

# TEAM BRAZIL SCHOLARSHIP



Providing Opportunities for young  
Brazilian drivers

# ABOUT TEAM BRAZIL

The Team Brazil Scholarship was founded in 2021 by Vera Lyra Oliveira Dos Santos. Team Brazil aims to **provide opportunities for young Brazilian race car drivers** to better their careers. Car Racing is an expensive sport, and many Brazilian drivers are unable to find the opportunity to prove their talents outside of Brazil. Team Brazil Scholarship aims to change that by **picking young and talented drivers who have proven themselves in Brazil** to give them an opportunity to showcase their talents on a world stage. In 2021 the winner of the Scholarship will race in the world-famous Formula Ford Festival. We will be selecting 6 drivers to put in front of our judges. Drivers will be picked based on their performances and our 3 expert judges, Roberto Moreno, Djalma Fogaça and Adriano Medeiros will pick the scholarship winners.

The winners of the Scholarship will follow in the footsteps of many great drivers by racing in Formula Ford. Emerson Fittipaldi, Ayrton Senna, Michael Schumacher, Mika Hakkinen and Jenson Button to name a few. The Formula Ford Festival has an illustrious history, having so far been won by 3 Brazilians, with 14 of its winners progressing into Formula 1 and been a fantastic steppingstone for countless drivers.

Advertising enquiries: 01233 228753

motorsp

## RACING NEWS



Senna and Serra in FF1600



Photo: Motorsport Images, Team Brazil Scholarship, Rachel Bourne, Jakob Ebrey

The scholarship offers one funded 2021 Festival seat

## NEXT BRAZILIAN STAR SOUGHT FOR TEAM BRAZIL SCHOLARSHIP FESTIVAL CHANCE

### Roberto Moreno-guided outfit to let one up-and-comer follow in famous footsteps at Festival

By Graham Keilloh

Team Brazil Scholarship with Roberto Moreno is looking for the next Brazilian star to follow in Ayrton Senna's footsteps with a funded seat competing at this year's Formula Ford Festival.

Formula 1 and Champ Car star

Moreno is one of the scholarship's judges, alongside three-time UK Classic Formula Ford champion Adriano Medeiros and veteran racer Djalma 'o Monstro' Fogaça.

The opportunity is for Brazilian racers aged 16 to 25, and the panel using race results and interviews will pick one driver from a six-strong shortlist to race at this

year's Festival as well as get three days of testing.

The scholarship team also hopes in future seasons to expand the opportunities offered.

The project is the brainchild of Vera Lyra Oliveira Dos Santos and it will partner with the Swift Cooper team, with which reigning Castle Combe FF1600 champion Luke

Cooper is a regular frontrunner.

"It's really exciting to be involved with it," Cooper told Motorsport News. "Lyra was over here with me for the Festival last year and had watched the previous Festival. She saw the Team USA [scholarship] guys doing it and wondered if there was a chance of getting Brazil drivers together to do something

similar. The more she looked into it the more she realised how much involvement Brazil had in the Festival over the years."

Senna cut his car racing teeth in UK Formula Ford in 1981, though didn't compete at the Festival. Moreno, Chico Serra and Niko Palhares are Brazil's winners of the Brands Hatch end-of-season showpiece.

# MEET THE JUDGES



## Roberto Moreno

British Formula Ford Champion  
Formula Ford Festival Winner  
Macau Grand Prix Winner  
New Zealand Formula Pacific Champion  
International F3000 Champion  
Formula 1 Podium Finisher  
Team Brazil Scholarship Judge



## Djalma Fogaça

Brazilian Formula Ford Champion  
Formula Chevrolet Brazil Champion  
Race Winner in Formula Opel Lotus  
Euroseries, Brazilian Stock Car and  
Brazilian Truck series.  
Team Brazil Scholarship Judge



## Adriano Medeiros

3-Time Classic Formula Ford Champion  
Winner in the NASCAR Euro Series  
Grade A ARDS instructor  
Race Driver Coaching for over 12 Years  
Team Brazil Scholarship Judge

# BUDGET



**The Team Brazil Scholarship is aiming to raise £13,150.** This is the cost to bring 1 driver to the United Kingdom to compete in the Formula Ford Festival and have a competitive chance of doing well in the event.

**If we are able to raise more funding, we will aim to open the Scholarship up to 2 drivers. in order to do this, we would need to raise £26,300.**

Any extra money raised will go towards training, more days of testing and other opportunities such as a test in a Formula 3 or GT car.

