

Phase 2 Sponsorship Deck — KDV ENT 901

The Global Climb: F4 → FRECA → F3 (2026–2027)

Executive Summary

Phase 2 is where the movement goes international. From Memphis to Monza, this is the transition from karting domination to full-on open-wheel professionalism. In this phase, K.Le DaVinci moves from national F4 visibility to global testing in FRECA and F3 — backed by cultural content, merch, music, and data-driven sponsorship ROI.

The Phase 2 campaign will expand the brand’s physical footprint across London, Monza, Dubai, and Barcelona, while escalating music/media rollouts, growing audience impressions, and driving international brand loyalty.

**Funding Goal:** \$2.5M – \$4M USD

**Campaign Window:** January 2026 – December 2027

Phase 2 Objectives & Milestones

Category	Target / Outcome	Status
F4 Season Completion	Full U.S. F4 campaign with competitive placement	◆ Pending
FRECA / F3 Testing	Minimum 3–5 international test sessions	◆ In Progress
Global Relocation	HQ setup in London, Monza, Dubai, or Barcelona	◆ Planning
Music & Merch Launch	Mixtapes F5–F7 + racewear capsule drops	◆ In Progress
Media Expansion	Reality Show Episodes 6–10 filmed internationally	◆ Filming
CRM + ROI Systems	Global dashboard, sponsor upgrades, S.V.&T™ compliance	◆ Expanding

Strategic Deliverables

Asset	Est. Media Value	Description
F4 Season Coverage	\$2.5M+	Car branding, race footage, helmet cam, interviews
Global Mixtapes (F5–F7)	\$1.2M+	Music synced with race milestones, sponsor drops
Reality Show (S6–S10)	\$2.5M+	Filmed in London, UAE, Italy, Spain
International Billboards	\$750K+	High-impact ATL, NYC, London, Dubai rollouts
Capsule Merch Drops	\$500K+	Co-branded racewear, influencer product activations

Budget Allocation

Category	Budget Range	Notes
Global Racing Ops	\$900K – \$1.4M	F4 costs, pit crew, car logistics
International Relocation	\$300K – \$500K	Housing, travel, visas, setup
Music & Mixtapes	\$150K – \$250K	F5–F7 rollouts + licensing + features
Reality Show Production	\$400K – \$600K	Episodes 6–10: filmed across 4 countries
Visual Campaigns & PR	\$250K – \$400K	Billboards, LED screens, street activations
Legal / CRM / Admin	\$100K	Infrastructure & sponsor tracking

■ Total Phase 2 Goal: \$2.5M – \$4M USD

Global Visibility Forecast – Phase 2

Platform / Asset	Est. Impressions	Brand Integration
Reality Show (S6–S10)	1M+ views	Credits, scenes, helmet/suit visuals
Mixtape Drops (F5–F7)	1.5M+ streams	Name-drops, cover art, visual placement
Global Race Footage	750K – 1.2M	Recaps, lap footage, onboard cams
Street Events + Pop-Ups	400K – 700K	QR code activations, product exposure
IG / YouTube / Reels	200K – 500K	International reels, livestreams, edits

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Phase 2 International Strategy

Location	Strategic Purpose	Brand Layer
London	F4/F3 testing + media shoots	UK collabs, urban film style
Dubai	High-luxury visuals + sponsor billboards	Race access, influencer activations
Monza	FRECA testing + legacy track visuals	Pit blog, helmet cam, Milan music drops
Barcelona	Engineering hub + DJ/event pop-ups	Creative labs, merch shoots, lifestyle PR

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Media Rollouts — *Memphis to Monaco S2*

Episodes 6–10

- Ep. 6: *The Move to Europe*
- Ep. 7: *F3 Dreams Begin*
- Ep. 8: *First International Race Week*
- Ep. 9: *Engineering the Upgrade*
- Ep.10: *Toward F2*

## Mixtapes Vol. F5–F7

- F5: *Midnight in Monza*
  - F6: *Lights in London*
  - F7: *Downforce Dubai*
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## Why Phase 2 Sponsors Win Bigger

- ✓ **Strategic Timing Advantage** – Lock-in before global brand saturation
  - ✓ **ROI Multiplier Effect** – 3x–5x reach growth as platforms expand
  - ✓ **Tier-First Rights** – Early sponsors get priority F3/F2 tier access
  - ✓ **Cultural Legacy Positioning** – Your brand gets embedded before the mainstream arrives
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## Ideal Sponsors for Phase 2

- High-growth tech, lifestyle, fashion, and performance brands
  - Cultural innovators seeking global Gen Z + sports/music crossover audiences
  - Legacy-aligned investors looking for early placement in a Black-owned motorsport dynasty
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