



2026 FORMULA 1 PARTNERS PROPOSAL





IHRA F1 POWERBOAT SERIES

The IHRA (International Hot Rod Association) F1 Powerboat Series is North America's premier powerboat racing series contesting 8 races between February and October. Established in 2017, this series features weekend-long community events that showcase the incredible Formula 1 boats reaching speeds of up to 120 mph. The intense competition, which features deck-to-deck sponson banging up close action, provides thrills that are rarely experienced by powerboat racing fans.

US Powerboat racing has a long history, making 2026 an historic year with the IHRA acquiring the Formula 1 Powerboat Championship. The IHRA's vision and resources to globally unify and elevate motor sports on land and water, becoming the undisputed global authority of multi-discipline professional motor sports. Delivering world-class competitive racing with unforgettable competition delivering a fan experience that will touch every community it visits with a meaningful impact. Formula 1 racing has been the pinnacle classification in powerboat racing for over six decades, recognized as one of the world's most spectacular racing vehicles. The F1 boats' high power to weight ratio allows for lightning quick acceleration and razor-sharp turns, creating nonstop action on the water.

Each race in the Formula 1 Powerboat Championship is more than just a one-day event; they have evolved into marquee multi-interest weekend-long community festivals. These events attract large crowds, bringing tourism dollars to the local economy while entertaining a huge global audience. The championship also receives mass media exposure through various channels regionally, nationally, and internationally. Additionally, our live streaming program gives the events global reach on various social and traditional channels, reaching millions of fans worldwide.





FORMULA 1 BOATS

F1 Powerboats are sleek, glamorous, light weight and extremely maneuverable. The power to weight ratio is among the highest in all 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 large 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 action right in front of the fans viewing area. With no two laps the same due to the ever-changing wind and water conditions, making the F1 boat one of the most challenging racing machines to drive on the planet.



SUPPORT CLASSES



FORMULA LIGHTS

12' Tunnel Boats

70+ MPH Speeds

F1 Category Feeder class

TRI HULLS

Based Off a Pleasure Boat

50+ MPH Speeds

1 Pin Turns





IHRA Formula 1 Powerboat Series Talent Cup

The Formula 1 Powerboat Championship, North America's premier powerboat racing series, is thrilled to announce a new path for America's young powerboat racers to reach the highest level of the sport. Beginning a new chapter in American powerboat racing in 2026 with the IHRA Formula 1 Powerboat Series Talent Cup as part of the series weekend programs. The Formula 1 Powerboat Series Talent Cup is the beginning of a journey for aspiring young powerboat racers. It is the first step in a process that could lead talented young racers to a Series Championship and possibly, for a select few, even culminate in the Formula 1 Powerboat World Championship.



IHRA F1 POWERBOAT SERIES

2026 SERIES SCHEDULE

**PURE
ADRENALINE**

- 120+ MPH ACTION
- EXPLOSIVE ACCELERATION
- 7+ G-FORCE TURNS
- DECK-TO-DECK BATTLES

01

FEBRUARY 20-21
PALMETTO-BRADENTON, FL

02

APRIL 17-19
BILOXI, MS

03

MAY 1-3
PORT NECHES, TX

04

MAY 22-24
SHREVEPORT-BOSSIER, LA

05

JUNE 5-7
MARBLE FALLS, TX

06

JUNE 18-21
TBA

07

JULY 17-19
ALTON, IL

08

JUL 31-AUG 2
WINDSOR, CO



RECREATIONAL BOATING

Impact in the U.S.



\$230.3 BILLION

ANNUAL ECONOMIC IMPACT¹

(Includes direct, indirect and induced spending)

812,558

Jobs supported¹
(Direct and indirect)

36,101

Businesses supported¹
(Direct)

11,834,500

Registered boats²

\$31.4 B

Annual new boat, engine,
trailer, and accessory sales²

RECREATIONAL BOATING IN AMERICA



95% of boats sold in the U.S. are
MADE IN THE U.S.²



61% of boat owners have an annual
household income of
\$75,000 OR LESS³

93% of U.S. boat manufacturers are
SMALL BUSINESSES¹



95% of boats are towable boats
SMALLER THAN 26 FT.²



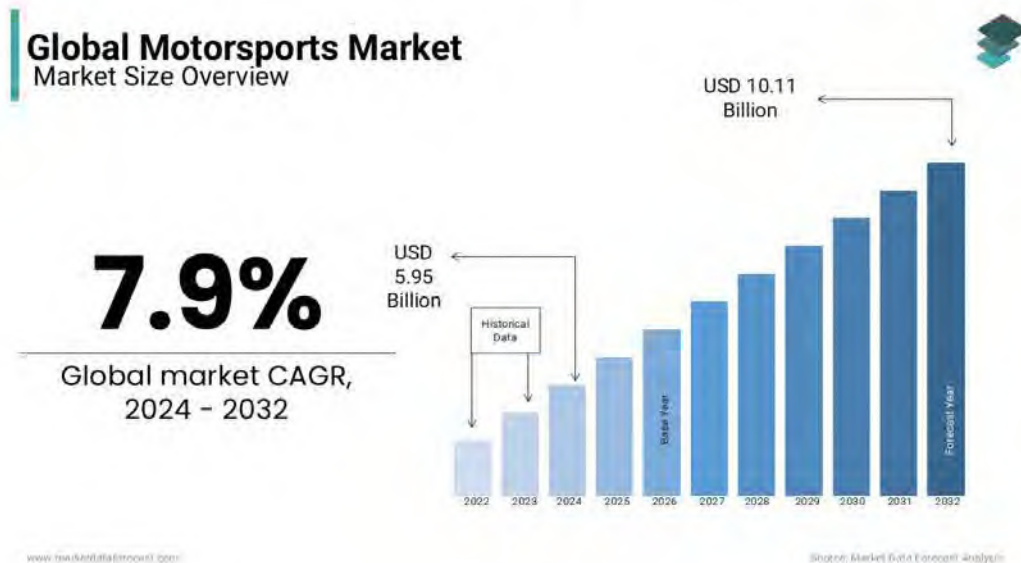
SOURCES: 1) NMMA 2023 Economic Impact Study. 2) NMMA 2021 Recreational Boating Statistical Abstract.
3) United States Coast Guard 2018 National Recreational Boating Safety Survey. | www.nmma.org

