



ED07

PARTNERSHIP PACK · 2025



PARTNERSHIP PACK

# BUILT. NOT GIVEN.

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A NINE-YEAR-OLD DRIVER BUILDING HIS OWN  
PATH TO FORMULA 1. THIS IS NOT A LOGO ON  
A CAR. THIS IS A MEDIA PARTNERSHIP.

WHO IS ED07

# MORE THAN RACING. IT'S A MOVEMENT.

ED07 is Enrique Dias, a nine-year-old racing driver, and the story of a family building something real from the ground up. Every race, every late night in the garage, every 3D-printed part. Built, not given.

But ED07 is more than a race team. It's a growing media brand, a documentary series, a community. And that changes everything about what a partnership can be.

## THE OLD WAY

A logo on the bodywork. A small local crowd, and no way to know if anyone ever saw your brand. The way it has always been done.

## THE ED07 WAY

Your brand inside the content, woven into the story, in front of a growing and genuinely engaged audience. With real numbers to prove it. Like backing a creator, not buying ad space.

**"WE DON'T SELL LOGO SPACE. WE SHARE A STORY, AN AUDIENCE AND A MOVEMENT."**

— TEAM ED07

# A SMALL AUDIENCE THAT TRAVELS FAR.

Early stage, high engagement, growing fast. The content reaches far beyond the follower count, exactly the kind of organic reach brands pay influencers for.

**20x**

VIEWS VS FOLLOWERS PER  
VIDEO

**Weekly**

NEW CONTENT, EVERY RACE  
WEEKEND

**F1**

THE LONG-TERM  
DESTINATION

## THE CONTENT ENGINE

### 01 Race Chapters

A documentary series. Each race weekend, one full episode, from preparation to the chequered flag.

### 02 Multi-camera race-weekend coverage

Cameras on every practice and race day, capturing the raw behind-the-scenes moments people actually watch.

### 03 The Garage & 3D print content

Building, fixing, printing. The work no one sees, turned into content people love.

### 04 The Pit Crew community

A membership of supporters who follow the journey on and off the track.

# INSIDE THE CONTENT. INSIDE THE **STORY.**

Every deliverable is built for social media and storytelling, not a logo nobody sees.

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⚡ **Featured in the episodes**

"Presented by", mentions and brand presence inside Race Chapters.

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⚡ **Dedicated Reels & posts**

Content created about your brand, not just a tag.

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⚡ **Story integration**

Your brand becomes part of the journey. "X helped Enrique get to the next round."

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⚡ **Product placement**

Your product in the garage, the 3D-print content and the behind-the-scenes.

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⚡ **3D co-creation**

A custom 3D-printed piece carrying your brand. Something nobody else is doing.

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⚡ **Reach reporting**

Real numbers, views and reach, so you see the return. Like influencer marketing.

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# CHOOSE YOUR GRID SLOT.

Four levels, escalating from supporter to title partner. Every level is tailored, get in touch and we build the right fit for your brand.

## PIT

GET ON THE GRID

- › Logo on the website
- › Welcome post
- › Listed as a supporter

## GRID

INTO THE CONTENT

- › Everything in Pit
- › 1 episode feature
- › 1 dedicated Reel
- › Product placement

## POLE

POWERED BY YOU

- › Everything in Grid
- › A "presented by" series
- › Season-long features
- › 3D co-creation
- › Pit Crew feature

## CHAMPION

TITLE PARTNER ·  
FOUNDING BELIEVER

- › Everything in Pole
- › Season title partner
- › Woven into the journey
- › Category exclusivity
- › Founding partner status to F1





ED07

LET'S BUILD SOMETHING GREAT

# EVERY DREAM MATTERS. EVERY PARTNER COUNTS.

Back the journey early. Be part of the story as Enrique builds his  
path to Formula 1.

**Partnerships:** [partner@ed07.com](mailto:partner@ed07.com)

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