

WHERE SPEED, INNOVATION, AND
GLOBAL COMPETITION COLLIDE

FORMULA 1 POWERBOAT

CHAMPIONSHIP



2027 FORMULA 1 PARTNERSHIP PROPOSAL





WORLD CLASS RACING. THE BOATING LIFESTYLE. WORLD-WIDE REACH.

120 MPH

F1 Boat Speeds of up to

FEB-OCT

Racing across the United States



MORE THAN RACING – IT'S A BOATING LIFESTYLE

Formula One Powerboat racing represents the excitement and freedom of life on the water. Each event brings together racing fans, boaters, families, outdoor enthusiasts and communities to celebrate **boats, water, recreation, competition and the waterfront lifestyle.**

F1 boats are a powerful visual attraction, creating compelling content for **live events, broadcast, streaming, social media and digital platforms** while showcasing the technology and performance of high-performance powerboats.



WEEKEND LONG COMMUNITY EVENTS

Formula One events have evolved into **marquee waterfront festivals**, combining high-speed racing with family entertainment, tourism, hospitality, sponsor activations and community activities.

Events bring visitors into host communities, creating opportunities for **lodging, restaurants, retail, tourism and local businesses**, while providing sponsors with direct access to consumers in an energetic boating environment.





CONSUMER CONNECTION

Live event and waterfront activation
Social Media and Video Content
Customer and corporate hospitality
National and local brand visibility

Broadcast, streaming and digital exposure
Product demonstrations and promotions
Driver, team and community engagement

2027 AND BEYOND

The 2027 Formula One Powerboat Championship is being positioned for continued growth through an expanded event, marketing and sponsorship platform. The championship offers companies a unique opportunity to become part of an experience that extends beyond the racecourse — connecting their brands with the excitement of Formula One racing and the passion, freedom and lifestyle of being on the water.

POWERFUL PLATFORM FOR SPONSORS



SPONSORS CAN ALIGN WITH THE CORE ATTRIBUTES OF FORMULA ONE POWERBOAT RACING:

SUPPORT CLASSES

Class specifications for the Formula Lights, Tri Hulls and Talent Cup 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



TALENT CUP

V-Hull Design

38+ MPH Top Speed

Introductory Class for Kids



FORMULA ONE POWERBOAT SERIES TALENT CUP



The Formula 1 Powerboat Championship, North America's premier powerboat racing series, introduced 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 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.

2026

NEW CHAPTER IN AMERICAN POWERBOAT RACING

SERIES WEEKENDS

PART OF THE SERIES WEEKEND PROGRAMS

FIRST STEP

JOURNEY FOR ASPIRING YOUNG RACERS





2027 TENTATIVE RACE SCHEDULE

EVENT	LOCATION	DATE	EVENT TYPE
	Bradenton, FL	February 19-20	NATIONAL
	Freeport, TX	April 24	REGIONAL
	Port Neches, TX	April 30 – May 2	NATIONAL
	Shreveport, LA	May 28 - 30	NATIONAL
	Pittsburgh, PA	July 2 - 4	NATIONAL
	Alton, IL	July 16 - 18	NATIONAL

ADDITIONAL SITES UNDER CONSIDERATION

RECREATIONAL BOATING & FISHING POWERING AMERICA'S OUTDOOR ECONOMY

*More than a pastime...
it's an economic engine.*



Boating and Fishing are the #1 Contributors to the Outdoor Recreation Economy

1



Boating and Fishing

2



RVing

3



Hunting/Shooting/
Trapping

4



Snow activities

Outdoor Recreation as an Economic Driver

The outdoor recreation economy plays a critical role in supporting economic growth in the United States. The most recent U.S. Bureau of Economic Analysis (BEA) data* shows that outdoor recreation contributed more than **\$1.3 trillion** to the U.S. economy. Outdoor recreation represents **2.4%** of U.S. GDP and creates nearly **5.2 million jobs**.


\$1.3T
IN ECONOMIC
IMPACT


2.4%
OF U.S. GDP


5.2M
JOBS CREATED

Boating and Fishing Are the Top Contributors to the Outdoor Recreation Economy

Recreational boating/fishing were the largest conventional activities for the nation at **\$38.4 billion** in current-dollar value added and were the largest conventional activities in 34 states. The states with the largest contributions were Florida (\$4.4 billion), California (\$3.3 billion), and Texas (\$3.0 billion).



