

Connected Through May

A YEAR IN REVIEW
2025





500 FESTIVAL

TABLE OF CONTENTS

A Message from 500 Festival Leadership	2
500 Festival Mission	3
Program and Event Partners	5
Board of Directors	6
Economic Impact	7
500 Festival Foundation	9
Education Program	11
KidsFit Program	15
Miler Series	19
Kickoff to May	23
Mini-Marathon & 5K	27
Kids' Day & Rookie Run	31
Breakfast at the Brickyard	35
Memorial Service	39
Parade	43
250 & 500 Mile Challenge	47
Volunteer Program	49
Corporate Member Program	51
Princess Program	53
Intern Program	55
Financials	57

INDIANAPOLIS 2

A MESSAGE FROM

500 FESTIVAL LEADERSHIP

For over 68 years, the 500 Festival's programs and events have been more than a tradition. They've brought people together and created meaningful connections across our community, especially during the month of May. Through it all, our mission has remained the same: to enrich lives, make a positive impact on our community, and celebrate the spirit of the Indianapolis 500.

This year, our focus was on celebrating everyone who was ConnectedThrough May. From the streets of downtown Indianapolis to over 1,137 classrooms across the state, our 30+ programs and events brought together people of all ages, abilities, and backgrounds, connecting neighbors, families, local businesses, and partners.

This year's accomplishments showed us the impact we're making together, one program, one event, and one connection at a time. Both the IU Health 500 Festival Mini-Marathon and the Delta Dental 500 Festival 5K sold out, showing how more people are embracing fitness and wellness while coming together to participate in an iconic Indy event.

Meanwhile, our Education Program reached a milestone of over 500,000 students across Indiana since inception, using a hands-on curriculum that connects the excitement of the Indy 500 to lessons in science, engineering, math, and more. This program continues to foster curiosity and critical thinking early on to build a brighter future for Hoosier youth.

We're filled with gratitude for the volunteers, partners, board directors, and staff who helped bring our mission and these programs and events to life. Each person played a role in fostering the connections that make May so meaningful.

As you explore the stories and successes of this past year, we invite you to reflect on your own connection to the 500 Festival. Because whether you're a first-time participant or a lifelong fan, we are all *Connected Through May* — and that connection is what makes each season unforgettable.



Bob Bryant | President and CEO, 500 Festival and 500 Festival Foundation



500 FESTIVAL MISSION



HEALTH AND FITNESS

COMMUNITY AND CELEBRATION

YOUTH EDUCATION

THE MISSION OF THE 500 FESTIVAL is to produce life-enriching events and programs that celebrate the spirit and legacy of the Indianapolis 500 and foster a positive impact on the city of Indianapolis and state of Indiana.



LEADERSHIP DEVELOPMENT AND SCHOLARSHIPS FOR COLLEGE STUDENTS

PROGRAM AND EVENT PARTNERS

500 Festival Foundation

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NCAA Readers Become Leaders

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STAR Bank

The American Legion

The National Bank of Indianapolis

Two Men And A Truck

UnTapped

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White River State Park

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WTHR

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James Poore

Natalie Roberts

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Al Wurster

ECONOMIC IMPACT

Since the 500 Festival's founding in 1957, we have had an estimated economic impact of \$500 million on the city of Indianapolis. A recent economic study of our events revealed an annual impact of \$30 million, including \$6 million of direct spending by out-of-state visitors.





\$220M

FORECASTED 10-YEAR
ECONOMIC IMPACT

\$1M

ESTIMATED ANNUAL STATE
AND LOCAL TAXES GENERATED

200+

ANNUAL JOBS ADDED BY
500 FESTIVAL EVENTS



500 FESTIVAL FOUNDATION

The 500 Festival Foundation is a fully charitable 501(c)(3) organization committed to fueling the mission of the 500 Festival: to produce life-enriching events and programs that celebrate the spirit and legacy of the Indianapolis 500 and foster a positive impact on Indianapolis and the state of Indiana.

