing fans.

US Powerboat racing first began in 1903 with the formation of the national governing body, the American Powerboat Association that still governs today. Formula 1 racing for the last six decades, has been the pinnacle classification in powerboat racing recognized as one of the world's most spectacular racing vehicles. The F1 boats high power to light weight ratio allows for its lightning quick acceleration combined with its razor sharp turns creating its unique nonstop action on the water. Each race is more than a series of one-day events, but have evolved into marquee multi-interest weekend long community festivals. F1PC produces some of the largest entertainment events in the major markets they visit attracting tourism dollars to the local economy while entertaining its huge global audience.

Large on-site event attendance is coupled with mass media exposure through various channels regionally, nationally, and internationally. Our live streaming programs gives your event global reach on various social and traditional channels reaching millions of fans.





FORMULA 1 BOATS

F1 Powerboats are sleek, glamorous, light weight and extremely maneuverable. The power to weight ratio is among the highest in all of motorsports. The performance speaks for itself, accelerating from 0-100 mph in under 5 seconds keeping it on par with a Formula 1 car. Top speeds in excess of 120 mph with the capability of taking a 180-degree corner at 100 mph, pulling 7+ G's in the process making them the hardest turning race vehicle in the world!

F1 Powerboat competition starts with a 20+ boat field lined up on the start pontoon with their engines silent. At the drop of the green flag these world class drivers ignite them to life with their engines roar, shooting thousands of gallons of rooster tailed water over 150' as they accelerate towards the first turn. This spectator friendly racing on a tight course is made up of a combination of right and left hand hairpin turns with various straight aways providing deck to deck actions right in front of the fans viewing area. With no two laps the same due to the ever changing wind and water conditions makes the F1 boat one of the most challenging racing machines on the planet.



SUPPORT CLASSES



F-LIGHTS

12' Tunnel Boats
70+ mph speeds
F1 category feeder class



TRI-HULLS

Boat is based of a pleasure boat design
50+ mph speeds
1 pin turns



J-HYDRO

12' Knee Rider Boats
40+ mph speeds
Training ages 9-16 years

U.S. RECREATIONAL BOATING BY THE NUMBERS

- \$49.3 billion Annual U.S. sales of Boats, Marine Products, and Services. in 2020, +14% >2019
- 1.1 million estimated pre-owned boats were sold in 2021.
- Discover Boating – the industry’s resource hub for those interested in getting started in boating –reports traffic to the site was +14% in 2021 > 2020, and +91% compared to 2019 pre-pandemic.
- 690,000+ American jobs are supported by the recreational boating industry
- 35,000+ American small businesses are supported by the recreational boating industry
- Outdoor recreation accounts for 1.8 percent of U.S. GDP, generating \$689 billion in gross economic output, of which recreational boating and fishing is the single largest segment, contributing nearly \$31 billion in gross output and supporting 4.3 million American jobs. (Source: U.S. Department of Commerce, Bureau of Economic Analysis)
- 95% of boats sold in the U.S. are American made.
- 100 million Americans are estimated to go boating each year.
- 61% of boat owners have an annual household income of \$100,000 or less.
- 95% of boats on the water in the U.S. are less than 26 feet—boats that can be trailered by a vehicle to local waterways.

SERIES DEMOGRAPHICS

Live Attendees:

Income: 37% > \$80,000

Gender: 52% Make / 48% Female

Age: <26- 21%, 26-39- 38%, 40-54- 27%, 55-71- 12%, >71- 2%

Social Media: Facebook/ Instagram

Country: 72.5% U.S. / 57.9%

Gender: 87.1% Male, 12.9% Female/ 81.5% Male, 18.5% Female

Age FB:<25- 9%, 25-34- 19%, 35-44- 21%, 45-54- 27%, 55-64- 17%, >64- 7%

Age Instagram: <25- 10.8%, 25-34- 24.4%, 35-44- 25.2%, 45-54- 19%, 55-64- 14.2%, >64- 6.4%

Website: www.f1powerboatcompetition.com

Country: 78% U.S.

Gender: 77.5% Male / 22.5% Female

Age: <25- 8.5%, 25-34- 15%, 35-44- 17.5%, 45-54- 26%, 55-64- 23%, >64- 10%





MEDIA DISTRIBUTION

Mass Media distribution through a wide range of traditional and social media outlets and enthusiast channels.

LET'S GET SOCIAL

We have a strong digital presence with our engaged audience!
Combined Worldwide Media Presence of over 8 Million.

FaceBook

Reach: 8.2M **up 4.9K%**

Followers: 21,904 **up 1,346%**

Videos Minutes Viewed: 5.6M **up 1,812%**

*** Top 25% of all FB pages with similar time
viewed** Page Visits: 667K **up 195%**

Instagram

Reach: 3,376 **up 229%**

Followers: 1,143

Profile Visits: 1,363 **up 20.5%**





MARKETING SUPPORT

Our marketing support is based on our established partnerships with MOTO Marketing Group of St. Louis. Utilizing their 30+ years of experience in traditional and social platforms providing us a solid foundation for all of the series events. This allows us the latitude to branch out in each locations region to capitalize on local trends.