This year's release shows a great year for the outdoor recreation economy in 2024, reflecting the desire of Americans across the country to get outdoors and recreate.

RECREATIONAL BOATING
BUILDS STRONGER COMMUNITIES,
SUPPORTS LOCAL BUSINESSES
AND CREATES LASTING
OPPORTUNITIES.



The U.S. recreational boating industry generates **\$230 billion** in annual economic impact, supporting more than **36,000** businesses and **812,000 jobs**.

Key Recreational Boating Industry Facts

NMMA

National Marine
Manufacturers
Association



\$230B
in annual economic impact



\$56.7B
in annual sales of boat, marine
products & services
(\$20.3 billion in new boat, engine &
accessories sales)



812,558
jobs supported



36,101
businesses supported



93%
of U.S. boat manufacturers
are small businesses



12 million
registered boats



95%
of boats sold in the U.S. are
made in the U.S.



95%
of boats in the U.S. are under
26-feet and towable

RECREATIONAL BOATING & FISHING

Good for You. Good for the Economy.

MOTORSPORTS DATA

A GLOBAL MARKET. A GROWING FAN BASE.
A POWERFUL OPPORTUNITY.



GLOBAL MOTORSPORTS MARKET SIZE

The global motorsports market was valued at USD 6.42 billion in 2025 and is projected to grow to USD 6.93 billion in 2026 and reach USD 12.73 billion by 2034.

7.9%

GLOBAL MARKET CAGR | 2026-2034

A global industry combining speed, technology and entertainment, with opportunities across sponsorships, media, merchandising and tourism.

MARKET OVERVIEW

Worldwide appeal

Formula 1, NASCAR, MotoGP and rally racing connect fans, sponsors and brands across the globe.

Expanding markets

The Middle East and Southeast Asia are becoming key hosts of major races.

AUDIENCE & DIGITAL REACH

500M+ global fan base

A passionate international audience provides broad visibility for racing and its partners.

Broadcasting & streaming

YouTube, Twitch, social media and esports expand access and engage younger fans.

ECONOMIC OPPORTUNITY

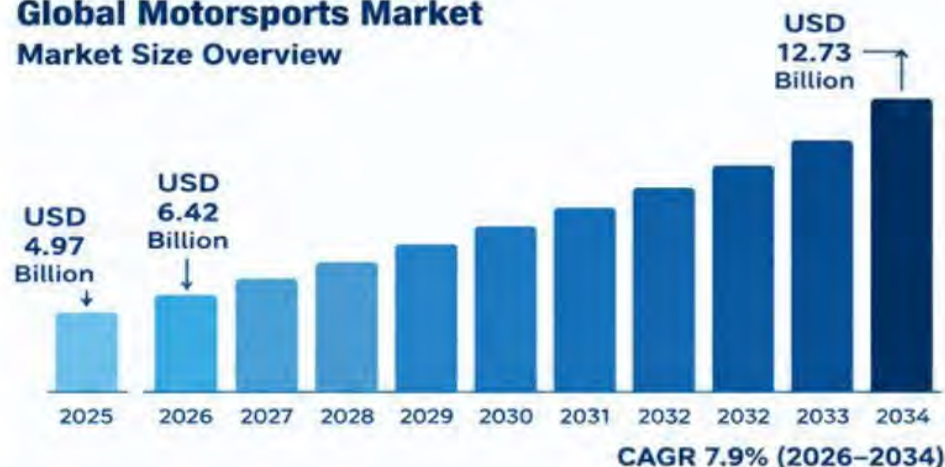
Revenue & community impact

Sponsorships, media rights, merchandising and tourism support jobs and economic growth.

Brand engagement

Live events and digital content create multiple touchpoints with enthusiastic consumers.

Global Motorsports Market Market Size Overview



MORE FANS. MORE EVENTS. A BRIGHTER FUTURE.

Source: marketdataforecast.com | Original header and chart retained; figures reproduced from supplied flier.