In 2025, the Foundation's support continued to play a pivotal role in expanding the reach of our free education, health, and leadership development programs. Thanks to the generosity of donors and community partners, the 500 Festival Foundation helped ensure that these programs remain accessible to all — at no cost to students, schools, or families.

This year marked a major milestone: our Education Program reached over 500,000 Hoosier students since its inception. Through engaging, standards-based curriculum rooted in Indiana history, STEM, and the legacy of the Indianapolis 500, we continue to inspire the next generation of leaders and innovators, right from their classrooms.



Make a donation today! →





FOUNDATION

Through the Foundation's continued investment, participants in the 500 Festival Princess Program not only serve as ambassadors of the Festival, but also receive scholarships that support their academic and professional growth. In 2025, these inspiring young women represented 17 colleges and universities across Indiana, contributing their voices, service, and leadership to communities throughout the state.

The Foundation also helps encourage youth wellness through initiatives like the KidsFit Program, which empowers children to embrace physical activity and healthy habits. These efforts are building stronger, healthier futures, one student at a time.

The impact is real, and it's growing. By supporting the 500 Festival Foundation, you help keep our programs free, accessible, and far-reaching, bringing the spirit of May to life for Hoosiers of all ages and abilities, in every corner of the state.

Together, we are *Connected Through May* — building a legacy that will last for generations to come.





500 FESTIVAL & INDIANAPOLIS 500 EDUCATION PROGRAM

PRESENTED BY INDIANA UNIVERSITY HEALTH

Fourth graders and classrooms across
Indiana geared up and took the
driver's seat into the history
and culture of the 500
Festival and the Indy 500.
During the 2024–2025
school year, more than
27,000
students
from 366 schools
waved the green
flag on learning.





The Education Program gave students a fun and meaningful way to explore Indiana's most iconic race through hands-on lessons that brought subjects like math, science, reading, and art to life. They engaged in activities about the science of an INDYCAR, designed and raced a Soapbox Derby Mini Car,

**discovered the
legacy** of the Indianapolis
Motor Speedway, and more!

Connected Through HOOSIER HERITAGE



Some classrooms hit the road for a Study Trip to the Indianapolis Motor Speedway, while others welcomed the action right to their school with a Mobile Trip.

Since its inception, the program has reached over **500,000 students**, turning everyday lessons into lasting memories and a connection to Indiana's love of racing.



*" I can speak from personal experience, as I came to IMS on a study trip when I was in fourth grade. When I found out that we were able to bring our own students to IMS **I was really excited and knew the kids would really enjoy it.***



Especially for schools outside of Indianapolis, a lot of students don't know the history of the Speedway and how prominent this event is to our state. It's great to get them out of the school and into these immersive experiences to show them that there is more out there than the four walls of our school. "

MARY HAWKINS
Indiana 4th-Grade Teacher





kidsfit

500 FESTIVAL KIDSFIT PROGRAM

The 500 Festival KidsFit Program got young Hoosiers moving all across Indiana! Designed for students in grades K–6, the program made fitness fun while aligning with Indiana’s academic standards for health and physical education.



In 2025, nearly 70 schools and **13,000 students** joined the fun, taking on weekly fitness challenges inspired by the excitement of the Indy 500. With the “Start Your Engines” running plan, students walked or ran one mile each week, racking up miles, building endurance, and gaining confidence along the way. By the time they crossed the finish line at the Delta Dental 500 Festival 5K, they had completed 13.1 miles throughout the program and celebrated what it means to work hard and stay active. As they rang the PR bell, they could look back on and **feel proud of what they accomplished!**

Connected Through PHYSICAL EDUCATION





*“ In a world where so many things keep students sitting still, we’re here to show them that running, jogging, and walking are simple, fun ways to stay active. Over 12 weeks, we’ve helped them see they’re capable of so much more—and it’s truly **inspiring to watch them realize just how far they can go.** ”*