## Costings

	Product	Cost Per Driver
Formula Ford Festival	Race Car Hire *	£5,000.00
	4 Sets of Tyres	£2,000.00
	3 Days Testing	£1,200.00
	Formula Ford Festival Entry Fee	£500.00
Insurance	Damage Excess	£2,000.00
	Damage Insurance	£750.00
Extras	Flights	£1,000.00
	7 Days Accommodation	£700.00
Totals	2 Drivers	£26,300.00
	1 Driver	£13,150.00

\* Includes Transportation, Car Preparation, Mechanics, Fuel, Engineer Training, Data Analysis, Driver Coaching & Hospitality

# MARKETING OPTIONS

The Team Brazil Scholarship is a unique opportunity to help young talented drivers progress in their careers. The Team Brazil Scholarship is also aiming to help you, we value support and partnerships and want to do everything we can to make a **successful partnership for both you and Team Brazil Scholarship**. The marketing options are open for you to choose which options suit you best, we want to give you **the best possible value for your investment**. If more than one option is appealing, we can work together to create a deal that works for you. We are also open to new ideas and other ways we can work together to give you the most out of a partnership.

Team Brazil Scholarship has already received a lot of positive media attention and we are actively promoting the Scholarship to keep building our presence. We **want to create a scholarship that will build year on year** and help Brazilians succeed in their ambitions on a world stage give our partners as much publicity as possible.



## Marketing Options

	Product	Cost
Title Sponsor	Title Race Car, Suit & Team Brazil Festival Sponsor	£13,150.00
	Team Brazil iRacing Festival Title Sponsor	£7,500.00
Team Brazil iRacing Festival	Replay Sponsor	£2,000.00
	Individual Race Sponsor	£1,000.00
	TV Style Advert	£250.00
Race Car	Title Race Car Sponsorship	£7,500.00
	Supporting Race Car Sponsorship	£1,000.00
	Minor Race Car Sponsorship	£250.00
Extras	Race Truck Sponsorship	£1,500.00
	Title Race Suit Sponsorship	£1,500.00
	Supporting Race Suit Sponsorship	£500.00

# MARKETING OPTIONS TEAM BRAZIL IRACING FESTIVAL

We have partnered with iRacing, the world leader in race simulation. iRacing have an extensive social network with popular livestreamed events. They have over 175,000 Subscribers on YouTube and over 225,000 likes on Facebook. The Team Brazil iRacing Festival will take place on Wednesday the 7th July. **The festival will be broadcast live on the iRacing channels in both English and Portuguese.** The winner of the event will become the first of 6 finalists for the Scholarship.

