WHERE SPEED, INNOVATION, AND
GLOBAL COMPETITION COLLIDE

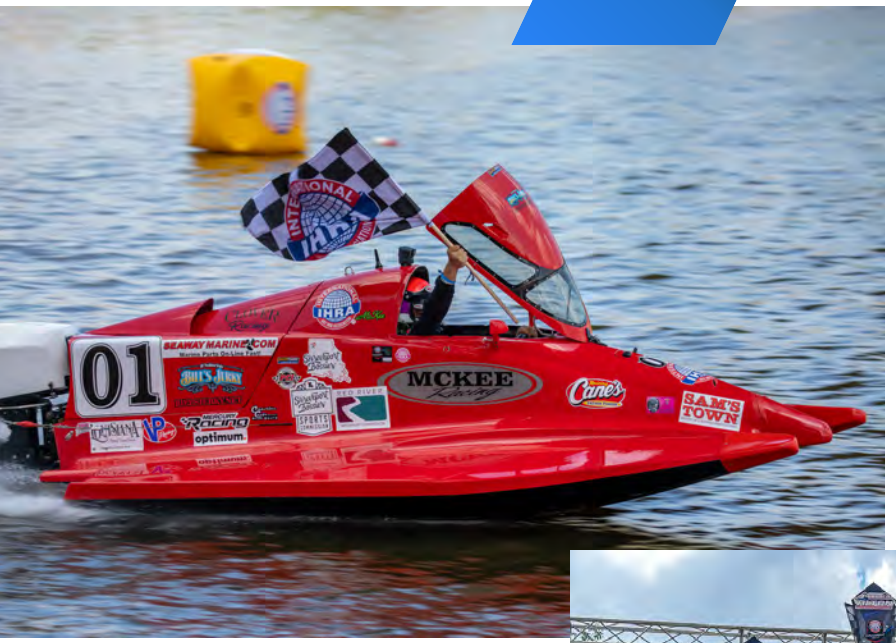
FORMULA 1 POWERBOAT CHAMPIONSHIP



2027 FORMULA 1 PARTNERSHIP PROPOSAL

F1 POWERBOAT CHAMPIONSHIP


CLICK TO PLAY VIDEO
F1
POWERBOAT
CHAMPIONSHIP



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

POWERFUL PLATFORM FOR SPONSORS

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.