DEMOGRAPHICS

MARKETING

MEDIA

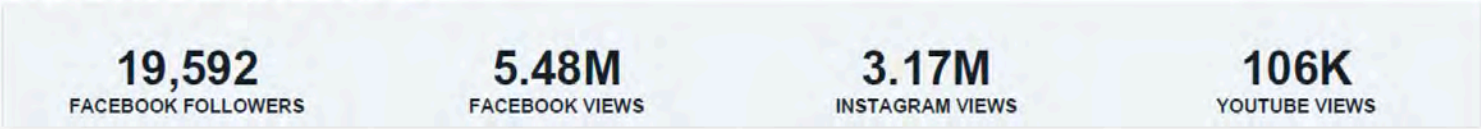


FACEBOOK AUDIENCE BY AGE

The championship's Facebook audience spans every adult age group, with the largest segment ages 35-44. More than three-quarters (77.7%) of the audience is age 35+, providing broad reach across established consumer households.



DIGITAL AUDIENCE SCALE



AT-EVENT AUDIENCE PROFILE

The Bradenton/Palmetto visitor study provides a measured event-audience snapshot based on 274 face-to-face visitor interviews. It shows an established, family-inclusive audience with strong return intent and meaningful purchasing power.



SPONSOR TAKEAWAY

Formula One Powerboat Championship connects brands with a broad adult digital audience and an event crowd characterized by mature consumers, strong household income, family participation and high intent to return.

Sources: Facebook age percentages supplied for this flier. Digital scale and event profile: 2026 F1 Powerboat Championship media report. At-event figures are from the Bradenton Area River Regatta visitor study. Platform totals are reported metrics and are not deduplicated unique audience.

2026 SEASON DIGITAL ANALYTICS

OVERALL TOTALS

69,224,168

TOTAL REPORTED VIEWS

4,752,704

BROADCAST MINUTES WATCHED

227,598

FACEBOOK + INSTAGRAM INTERACTIONS

3,785,146

FACEBOOK REELS + YOUTUBE VIEWS

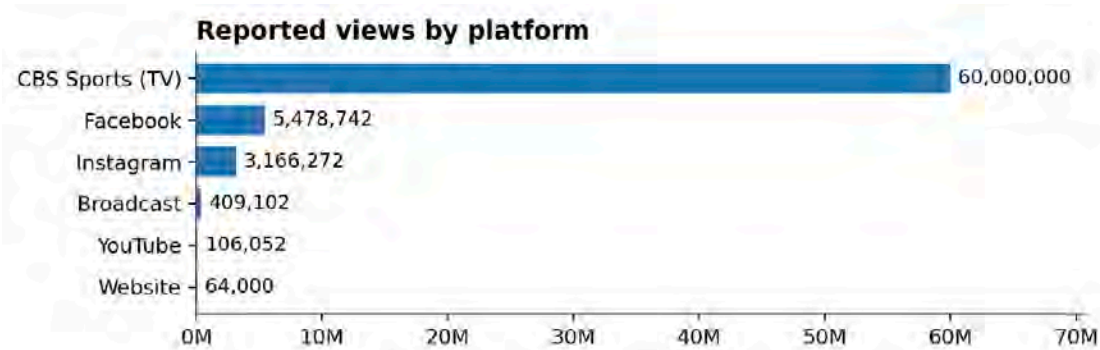
19,592

TOTAL REPORTED VIEWS

3,870

YOUTUBE SUBSCRIBERS

Platform	Reported views	Other reported totals	Source period / scope
Facebook	5,478,742	Engagement: 206,998 Followers: 19,592	2026 season overview
Instagram	3,166,272	Content interactions: 20,600 Follows: 820	Jan 1–Sep 11, 2026
Website / Google Analytics	64,000	Active users: 33,000 Events: 180,000	Feb 14–Aug 4, 2026
YouTube	106,052	Watch time: 17,000 hrs Subscribers: 3,870	Jan 1–Sep 10, 2026
Broadcast (Speed Sport 1 report)	409,102	Minutes watched: 4,752,704 SS1 155,246 • Facebook 120,513 YouTube 105,778 • SS2 27,565	Jan 1–Sep 11, 2026 broadcast report
CBS Sports (TV)	60,000,000	1-hour show of Marble Falls, TX (Battle on the Colorado) Reaches 60 million US homes	CBS Sports broadcast
SUM	69,224,168	Facebook + Instagram interactions: 227,598	Simple sum of reported metrics



Cross-platform summary of the reported metrics in the supplied season overview, now including the Speed Sport 1 broadcast report through the Alton Nationals (Jan 1–Sep 11, 2026) and the CBS Sports Marble Falls show. Sums are simple additions of reported metrics and are not deduplicated.



