



Phase 2: The Global Climb (F4 → F3 → F2)

Presented by KDV ENT 901

Phase 2 Overview

- Transition from U.S.-based F4 to international racing platforms
- Scale brand visibility across motorsport, music, and media
- Lay foundation for FRECA/F3 competition and global sponsorship





Objectives





Pre-F3 Testing & Transition

3–5 official test sessions with FRECA teams

Sub 1:35 benchmark at Monza

European sim racing + telemetry analysis

10–12 hr sim training per week

FIA licensing documentation

Document training camp for reality series



Performance Tracking Goals

- Target Lap Time: Sub 1:35 at Monza
- 3–5 International Test Sessions
- 10–12 Hours Weekly Sim Training
- 3 Reels + 1 Recap Per Week
- Episodes 6–10: Global Edition
- +30K Social Followers Across Platforms
- 1M+ Impressions/Event



Content Production Goals

- Episodes 6–10 of 'From Memphis to Monaco'
- 'DaVinci: Global Grip' short-form series
- Monthly sponsor update emails
- 'World Series' mixtape aligned to races
- European DJ session content drops



Sponsor Brand Placement

- Car liveries, suits, gloves, helmet
- EXSIM Europe simulator branding
- Event merch, lifestyle visuals, backdrops
- Music videos, mixtape art, docu-series
- Brand visuals during DJ events



Budget Allocation

- Travel & Lodging: \$300K–\$500K
- F3 Testing & Licensing: \$800K–\$1.2M
- Media Production: \$150K–\$300K
- PR Campaigns: \$300K–\$400K
- Team Ops & Logistics: \$500K–\$700K
- TOTAL: \$2.5M–\$4M



Strategic ROI

- 50M+ global race viewership (FIA)
- 2M music/media impressions/month
- 7–10 brand mentions per recap
- ROI Multiplier: 4.5x – 7x
- Market entry: Europe, UAE, Asia



Call to Action

- “Become a Phase 2 Partner and fuel the global takeover.”
- Get exclusive access to global content, racing visibility, and brand licensing.
- Sponsor decks, data reports, and integration plans available upon request.