SARAH EADS

Physical Education Teacher
at South Creek Elementary





500 FESTIVAL
MILER SERIES
PRESENTED BY ORTHOINDY



What better way to warm up for May and the IU Health

500 Festival Mini-Marathon than with a three-part training series in February, March, and April?



The Miller Series turned the Fowling Warehouse into a gathering place for runners, walkers, and wheelers to test race gear, meet up with friends, connect with local vendors, and dial in a race-day routine. Participants took on 3-, 6-, and 10-mile distances, building confidence and endurance each month. Whether they were first-timers or seasoned Mini-Marathon participants, they used each race as a chance to practice, prepare, and fuel their excitement **for the big race in May.**

Connected Through **COMMUNITY**

For Aline Bucio, a newcomer to Indiana, these events were about more than just training. After moving from Alabama, and originally from Mexico, **Aline was searching for a fresh start and a new sense of community.** Back in Alabama, he had been part of a close-knit soccer team and leaving that behind meant losing a major source of connection. The Miler Series became the perfect entry point, helping him fill that gap, meet new people, join a local run club, and prepare for his first Indy Mini.

"I'm from Mexico, but we came here from Alabama, and

I wanted to immerse myself in the community.

By doing so, I was able to join a Run Club, not only to meet new friends, but to also challenge myself. I'm also participating in my first Indy Mini which is like the biggest thing for Indianapolis people, and I'm excited to participate in the half marathon. "

ALINE BUCIO

Miler Series Participant







500 FESTIVAL KICKOFF TO MAY

PRESENTED BY STAR BANK



The green flag was waved and the Festival trucks revved their engines with the Kickoff to May event launching the Month of May in true 500 Festival fashion.



This year's event brought Monument Circle to life with the excitement and community spirit Hoosiers have come to love. The crowd roared with cheers as Soapbox Derby Mini Cars, built by students in the 500 Festival & Indianapolis 500 Education Program, zoomed down the track with local leaders behind the wheel in a lighthearted Soapbox Derby tournament. The revamped *Connected Through May* contest tugged at heartstrings with an unforgettable story shared by an individual whose life had been touched by 500 Festival events and the Indy 500.

Connected Through RACING



“ It was an honor to win the Soap Box Derby Mini Cars tournament and showcase their role in sparking interest in the next generation of INDYCAR fans! ”

SCOTT BOVE

STAR Bank – EVP, Capital
Markets & Commercial Banking

Whether attendees came to take photos and get autographs from INDYCAR drivers, enjoy the tradition of the 500 Festival Princesses and board members, or simply share in the joy of celebration, Kickoff to May set the pace for a month of memorable moments in Indianapolis.



STAN and CYNTHIA TYNER

STARBank "Connected Through May"
Contest Winners

A photograph of an older couple, Stan and Cynthia Tyner, standing behind a podium at an outdoor event. Stan, on the left, is wearing a blue zip-up sweater and glasses, and is holding a large, shiny orange star-shaped balloon. Cynthia, on the right, is wearing a black and white striped cardigan over a black top and white pants. The podium has a dark blue sign with white text that reads "500 FESTIVAL KICKOFF TO MAY" and "Presented by STAR Bank". To the left of the text is a small graphic of a white car with a red roof and the word "FESTIVAL" in red. A microphone is positioned in front of the podium. In the background, there is a large, ornate stone building with many windows and a statue on top. A small checkered flag is visible on the podium in front of them.

**500 FESTIVAL
KICKOFF
TO MAY**
Presented by **STAR** Bank



IU HEALTH 500 FESTIVAL MINI-MARATHON & DELTA DENTAL 500 FESTIVAL 5K

More than 25,000 runners set their sights on a goal and conquered it at the IU Health 500 Festival Mini-Marathon and the Delta Dental 500 Festival 5K. Known as ***The Greatest Spectacle in Running®***, this iconic event blends rich tradition with a community united by celebration and a love of fitness.