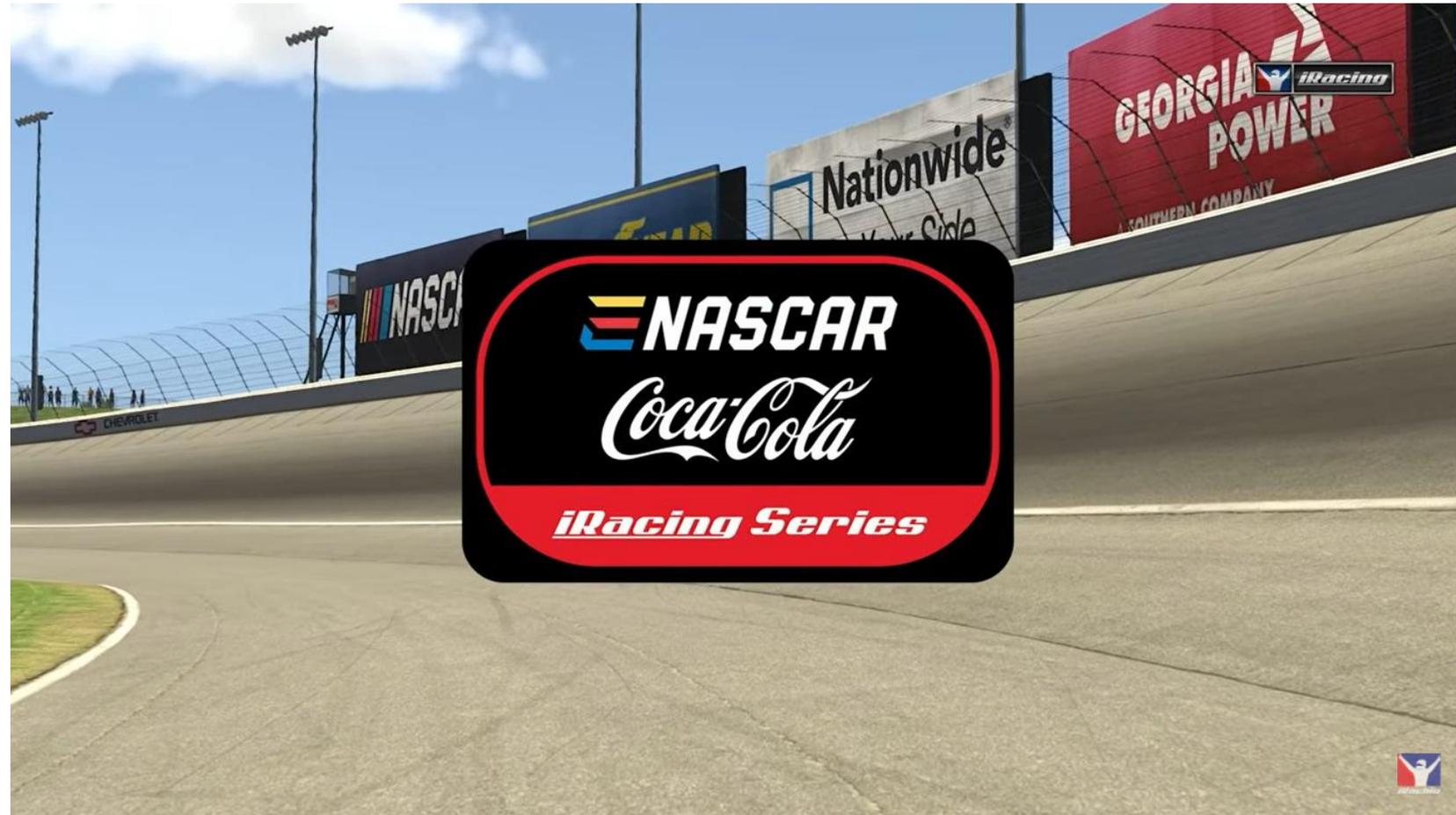


E-sports is one of the fastest growing industries in the world, **Last year, 435.9 million people worldwide watched e-sports events,** according to data from NewZoo, a market research group focused on the sector. At the same time, **worldwide e-sports revenue reached \$947 million in 2020,** driven by sponsorship from companies like Coca-Cola, Gillette and Nike. The beginning of the pandemic last year was an unexpected boost for e-sports, because with many professional sports interrupted, people started to watch e-sports.

# MARKETING OPTIONS TEAM BRAZIL IRACING FESTIVAL TITLE SPONSOR | £7,500

The title Sponsor of our iRacing Festival Event will **receive the most coverage possible**. Their Branding name will appear in the Video title '**Company Name | Team Brazil iRacing Festival**'. Their logo will appear at the start and end of every race and throughout the Grand Final. In between races our title sponsor will also be able to have **video advertisements**.

Our title Sponsor will be the title sponsor for **both the English and Brazilian broadcasts**.



# MARKETING OPTIONS

## TEAM BRAZIL IRACING FESTIVAL

### REPLAY SPONSOR | £2,000



The Replay Sponsor will have **sole coverage of replays** during the event, so whenever an overtake or incident is replayed the Replay sponsor will feature for all the spectators to see. The Replay Sponsor will also have the **option for video advertisements** in the breaks between races. The Replay Sponsor will be the sponsor for **both the English and Brazilian Broadcasts**

# MARKETING OPTIONS

## TEAM BRAZIL IRACING FESTIVAL

### INDIVIDUAL RACE SPONSOR | £1,000

Individual race sponsors will have the option to **sponsor individual races** within the event. The Team Brazil iRacing Festival will have 4 heats, 2 Semi-Finals and a Grand Final. The heats and Semi-Finals can be individually sponsored. The individual Race Sponsors will have their branding **placed on the Starting Grid** of their selected race.

