

PARTNERSHIP · SEASON 2027

BUILT, NOT GIVEN.

Back Enrique, ten years old and chasing Formula 1, and put your brand inside a story people are already rooting for, from the very start.

Enrique Dias . 10 years old . Honda Cadet 200 . Hastings, England . Road to Formula 1.

YOU ARE NOT SPONSORING A KART. YOU ARE BUYING VISIBILITY.

Enrique is ten. He races karts in the UK, he is chasing Formula 1, and we build the whole climb in public, the wins, the crashes, the 5am starts. A Brazilian family who moved to England and decided to build the dream anyway. People follow because it is real.

That attention is what you buy. Not a sticker lost on a side pod, real content that puts your brand inside the story: in the reels families watch, in the garage, on the kart, on the suit. You become part of something people are rooting for, and that is worth more than any logo on a wall.

Right now it is small, and that is exactly the opening. The brands that back a driver at the start are the ones the audience remembers, and the ones that lock today's rates before the numbers climb. Come in now and grow with the story.

IN THE FEED

Dedicated reels and stories with your brand, in front of families who watch every lap.

ON THE MACHINE

Your logo on the kart, suit and helmet at the top tiers. The real thing, trackside and on camera.

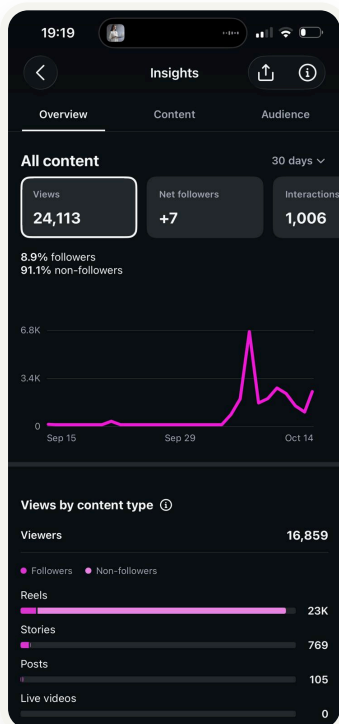
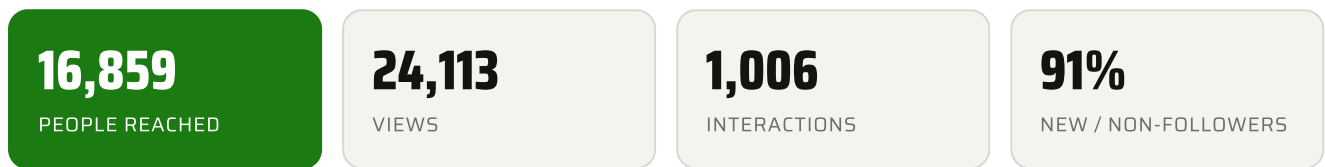
THREE CHANNELS

Instagram now, plus live shows on YouTube and TikTok launching soon. Your brand across all three.

THE REACH

SMALL ACCOUNT. SERIOUS REACH.

178 followers, but the content reaches thousands of brand-new people every month. These are the last 30 days, and the numbers are only climbing, so the attention is cheapest right now.



Straight from Instagram, last 30 days. Just 178 followers, but **16,859 people reached**, 91% of them brand-new, so the content travels instead of circling the same audience. Enrique's videos also get reposted on the family's own accounts, reaching further still.



THE PACKAGES

CHOOSE YOUR GRID SLOT.

Named like a race weekend, built to grow with you. Prices in GBP.

WARM-UP**£39**

/ MONTH . £390 SEASON

- 1 dedicated story per month
- Logo on the website
- Send your product to be featured

QUALIFYING**£119**

/ MONTH . £1,190 SEASON

- 1 reel + 2 stories per month
- Logo on the website
- Product featured in a reel
- Product placement in content

RACE MODE**£349**

/ MONTH . £3,490 SEASON

- 2 reels + 4 stories per month
- "Powered by you" mention in a reel
- A mention in our YouTube & TikTok lives (launching)
- Logo in stories and on the website
- Priority product placement

PODIUM**£8,990**

/ SEASON

SEASON ONLY

- 3 reels + 6 stories per month
- Logo on the kart and on the hoodie sleeve
- Monthly dedicated highlight reel
- Raw footage for your own marketing

CHAMPION**£19,000**

/ SEASON

SEASON ONLY

- 4 reels + stories per month
- Logo on the race suit, helmet and kart
- Logo in the website hero
- Headline partner across all content and our lives
- Co-branded content, Built, Not Given powered by you
- Category exclusivity, one brand per segment

THE OFFER

FOUNDING PARTNER - CLOSE BEFORE 31 DEC 2026

Come in now, while the audience is small and the rate is low, and take the early-partner advantage:

- **Pre-season free.** November 2026 to January 2027, three extra months of content, on us.
- **Founder rate locked** for the 2027 season, even as the numbers climb.
- **First pick of category exclusivity**, one brand per segment.
- **A welcome reel** to launch the partnership.

HOW PAYMENT WORKS

MONTHLY

Full price, cancel anytime with 30 days notice. For Warm-Up, Qualifying and Race Mode.

FULL SEASON, UPFRONT

Pay ten months, get two free. Podium and Champion run by season.

ADD-ONS FOR ANY PACKAGE

Logo on a kart panel (per season)

Extra reel (one-off)

Raw footage pack

Category exclusivity

Simulator feature in a reel

Race weekend recap feature



ALREADY ON BOARD

IN GOOD COMPANY.

The first partners building this journey with us.



LET'S TALK

BUILD IT WITH US.

Pick a package, send us a message, and your brand can be in the next video. Close before 31 December 2026 to lock the founder rate and the free pre-season.

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