From the anticipation at the start line, to the lap around the Indianapolis Motor Speedway, and into the final stretch, every participant created their own

**unforgettable
journey.**



Along the way, spectators cheered, and course entertainment and aid stations kept participants energized, making spirits high, mile after mile. At the front of the pack, USATF elite athletes delivered inspiring, record-breaking performances, adding to the excitement of an already unforgettable day.



Connected Through HEALTH + FITNESS



“ The Delta Dental 500 Festival 5K was so fun and special! It was my first 5K and it is probably one of my favorite races I’ve ever done. I loved the music that was playing and how I got flowers when I finished. I had such a fun time and **hope to come back next year and run even faster!** ”

LILLY HIGGINS

Delta Dental 500 Festival
5K Winner



Named the

#1 Best Half Marathon

for the third year running and the #2 Best 5K by USA TODAY's 10Best Readers' Choice Awards, Indy Mini Weekend is a powerful celebration of community spirit and the thrill of that checkered flag finish.



SALESFORCE & JPMORGANCHASE 500 FESTIVAL **KIDS' DAY & ROOKIE RUN**



Downtown Indianapolis came alive with laughter, energy, and fun as Indiana's largest free outdoor festival just for kids welcomed thousands of attendees for a day filled with adventure, learning, fitness, and imagination.



From climbing walls and bounce houses to crafts, games, and STEM activities, Kids' Day brought hands-on learning and friendly competition to life with something exciting for every age and ability.

Connected Through **FAMILY FUN**

This year, 925 children ages 3–10 felt the thrill of the Rookie Run, racing down the street to the cheers of loved ones and the wave of the checkered flag. Each young runner proudly crossed the finish line, earned a shiny medal, high-fived local sports mascots, and wore a big smile.

The day was packed with joyful moments

that will stick with families long after the Month of May is over.





*"This event is a great example of how community investment can create meaningful experiences for families. Watching my own daughter run in the Rookie Run and light up with pride at the finish line was a powerful reminder of why what we do matters, it's about **creating opportunities that bring us together** and leave a lasting impact on people of all ages."*

BOB BRYANT

President and CEO,
500 Festival





**500 FESTIVAL
BREAKFAST AT THE
BRICKYARD**
Presented by Midwestern Engineers, Inc.

500 FESTIVAL BREAKFAST AT THE BRICKYARD

PRESENTED BY MIDWESTERN ENGINEERS INC.

A time-honored celebration, this event brings together more than **85 Indiana mayors**, community members, business leaders, the 500 Festival Princesses, and race fans at the iconic Indianapolis Motor Speedway. It's a cherished Hoosier tradition that honors those leading Indiana's communities with vision and heart.



This year's event featured a compelling **panel discussion** led by motorsports personality Katie Kiel. Panelists Cindy Sisson, executive director of Women in Motorsports North America; Dr. Julia Vaizer, INDYCAR and IMS's chief medical officer; and Ryann Weatherford, vice president of communications for Andretti Global, shared how they're each **redefining leadership within the racing industry** and offered winning insights.



"Be loud about your passions and seek out your mentors."

- Dr. Julia Vaizer



"Raise your hand and be diligent after."

- Ryann Weatherford



"Connect the old-fashioned way."

- Cindy Sisson



Connected Through **MOTORSPORT CAREERS**



The morning concluded with the crowning of the 500 Festival Queen Scholar, Chelsea Murdock of Fishers, Indiana — an honor well earned through her dedication, scholarship, and service.

Breakfast at the Brickyard showcased how Indiana and racing leaders inspire progress both on and off the track.



