

KDV ENT 901 — Full Investment Prospectus

1. Executive Summary

KDV ENT 901 is a vertically integrated cultural movement led by creator-athlete and entrepreneur K.Le DaVincci. Based in Memphis, Tennessee, this campaign fuses **motorsports, music, media, fashion, and digital culture** into a once-in-a-generation legacy opportunity.

It is the **first fully documented, Black-owned, Memphis-born journey from indoor karting to Formula 1**, with full media coverage, charted music, legal IP protection, and a long-term brand ecosystem already in motion.

2. Market Opportunity

- **Global Sports Sponsorship Market:** Valued at \$91.6B+ by 2025 (Statista)
- **F1 Growth:** 1.5B+ global audience, Netflix “Drive to Survive” effect
- **Music Streaming Expansion:** 465M+ paid global subscribers (IFPI)
- **Cultural Investment Gap:** <1% of global motorsport funding reaches Black-led drivers or campaigns

KDV ENT 901 uniquely bridges this gap across racing, media, and monetized music with a locked-in cultural following.

3. Use of Funds

Phase 1 (\$1.5M USD)

Category	Budget Range	Description
Racing Ops	\$250K – \$400K	Karting, training, repairs, competition fees
Skip Barber License	\$15K	S-Class racing license (required for F4)
Music + Mixtapes	\$100K – \$200K	Sponsor-integrated studio projects
Video & Reality Show	\$300K – \$500K	Production, editing, pilot, launch

Category	Budget Range	Description
CRM, Legal, Admin	\$75K – \$100K	Digital systems, contracts, sponsor tracking
PR & Billboards	\$150K – \$250K	ATL/NYC rollout, high-ROI campaigns
Merch	\$25K	Streetwear + racewear capsule drops
Total Target: \$1.5M USD (May–Nov 2025)		

4. Revenue Model

- **Sponsorship Packages** (\$175 – \$15M+)
- **Music Revenue** (streaming, licensing, publishing)
- **Merchandise Sales** (seasonal drops, collaborations)
- **Reality Show Monetization** (YouTube, syndication, brand integration)
- **Licensing + IP Vault** (Renaissance Driver Trust™)
- **Events, Performances & Brand Activations**

5. Asset Ownership & IP Rights

KDV ENT 901 retains **100% master + publishing rights**, all visuals, designs, show formats, merch designs, and all racing media. Legal protections include:

- **NDA & IP Enforcement** (6.8.2, 6.5.2)
 - **Tier Integrity Lock System** (6.4.2)
 - **Right of First Refusal for Existing Sponsors**
 - **No Equity or Profit-Share Implied Unless Negotiated**
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6. Risk Factors & Mitigation

Risk	Mitigation
Race delays / cancellations	Diversified media content & mixtape rollout
Platform algorithm shifts	Multi-channel distribution (YT, TikTok, Spotify)
Market volatility	Pre-funded Phase 1 delivery model
Cultural bias / industry access	Independent platform, not dependent on gatekeepers

7. Deliverables by Tier

All sponsor benefits are protected by S.V.&T. Integrity™.

Tier	Core Benefits
Legacy (\$2M+)	Lifetime brand embed across music, F1, reality, merch
Season (\$1M+)	12-month visibility + homepage, music, show, merch
Founding (\$250K+)	Kart/F4 coverage, midrolls, brand integrations
Music / Show Sponsor (\$15K–\$50K+)	Lyrical name drops, cover art, intro credit
Per-Race / Pop-Up	Localized branding, helmet cams, DJ drops

8. Exit Options & Long-Term ROI

- Lifetime Cultural Positioning
 - Global audience compounding via CRM
 - Asset zone lock = exclusivity in media footprints
 - First-rights access to F2/F1 titles
 - 3x–5x ROI modeled for most packages (CRM Tracked)
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9. Legal + Contact

- All campaigns governed by Tennessee state law (6.7.2)
- No refunds, equity, or implied guarantees (6.6.2)
- IP and likeness strictly enforced (6.9.2)

 **Contact:** info@KDVEntertainment901.com

 **Apply:** www.KDVEntertainment901.com/apply-to-sponsor

 **Download Legal Terms:** [Link to PDF]

KDV ENT 901 — Purpose. Performance. Power. = DRIVEN.