Individual race Sponsors will be the sponsor for **both the English and Brazilian Broadcasts**

PORSCHE TAG HEUER ESPORTS ALL-STARS  
STARTING GRID - HEAT 1

Row	Position	Driver	Number
ROW 1	POLE	DAN SOSULSKI   DAN SUZUKI	48
	OUTSIDE	DAVE CAMERON	786
ROW 2	INSIDE	BORJA ZAZO	56
	OUTSIDE	EMILY JONES   EMREE	51
ROW 3	INSIDE	JAROSLAV HONZIK   JARDIER	12
	OUTSIDE	TONY KANAAN	14

YOU ARE WATCHING THE PORSCHE TAG HEUER ESPORTS ALL-STARS

1	<b>21</b>	MARTELL	
2	<b>24</b>	KARAM	
3	<b>98</b>	FILIPPI	
4	<b>55</b>	ATKINSON	
5	<b>39</b>	SWINDELL	
6	<b>37</b>	BONFANTE JR.	



HEAT 1



# Marketing Options | Individual Race Sponsor

Individual Race Sponsors will also have their Branding on the race Leaderboard along with the Title Sponsor



			GAP		
1)		GREGORY LAMEY			
2)		TYLER SCHELL	+0.641		
3)		JAMES EDENS	+1.063		
4)		COLTON DAVIS	+1.364		
5)		DUSTIN GRIFFITTS	+1.809		
6)		COLE CABRE	+4.257		
7)		BRADEN EYLER	+9 LAPS		

# Marketing Options | Individual Race Sponsor

Individual Race Sponsors will also have their Branding on the results of the individual races

# MARKETING OPTIONS

## TEAM BRAZIL IRACING FESTIVAL

### TV STYLE ADVERT | £250



In between races there will be a short period where drivers and officials prepare for the next race. This short period will be filled with **TV Style video advertisements** that can be used to promote brands.

The video Adverts will be a maximum of 2 minute long.

These advertisements can be **aimed at either Brazilian or English** audiences and we can use the advertisement in **either the Brazilian or English broadcast.**

# MARKETING OPTIONS RACE CAR

The race car itself is a valuable marketing tool. It has space to advertise multiple sponsors in prominent places. There are 3 different types of Race Car Sponsorship.

## **Title Sponsorship | £7,500**

The car will display big branding in the most prominent places that can easily be seen by spectators

## **Supporting Sponsorship | £1,000**

The car will display moderate sized branding on the front and side of the car

## **Minor Sponsorship | £250**

The car will display small branding on the side of the car

The cars will be seen at the races by thousands of spectators, will be shown in media publications and on Social Media. We are hoping the Scholarship will be a great steppingstone for our drivers and they will progress in the Motorsport world and go on to have a successful career. Photos of them driving this car will reappear in the media creating a long-term value for the marketing exposure.



# MARKETING OPTIONS

## RACE SUIT

The Race suit is also a great marketing option, with drivers appearing in podium photos, paddock photos, press material and social media. There are 2 types of Race Suit Sponsorship

### **Title Sponsorship | £1,500**

will display big branding on the front and rear of the suit

### **Supporting Sponsorship | £500**

will display small branding on the suit.

If drivers go on and progress in the Motorsport world to have a successful career, photos of them wearing the suit will reappear in the media creating a long-term value for the marketing exposure.



# MARKETING OPTIONS

## RACE TRUCK | £1,500



The car will be provided by the Swift Cooper Team. The Swift Cooper Race Truck has space available for logos and Branding. The truck will be **seen on the roads in the UK by thousands of drivers.** It is a great opportunity to give some extra exposure.

The truck will travel to different racetracks throughout the year and will appear in the background of some of the media photos of cars and drivers taken in front of the truck.

# MARKETING OPTIONS

## SOCIAL MEDIA

We are posting regularly on Social Media and are building partnerships with companies to help increase exposure. We will link up through Social Media with our partners and will do our best to help promote brands to give the best exposure possible. Social Media Marketing is included in all our Marketing Options.



# FORMULA FORD FESTIVAL HOSPITALITY



**FORMULA FORD  
FESTIVAL 2021**

**BRANDS HATCH**

SAT 30TH/ SUN 31ST OCTOBER 2021

The Ultimate Day Out, nothing beats the excitement of race day at Brands Hatch. All our partners will be offered free tickets to the Formula Ford Festival to come and watch the Team Brazil Scholarship driver in action. During the event, partners will also have access to our hospitality where a variety of Brazilian snacks and drinks will be provided throughout the weekend.

Attendees of the event will also have a great opportunity to talk with our driver and team. The Formula Ford Festival is one of the most exciting race events in the world and never fails to produce close racing as drivers battle for honours to be crowned Festival Champion. The event is a great way to entertain clients, colleagues, friends and family by getting up close to the action and is included in all our Marketing Options.

# CURRENT PARTNERS