LIVE STREAMING

Live Timing Services provides our live streaming coverage distributed on our social media channels. Integrating drone and stationary camera footage with our live timing system data display(the only one currently for powerboat racing). Interviews, commercials, and behind the scenes coverage rounding out our fans event coverage.

F1 RACE RIDE EXPERIENCE

Purpose built Two Seat Formula 1 boat to promote the events, sponsors, and the sport through media, sponsors, and VIP ride experience at event locations. Press conference, pre-race announcements, always front and center capturing the medias camera lenses. This valuable tool assist race sites in raising sponsorship dollars along with bridging the gap with local officials to secure a new race site.



MARKETING SUMMARY

- Billions of consumers reached through live fan attendance and media coverage - television, live streaming, social media, website, print
- Action packed racing creating emotional connections that increase fan purchase decisions
- Motorsports has the highest fan base for brand loyalty and consideration among major U.S. sports
- Motorsports is recognized as one of the most cost effective marketing vehicles delivering more than just awareness and impressions - impacts purchase consideration, loyalty & product trial, 828 opportunities, employee & customer engagement, content marketing campaigns, once in a lifetime experiences
- Customized marketing programs built to maximize your marketing budget
- Sponsorship investment flexibility caters to evolving brand objectives



EVERYTHING WE DO IS CUSTOM!

We want to create something just for you, designed to help you achieve your goals.



Below are some of the ways we can work together.

Presenting Sponsor Naming Rights
Live Stream Show Naming Rights
Live Stream Show Opening Logo Branding & Mention
Live Stream Show Closing Logo Branding & Mention
Live Stream Show Product Feature
F1 Final Starting Order Logo Branding & Mention
Live Stream Show Commercial
Live Stream Show Drone Footage Branding
Support Class Naming Rights
From The Cockpit Live Stream Wrap Up Show Naming Rights
Website Banner Ad with Link
Website Individual Partner Information Page with Link Race
Video Logo Branding
Series Photo Branding
Series Ads Logo Branding
Website/Social Media Partnering Sponsor Feature
Partnering Sponsor Tags/Shares
Cross Posting
Event Banner Placements
Competitors Boats Logo Branding
Competitors Driving Suits/Lifevest Logo Branding
Series Officials Uniform Logo Branding
Series Rescue Team Boat & Uniform Branding
Awards Podium Logo Branding
PA Announcements
F1 Race Ride Experience Media Boat Logo Branding
Roostertail VIP Experience
Onsite Product Display Area
Series Live Timing Sponsor
Series Year End Points Fund
Series Fan Guide Sponsor

2023 F1 Powerboat Championship Tentative Dates

| | | |
|------------|---|----------------|
| May 5-7 | Riverfest- Port Neches, TX (F1, F-Light, Tri Hull, J-Hydro) | attendance 50K |
| June 1-3 | LOTO Powerfest- Lake of the Ozarks, MO (F1, Tri Hull) | attendance 60K |
| Aug. 11-13 | Mercury Racing 50th Anniversary, Sheboygan, WI (F1) | New Site |
| Aug. 18-20 | River Roar- Windsor, CO (F1, F-Light, Tri Hull, J-Hydro) | attendance 18K |
| Oct. 13-15 | Lake Havasu Classic- Lake Havasu City, AZ (F1, F-Light, Tri Hull) | attendance 15K |

Additional Considerations

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|----------------|--|-----------------|
| June 21-25 | Texas Outlaw Challenge- Clear Lake, TX | |
| June 30-July 2 | Madison Regatta- Madison, IN | attendance 50K |
| July 14-16 | Valleyfield Regatta- Quebec, Canada | attendance 130K |
| July 27-30 | America's Regatta- Pittsburgh, PA | attendance 350K |
| Aug. 25-27 | Wake the Lake- Springfield, OH Madison | attendance 10K |
| Sept. 16-17 | Vintage Thunder- Madison, IN | |

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|---------------------|-----------------|----------|
| New Sites, No Dates | Topeka, KS | New Site |
| | Fort Meyers, FL | New Site |

2024 Opportunities

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|-----------|--|-----------------|
| July/Aug | Alton, IL | New Site |
| May 24-26 | Shreveport, LA (MudbugMadnessFestival) | attendance 150K |
| May/June | Gulfport, MS | New Site |
| June 2-4 | Chattanooga, TN (River Bend Festival) | attendance 50K+ |
| July 7-9 | City, MI (River Roar) | attendance 25K+ |
| Aug. 4-6 | Seafair- Seattle, WA (F1) | attendance 115K |





Let's Connect!

We are excited to hear about your goals and how we can help you achieve them.



Get in touch and lets talk about ways we can work together:

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F1PowerboatChampionship.com