“ As a former 500 Festival Princess and motorsports reporter,

I love how Breakfast at the Brickyard brings people together

from all corners. It's a rare and meaningful opportunity where local leaders and racing legends are celebrated side by side, reminding us of the deep-rooted connections between our community and the sport we love. ”

KATIE KIEL

Motorsports Personality







AMERICAN LEGION
**MEMORIAL
SERVICE**

AMERICAN LEGION 500 FESTIVAL MEMORIAL SERVICE



We came together Memorial Day weekend to

honor and remember

those who made the ultimate sacrifice for our country.

The ceremony featured the joint service color guard, performances by the Capital City Chorus and the Indiana National Guard's 38th Infantry Division Band, and heartfelt remarks from Sergeant Major of the Army Michael R. Weimer, reminding all of the enduring debt we owe our heroes.

A wreath-laying, horse-drawn caisson presentation, Marine Corps rifle salute, playing of "Taps," and breathtaking flyover each honored the courage and sacrifice that define our nation. **30 Gold Star families**, Indianapolis Mayor Joe Hogsett, Governor Mike Braun, and other dignitaries joined Armed Forces members, and the 500 Festival Board in this **deeply meaningful tribute.**

Connected Through HONORING NATIONAL HEROES





The Memorial Service remains a cornerstone of our mission to remember, honor, and unite the community in gratitude.

*“ Memorial Day is a special day in many ways. It is the day we honor our Veterans who gave their lives serving their country to protect our freedoms. And even though many of us think of our fallen brothers, sisters, and families often, **it is the one day set aside nationally to honor those heroes.***

*I am proud to be a Hoosier Veteran and live in Indianapolis, where there are numerous activities, such as racing events, that weekend. But most important is the fact that the 500 Festival organizes the Annual Memorial Day Service on the Friday morning of this busy weekend, which is the first event of Memorial Day Weekend. To me, that sends a powerful message of the importance of Memorial Day and that **Indianapolis has its priorities in order.** ”*

J. STEWART GOODWIN,
Brigadier General, USAF (Ret)

Executive Director,
Indiana War Memorials Commission





AES 500 FESTIVAL PARADE

On May 24, over **200,000 people** gathered in downtown Indianapolis for the AES 500 Festival Parade – a spectacular tradition that brings the Month of May to life with color, excitement, and community spirit. This year’s parade theme, *Connected Through May*, celebrated the meaningful moments, both big and small, that unite us during this cherished time of year.



Kicking off the festivities

were Kelsey Hart and the Indiana Pacemates, electrifying the crowd and setting the tone for a day of celebration. Spectators were dazzled by all 33 Indy 500 drivers, 14 marching bands, 3 towering balloons, and 10 elaborately decorated floats. The AES 500 Festival Parade is more than a procession; it's a moment of shared joy and tradition, showcasing what makes Indianapolis **truly special** in May.



Connected Through CELEBRATION



*“ Being named Grand Marshal is a tremendous honor. Seeing the names of those who’ve held this role before me is humbling, and **I’m grateful to be part of that legacy.** I got the transplant and I’m here. I’m alive. The fact that the Angell family [donor family] was able to make that decision at such a difficult time — it saved my life. And to be able to celebrate here today with the people who made that possible is incredible. ”*

SCOT POLLARD

2025 Grand Marshal



Thanks to the support
of our sponsors and
the enthusiasm of our
community, the Parade
continues to be a highlight
of the Month of May and an
**unforgettable
experience** for
Hoosiers and visitors alike.



GASOLINE ALLEY 250 MILE CHALLENGE

PRESENTED BY PNC BANK

The Indianapolis 500 Mile Challenge & Gasoline Alley 250 Mile Challenge bring the spirit of the Indy 500 into neighborhoods across the country, long after the checkered flag waves at the end of May. From June through October, participants commit to either 250 or 500 miles of physical activity in any way that moves them — whether that's running through city streets, walking on a treadmill, cycling or wheeling with friends, swimming laps, hiking trails, or beyond. Every mile tells a story of grit, determination, and personal growth.