BROADCAST REPORT – IHRA F1 POWERBOAT SERIES – 2026

Program Name	Date	Duration (Minutes)	SS1 Duration	SS1 Minutes Watched	SS1 Views	SS2 Minutes Watched	SS2 Views	YouTube Minutes Watched	YouTube Views	Facebook Minutes Watched	Facebook Views
IHRA F1 Powerboat Series Bradenton River Regatta - Saturday (live)	2/21/2026	320	0	0	0	5,987	515	171,046	14,716	8,552	736
IHRA F1 Powerboat Series Bradenton River Regatta - (SS1 cut down show)	YTD	60	60	1,071,070	53,554	0	0	0	0	0	0
IHRA F1 Powerboat Series Port Neches Riverfest - Day 1 (live)	5/2/2026	240	0	0	0	1,383	112	139,872	9,115	14,891	18,126
IHRA F1 Powerboat Series Port Neches Riverfest - Day 2 (live)	5/3/2026	362	154	232,293	33,185	1,433	116	169,362	9,209	31,450	18,558
IHRA F1 Powerboat Series Port Neches Riverfest - (SS1 cut down show)	YTD	60	60	760,060	38,003	0	0	0	0	0	0
IHRA F1 Powerboat Series Red River Rumble - Day 1 (live)	5/23/2026	254	0	0	0	21,058	6,755	172,380	15,067	19,860	37,179
IHRA F1 Powerboat Series Red River Rumble - Day 2 (live)	5/24/2026	250	0	0	0	19,888	6,001	128,280	9,602	18,230	27,104
IHRA F1 Powerboat Series Red River Rumble - (SS1 cut down show)	YTD	60	60	286,405	14,320	0	0	0	0	0	0
IHRA F1 Powerboat Series Battle On The Colorado - Day 1 (live)	6/6/2026	202	0	0	0	9,087	3,654	89,544	5,169	7,651	11,354
IHRA F1 Powerboat Series Battle On The Colorado - Day 2 (live)	6/4/2029	206	0	0	0	11,005	3,655	169,769	14,609	447,366	7,456
IHRA F1 Powerboat Series Battle On The Colorado - (SS1 cut down show)	YTD	60	60	323,680	16,184	0	0	0	0	0	0
IHRA F1 Powerboat Series - Alton Nationals Day 1 (live)	7/18/2026	245	0	0	0	18,417	4,001	199,470	15,993	no data	no data
IHRA F1 Powerboat Series - Alton Nationals Day 2 (live)	7/19/2026	275	0	0	0	13,999	2,756	189,216	12,298	no data	no data
IHRA F1 Powerboat Series - Alton Nationals Day 1 (SS1 cut down show)	YTD	0	0	0	0	0	0	0	0		
TOTALS		2,594	394	2,673,508	155,246	102,257	27,565	1,428,939	105,778	548,000	120,513