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

SPEED | PERFORMANCE | TECHNOLOGY | INNOVATION | ADVENTURE | BOATING | FAMILY | OUTDOOR LIFESTYLE

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

F1 POWERBOAT CHAMPIONSHIP

FORMULA ONE POWERBOAT SERIES TALENT CUP

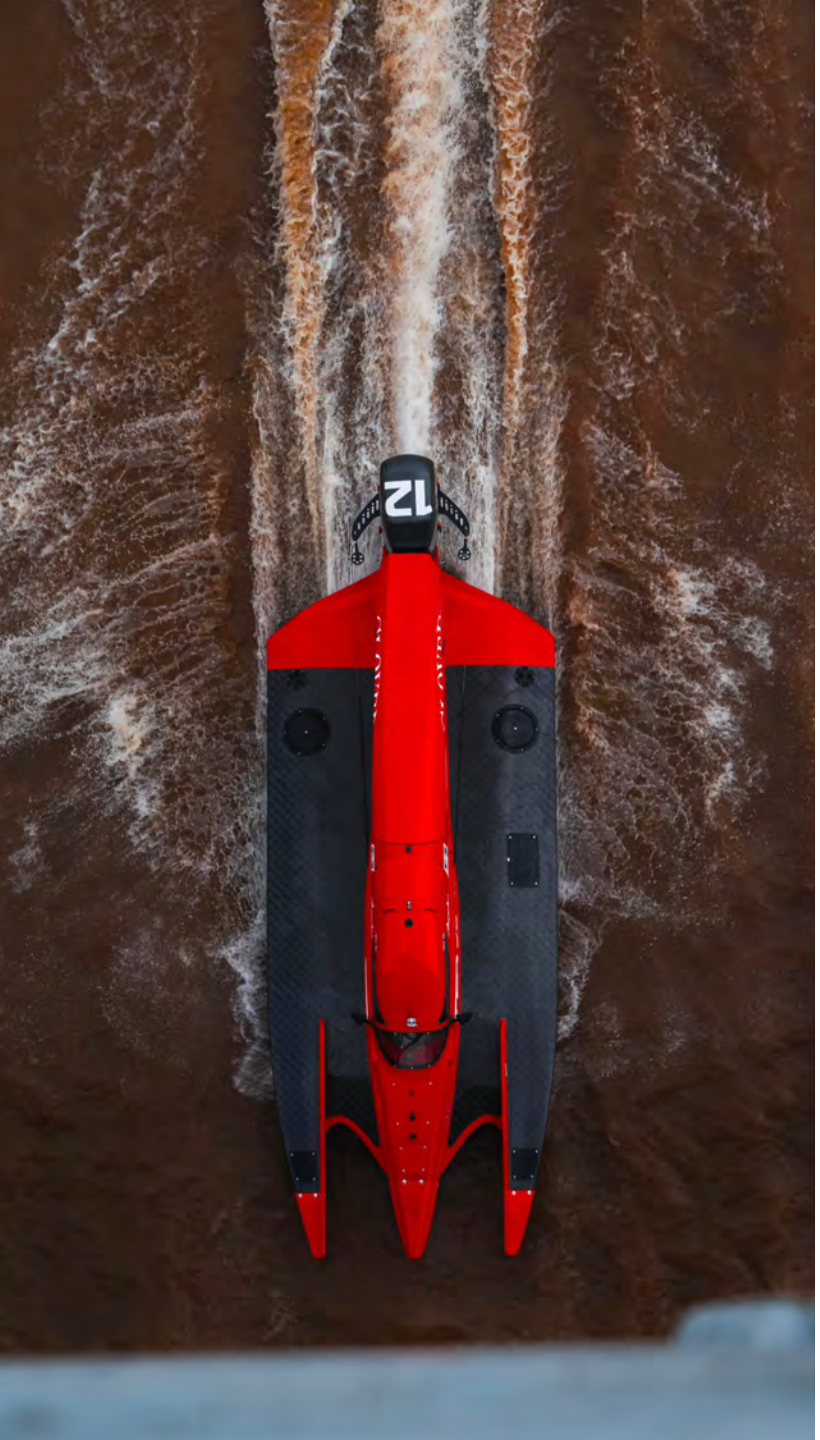


The Formula 1 Powerboat Championship, North America's premier powerboat racing series, introduced a new path for America's young powerboat racers to reach the highest level of the sport. Beginning a new chapter in American powerboat racing in 2026 with the Formula 1 Powerboat Series Talent Cup as part 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 Area River Regatta	Bradenton, FL	February 19-20	NATIONAL
Riverfest Freeport	Freeport, TX	April 24	REGIONAL
Port Neches RiverFest	Port Neches, TX	April 30 – May 2	NATIONAL
Red River Rumble F1 Powerboat Showdown	Shreveport, LA	May 28 - 30	NATIONAL
Pittsburgh Formula One Powerboat National Championship	Pittsburgh, PA	July 2 - 4	NATIONAL
2027 Alton Powerboat Nationals	Alton, IL	July 16 - 18	NATIONAL

ADDITIONAL SITES UNDER CONSTRUCTION

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	2.4%	5.2M
IN ECONOMIC IMPACT	OF U.S. GDP	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.



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.



KEY INSIGHTS

BROADCASTING & DIGITAL REACH
Digital platforms have transformed how fans engage, with over 500M+ fans now consuming content through platforms like YouTube, Twitch, and social media. Formula 1's $300M+ media rights deal with ESPN is a prime example of the growing value of broadcasting.

GLOBAL FAN BASE
Motorsports has a 500M+ global fan base, with events like the British Grand Prix drawing millions of viewers, and ensuring motorsports maintain broad visibility.

ECONOMIC IMPACT
The global motorsports industry generates billions in revenue from sponsorships, media rights, merchandising, and tourism, creating jobs and economic growth.

DIVERSE CATEGORIES
From Formula 1 to NASCAR, MotoGP, and rally, the variety of racing series and events create multiple touchpoints for fans, sponsors, and brands around the world.

YOUNG & GROWING AUDIENCE
The sport's global appeal continues to grow, especially among younger fans, with esports and digital platforms driving new engagement and expanding the market's reach.

