

Ownership •
Branding • Legacy
KDV ENT 901 |
Presented by K.Le
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● Phase 3: The F1 Takeover



Phase 3 Overview



- Historic push into Formula 1 as a Black-owned cultural brand
- From contender to cultural icon with global reach
- Legacy, generational wealth, and IP control through racing, music, and media
- Campaign apex with brand ownership, docuseries, fashion, and more



Core Objectives

- Secure F1 development seat (Mercedes, Red Bull, Ferrari Academy)
- Complete Super License via F3/FRECA podiums
- 3 FIA-sanctioned Rookie Test sessions: Barcelona, Abu Dhabi, Silverstone
- Lock licensing deals: Nike, Puma, streetwear + merch
- Launch The Renaissance Racer full-length documentary
- Rollout streaming deals on Netflix, ESPN, Amazon, F1TV
- Global brand activations: Monaco, Singapore, Las Vegas GP



Legacy Structure + Impact Strategy

- Announce The Renaissance Driver Trust
- Own and license docuseries, racing, and music IP
- NFT-based storytelling, metaverse content drops
- Foundation for Black-owned junior/electric F4-FE team
- Naming rights and long-term sponsor equity clauses



Phase 3 Performance Metrics

- FIA Rookie Tests: 3 with certified F1 teams
- Media Coverage: 12+ international features + docu exposure
- Merch Revenue Forecast: \$1.5M–\$3M
- Sponsorship Value: \$12M+ total brand equity opportunity
- Viewership: 150M+ across racing, music, and lifestyle networks



Budget Allocation (\$6.5M–\$8.5M)

- F1 Rookie Tests + Team Placement: \$2.5M–\$3.5M
- Media Expansion (Doc + Press Tour): \$750K–\$1M
- Licensing + Legal Structuring: \$500K–\$1M
- Merch Design & Fulfillment: \$500K–\$800K
- F1 City Brand Events: \$1M–\$1.2M
- Music Score & Doc Production: \$1M+



Strategic ROI Forecast

- 150M+ global brand impressions
- 7x–12x sponsorship multiplier
- 10+ integrations: car, suit, music, DJ booth, press
- Music + racing + fashion: Spotify, F1TV, Netflix, Apple, ESPN
- First creator-led F1 cultural campaign with lasting legacy



Final Call to Action

- “Be part of motorsport history. Sponsor the takeover.”
- Sponsors will be written into the story, press, and future equity discussions
- This is a once-in-a-generation opportunity to shape the culture and the circuit
- Contact us to request the Legacy Deck PDF or lock in brand alignment now