Cumulative Performance

PERIOD: 01/01/2026 – 09/11/2026

REPORT DATE: 09/11/2026 rev 1

SCOPE: IHRA F1 Powerboat Series

Channel Performance

CHANNEL

Aired Duration

Minutes Viewed

Views

Average Mins/View

SS1

394

2,673,508

155,246

N/A

YouTube

2,594

1,428,939

105,778

14

Facebook*

2,594

548,000

120,513

5

SS2

2,594

102,257

27,565

4

* includes multiple cross-post pages

TOTAL VIEWS

409,102

TOTAL MINS WATCHED

4,752,704

SPEEDBOAT MAGAZINE 2026 RECAP

NATIONAL + INTERNATIONAL

SELECT RETAIL & NEWSSTAND DISTRIBUTION

20,695,077 FACEBOOK 2026 TOTAL VIEWS

17K-21K PRINT MAGAZINE CIRCULATION

RETAIL
LOCATIONS

Barnes & Noble
West Marine
Books-A-Million
BookWorld
& More



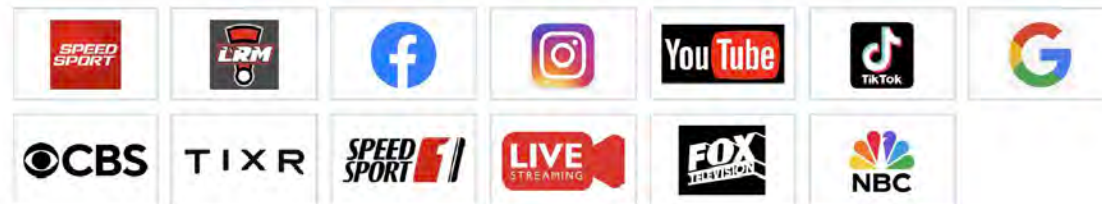
POWERFUL MULTI-PLATFORM EXPOSURE

Delivered through an integrated mix of national television, live streaming, digital media, social media, traditional media, and motorsports and boating enthusiast channels.

Our media strategy combines broadcast coverage with the Championship's growing social and digital presence to promote each event, expand audience reach, drive fan engagement, and maximize exposure for race sites, sponsors, and marketing partners..



extends the Championship's reach through the rapidly growing FAST (Free Ad-Supported Streaming Television) marketplace, connecting motorsports programming with viewers across leading connected-TV and streaming platforms. Combined with live streaming, social media, digital content, event promotion, and post-race coverage, the Formula One Powerboat Championship provides sponsors with repeated brand exposure before, during, and after each race weekend—reaching fans locally, nationally, and globally.



MARKETING SUPPORT

The Formula One Powerboat Championship partners with **MOTO Marketing Group of St. Louis**, leveraging more than 30 years of motorsports marketing and event promotion experience. Through integrated traditional, digital, and social media strategies, MOTO Marketing builds championship-wide exposure while developing targeted campaigns for each race market. This approach helps drive attendance, engage fans, strengthen sponsor visibility, and maximize promotional impact at every Formula One Powerboat Championship event.

LIVE STREAMING

Formula One Powerboat Championship delivers live race coverage across social media and YouTube, extending sponsor and event exposure worldwide. Multi-camera production combines drone and trackside footage with live timing and scoring, creating an immersive race-day experience. Driver interviews, sponsor commercials, and behind-the-scenes coverage provide additional opportunities to showcase partners, teams, host communities, and the Formula One powerboat lifestyle.



FORMULA ONE **RACE RIDE** EXPERIENCE

The Formula One Powerboat Championship F1 Race Ride Experience is a purpose-built, two-seat Formula 1 powerboat delivering an unforgettable experience for sponsors, VIPs, media, community leaders, and promotional partners.

Featured at race events, press conferences, media appearances, and sponsor activations, the F1 Race Ride Experience generates attention while helping race sites attract sponsors, engage local officials, and promote their events.

Corporate partners can utilize this unique asset for VIP hospitality, customer promotions, sales incentives, sweepstakes, and employee rewards—creating an experience that sets their brand apart.

Customized photo and video content, boat branding, helmets, and life jackets provide additional sponsor exposure while giving passengers shareable memories of their Formula 1 experience.



EVERYTHING WE DO IS CUSTOM

Customizable assets to maximize partners key deliverables.

SAMPLE ASSETS LIST

Series Naming Rights	Branding on F1 Two Seat Promotional Boat
Logo Branding & Mentions in Livestream Show	Logo Branding on Press Releases
Product Feature	Naming Rights of the VIP Area
PA Announcements	Official Fan Guide Ad / Branding
Naming Rights of Broadcast Features	Livestream Opening/Closing
Commercial	Livestream Product Feature
Drone Footage Logo Branding	Livestream Recap
Website Banner Ad	Starting Lineup
Website Sponsor Information Page & Link	Trophies
Private VIP Area	Official Fan Guide Logo Branding / Product Ad
Website Product Feature	Pre Race Party Naming Rights
Social Media Tags / Shares / Cross Posting	Safety Rescue Team Sponsor
On Site Banner Branding	Roostertail VIP Experience Naming Rights
Logo Branding on Competitors Boats / Uniforms	Series Year End Point Fund Naming Rights
Social Media Features	Official Race Timing Sponsor

PACKAGE INCLUDES

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

SAMPLE PRINCIPAL PACKAGE
\$100,000





LET'S CONNECT CONTACT US

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MOTORSPORT EXPERIENCE

WHERE SPEED, INNOVATION, AND
GLOBAL COMPETITION COLLIDE

LET'S BUILD SPEED & LEGACY TOGETHER

THANK YOU