INDIANAPOLIS 500 MILE CHALLENGE

PRESENTED BY PNC BANK



This year, **1,230 dedicated individuals** took on the challenge, turning their commitment into a celebration of personal growth and well-being. More than just miles logged, the Indianapolis 500 Mile Challenge and Gasoline Alley 250 Mile Challenge are about showing up for yourself, your health, and your community.

Year after year, these challenges continue to inspire Hoosiers to lace up, get moving, and be part of something greater than themselves.



500 FESTIVAL VOLUNTEER PROGRAM

PRESENTED BY CITIZENS ENERGY GROUP

Every year, countless individuals and organizations come together to make the 500 Festival’s events and programs possible. This year, more than **2,000 dedicated volunteers** shared their time and energy at over 30 events and programs, making a powerful impact on our community.



Whether they were handing out snacks and water to our youngest participants at the Rookie Run or skillfully guiding towering balloons through downtown during the AES 500 Festival Parade, our volunteers brought joy, energy, and heart to every experience. They are the driving force behind the scenes, making the magic of May happen.

Thanks to their commitment, we're able to create unforgettable moments and meaningful experiences connecting people and strengthening our community. We're endlessly grateful for

the volunteers who help us **bring the Month of May to life.**





500 FESTIVAL CORPORATE MEMBER PROGRAM

PRESENTED BY APEX BENEFITS

Offering companies a

unique way to connect with the rich traditions and vibrant spirit of the Month of May, the Corporate Member Program directly supports the 500 Festival's mission to enrich lives and bring people together. This year, more than 136 companies participated, building relationships while extending exclusive hospitality and ticket opportunities to their employees and clients.



Corporate Members gain access to special events and activities designed to spark connection and professional growth. Highlights this year included a dynamic panel discussion featuring HR experts, offering tools and insights to help companies better support and empower their teams. Through this program, businesses not only engage with one of Indiana's most iconic celebrations but also strengthen their workplace culture and **community ties.**



500 FESTIVAL PRINCESS PROGRAM

PRESENTED BY THE NATIONAL BANK OF INDIANAPOLIS

Each year, in the months leading up to May, 33 remarkable college-aged women are selected to serve as 500 Festival Princesses, ambassadors who lead with heart, purpose, and pride. This tradition honors and exemplifies leadership, academic excellence, philanthropy, and the true Hoosier spirit.



Representing 17 universities and 20 Indiana cities and towns, this year's class achieved a collective GPA of 3.70, which is a testament to their dedication to excellence both in and out of the classroom. Together, these young women contributed over 1,500 hours of service, volunteering in schools, hospitals, and nonprofits across the state.

Their impact reaches far beyond the Month of May,

representing the program's goal to inspire young women who lead with integrity and purpose, while making a lasting connection and impact across Indiana.



"As Princesses, we have the incredible opportunity and platform to reach thousands of Hoosiers and other community members, sharing not only the joy of the Festival but also serving as a role model and leader. Often, as a Princess, you are presenting a form of confidence and joy that so many communities need, and to provide that (and wear a tiara while you do it!) is a huge blessing."

CHELSEA MURDOCK

2025 Queen Scholar



**500 FESTIVAL
INTERN
PROGRAM**

500 FESTIVAL INTERN PROGRAM



The 500 Festival Intern Program provided **10 talented students** from seven universities across the country with professional experience spanning event planning, marketing, partnership development, and operations. As interns, these emerging leaders gained a behind-the-scenes perspective on the extensive coordination and creative efforts that bring the 500 Festival celebrations to life each year.



From supporting marketing campaigns to creating social media content to cultivating partner relationships and assisting with event logistics, interns played an important role in every aspect of the organization. The program not only supports the next generation of professionals but also **strengthens the future of Indianapolis** through meaningful mentorship, hands-on learning, and real-world experience, setting them up for success as they embark on their next journey.