NMMA National Marine
Manufacturers Association



Global Motorsports Market \$5.95 Billion in 2024!

The global market size is expected to grow from \$5.95USD billion in 2024 to a staggering \$10.11USD by 2032 at a CAGR of 7.9%.



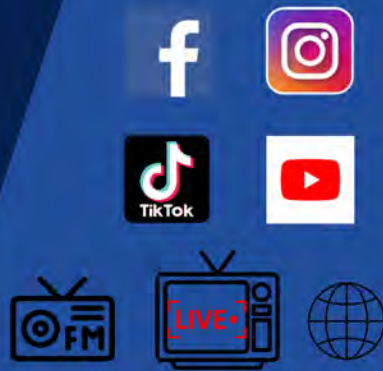
- Millions of consumers are reached through live fan attendance and media coverage - television, live streaming, social media, website, print.
- Action packed racing creates emotional connections that increase fan purchase decisions.
- Motorsports fan base has the highest brand loyalty and consideration among major U.S. sports.
- Motorsports is recognized as one of the most cost-effective marketing vehicles delivering more than just awareness and impressions by impacting purchase consideration, loyalty & product trials, B2B 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
- Mobile Marketing

On-site marketing opportunities at the venues.

Creates memorable brand experiences unmediated by television, radio, or the internet. Creates a carnival-like atmosphere at the races. These experiences, featuring sampling opportunities and sales promotions, foster brand loyalty, reducing price sensitivity and enhancing sponsors' profitability.

MEDIA MARKETING

2024 Impact



72.978 MILLION

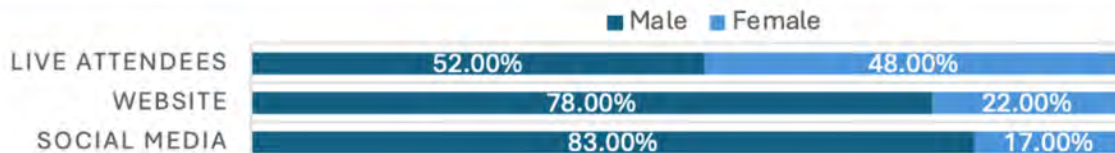
REACH / IMPRESSIONS

992,000
Sessions/Visits

593,000
Page Views

151,227
New Followers

95,200
Engagement





MEDIA DISTRIBUTION - Mass Media distribution through a wide range of traditional and social media outlets including enthusiast channels. Integrated Social Media Plan utilizes our extensive social media presence to help drive your event to assure maximum exposure for your campaign.

SPEED SPORT 1 is a LIVE sports network developed for the exploding FAST (Free Ad-Supported Streaming Television) platforms like Pluto TV, Roku, Samsung TV Plus, Amazon Freevee, Google TV, and others. Our live streaming programs on various social and traditional channels, has a global reach to millions of fans worldwide.



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.

© Tom Stolze

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.



**ROAR OF THE ROCKIES
FINALS**

**F1
POWERBOAT
CHAMPIONSHIP**

VP Racing FUELS
TEAM SEEBOLD SPORTS
RCI
SEA-WAY MARINE
JOHNSON EVINRUDE PARTS DISTRIBUTOR
KICKER
MERCURY RACING

Formula 1 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. Utilize this unique asset for your corporate sales promotional prize setting you apart from the competition. Photo and video templates with sponsorship branding will be a must for the lucky passengers documenting their experience. Helmet and lifejacket sponsor branding assures no opportunity will be missed. Requires a two-year commitment.



EVERYTHING WE DO IS CUSTOM!

Customizable assets to maximize partners key deliverables.

Sample Assets List:

Series Naming Rights
Logo Branding & Mentions in Livestream Show
Product Feature
PA Announcements
Naming Rights of Broadcast Features
Commercial
Drone Footage Logo Branding
Website Banner Ad
Website Sponsor Information Page & Link
Website Product Feature
Social Media Tags/ Shares/ Features/ Cross Posting
On Site Banner Branding
On Site Product Display
Branding on Boats/ Uniforms/ Awards Podium/ Press Releases
Branding on Promotional Materials
Branding on F1 Two Seat Promotional Boat
Branding on the Safety Crew
Naming Rights of the VIP Area
Private VIP Area
Official Fan Guide Ad/ Branding

Sample Principal Package: \$100,000

- **Media/Advertising Features throughout the racing season**
- **Commercial Spots/ Live Stream Broadcast**
- **PA Announcements/ Messages**
- **Branding on Boats/ Uniforms/ Awards Podiums/ Promotional Materials/ Videos**
- **VIP Hospitality**



**Let's Connect... We are excited to hear about your goals
and how we can help you achieve them!**

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**For Complete Information on the Series
Please Visit:**



F1PowerboatChampionship.com