MARKET OVERVIEW

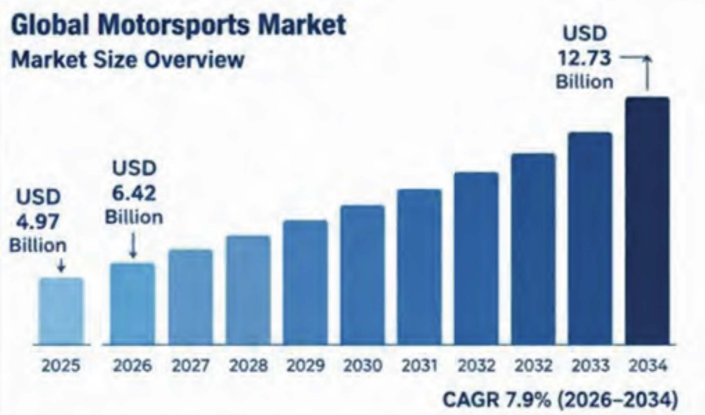
- Motorsports is a rapidly expanding global industry that draws fans, sponsors, and investors from all corners of the world. With its roots in early 20th-century car and motorcycle racing, motorsports have evolved into a multi-billion-dollar market that transcends borders and offers a unique blend of speed, technology, and entertainment.
- From Formula 1 and NASCAR to MotoGP and rally racing, the sheer diversity of motorsports events spreads to its widespread appeal.
- One of the key drivers behind this growth is the global fan base, which is estimated to be over 500 million strong. As these events are broadcast across major platforms and attended by spectators from numerous countries, motorsports create opportunities for international brands to engage with a highly passionate audience. The rise of digital streaming platforms and esports racing has only increased accessibility, allowing fans to connect in real-time from any location.
- The economic impact of motorsports is also substantial, with significant revenue generated from sponsorship deals, merchandising, and tourism related to racing events.
- Emerging markets such as the Middle East and Southeast Asia are becoming key players in hosting major races, further solidifying motorsports as a worldwide phenomenon. The sport's mix of adrenaline, innovation, and global unity makes it a market with limitless growth potential.

GLOBAL MOTORSPORTS MARKET SIZE

The global motorsports market size 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, expanding at a **CAGR of 7.9%** from 2026 to 2034.

7.9%

GLOBAL MARKET CAGR, 2026 – 2034



MORE FANS. MORE EVENTS. A BRIGHTER FUTURE.

MOTORSPORTS DRIVES PEOPLE, BRANDS AND COMMUNITIES

source: marketdataforecast.com

F1 POWERBOAT CHAMPIONSHIP

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

19,592	5.48M	3.17M	106K
FACEBOOK FOLLOWERS	FACEBOOK VIEWS	INSTAGRAM VIEWS	YOUTUBE VIEWS

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.

225,000	52.6	$84,632
EVENT ATTENDANCE	AVERAGE ADULT AGE years	TYPICAL HOUSEHOLD INCOME
26.3%	**83.6%**	
WITH CHILDREN / YOUNG ADULTS in immediate travel party	NON-RESIDENT RETURN INTENT	

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

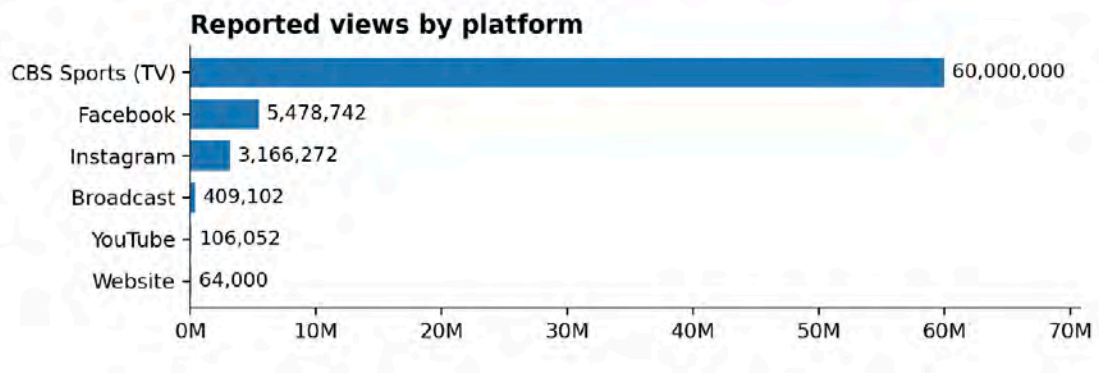
227,598
FACEBOOK + INSTAGRAM INTERACTIONS

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

TOTAL VIEWS **409,102**

TOTAL MINS WATCHED **4,752,704**

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



* FACEBOOK INCLUDES MULTIPLE CROSS-POST PAGES.
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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..



SPEED SPORT 1

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.













TWO-YEAR PARTNERSHIP COMMITMENT REQUIRED.

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

Private VIP Area

Website Product Feature

Social Media Tags / Shares / Features / Cross Posting

On Site Banner Branding

Branding on Boats / Uniforms / Awards Podium / Press Releases

Website Product Feature

Social Media Tags / Shares / Features / Cross Posting

On Site Banner Branding

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

Official Fan Guide Ad / Branding

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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THE ULTIMATE HIGH-PERFORMANCE MOTORSPORT EXPERIENCE

WHERE SPEED, INNOVATION, AND GLOBAL COMPETITION COLLIDE

LET'S BUILD SPEED & LEGACY TOGETHER

THANK YOU