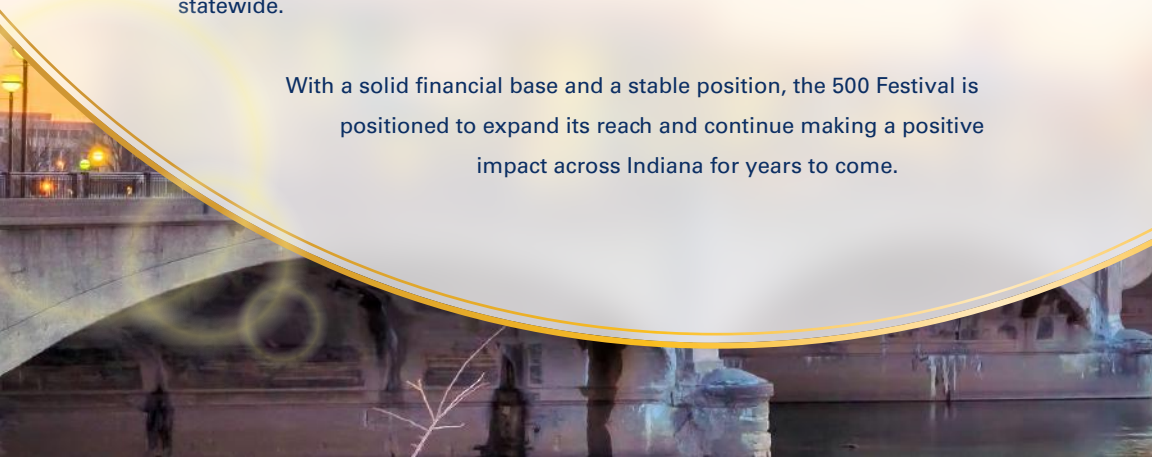
500 FESTIVAL FINANCIALS

For the fiscal year ending June 30, 2025, the 500 Festival reported revenues exceeding \$6 million and welcomed nearly 500,000 Hoosiers to more than 30 events and programs. Our team of 18 full-time staff, supported by 10 interns and guided by 33 dedicated board directors and 15 foundation board directors, continue to drive our mission forward.

This strong financial performance reflects continued growth, new revenue streams, and a commitment to operational efficiency without compromising quality.

Looking ahead, the potential to expand our impact, particularly among diverse and underserved communities, is strengthened by the support of the 500 Festival Foundation and its dedication to sustaining our free, high-impact programs statewide.

With a solid financial base and a stable position, the 500 Festival is positioned to expand its reach and continue making a positive impact across Indiana for years to come.



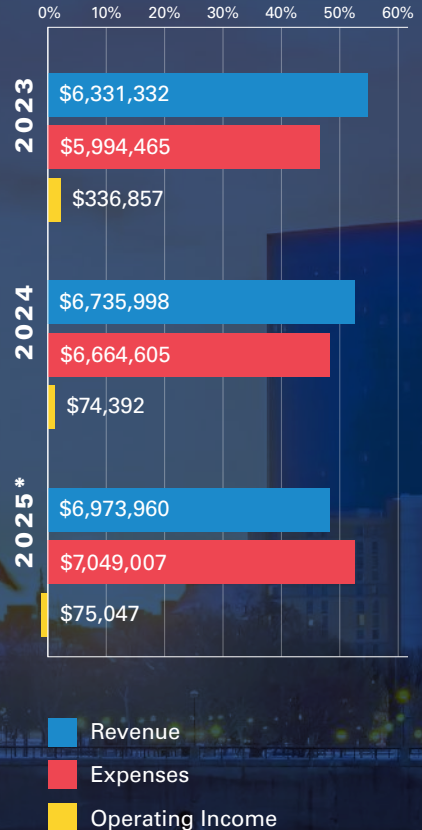
30+ EVENTS
AND PROGRAMS

18 FULL-TIME
STAFF

10 STUDENT
INTERNS

33 BOARD
DIRECTORS

EXPENSES VS. REVENUES



*2025 = Forecasted

500FESTIVAL.COM

INDYMINI.COM

