

FORMULA ACCESS



Founder & Host
RYAN HUNT

**SPONSORSHIP
OPPORTUNITIES**

www.FormulaAccess.com

FORMULA ACCESS

A HIGHLY ENGAGED AUDIENCE

FOLLOWERS

30K

LIKES

85K

VIEWS

18M

COMMENTS

12K

EXT SHARES

CONNECT

BEFORE YOU COLLECT

1.3K



PODIUM POSITION

2022 Austin Formula 1 Grand Prix

SPONSORSHIP PACKAGES



1

P1 Podium Race Sponsor (\$10,000) 25 points

- Austin F1 Race Activation Sponsor - 1 spot per event.
- P1 Premium Location on Formula Access 2022 Race Gear.
- Tagged on all boosted media during Race Week (includes min. 10% ad spend).
- Be a guest on our show on or at the Austin GP to discuss the event and your brand.

2

P2 Podium Race Sponsor (\$5,000) 18 points

- Austin F1 Race Activation Sponsor - 1 spot per event.
- P2 Location on Formula Access 2022 Race Gear.
- Tagged on all boosted media during Race Week (includes min. 10% ad spend).

3

P3 Podium Race Sponsor (\$2,000) 15 points

- Austin F1 Race Activation Sponsor - 1 spot per event.
- P3 Location on Formula Access 2022 Race Gear.
- Tagged on all boosted media during Race Week (includes min. 10% ad spend).



Fastest Lap Sponsor (\$1,000) 1 point

- Austin F1 Race Activation Sponsor
- Fastest Lap Location on Formula Access 2022 Race Gear.



2022 | 2023

SPONSOR GEAR

ONSITE & DIGITAL MARKETING REACH

WEBSITE SPONSOR LOGO

9 DIGITAL MEDIUMS OF BRAND REACH

3 FORMULA ONE EVENTS IN USA

FRONT




BACK



ADDITIONAL

SPONSORSHIP PACKAGES

Episode Sponsor (\$2,000)

- 
- Preroll Brand Mention.
 - Branded episode tile.
 - Tagged & mentioned on all organic and boosted media content for podcast episode.

Episode & Guest Sponsor (\$5,000)

- 
- Be a show guest to discuss your business as a sponsorship/vendor inside Formula One.
 - Branded episode tile.
 - Tagged & mentioned on all organic and boosted media content for podcast episode.

2023 Annual Champion Sponsor (\$100,000)

- 
- 12 months of Onsite & Digital Marketing Reach
 - Brought To You By... Under Front Logo Location on Formula Access 2022/2023 Race Gear.
 - Tagged on all boosted media during Race Week (incl 10% ad spend).
 - Be a guest on our show on or at motorsports events to discuss the event and your brand.



UPCOMING EPISODES

Michael Italiano

Jordan Missig

Seb Hawkins

Scheduling

Guillermo Vergnas

Lars Oude-Hendrikman

Tatiana Calderon

Scheduling

Mario Andretti

The Kohlbeckers

Scheduling

Mario Andretti

Scheduling

Mario Andretti

Scheduling

Mario Andretti

Scheduling



Lando Norris's Dad



Red Bull Racing - Head of Brand Strategy



Mercedes F1 - Wind Tunnel Tech



Spanish F4 Driver



Alpine F1 Sponsorship Mgr



Mercedes F1 - Head of Powertrains

And MANY More Booking & Recording Each Day...

TARGET AUDIENCE

Formula One could reach 1 Billion fans by 2022!

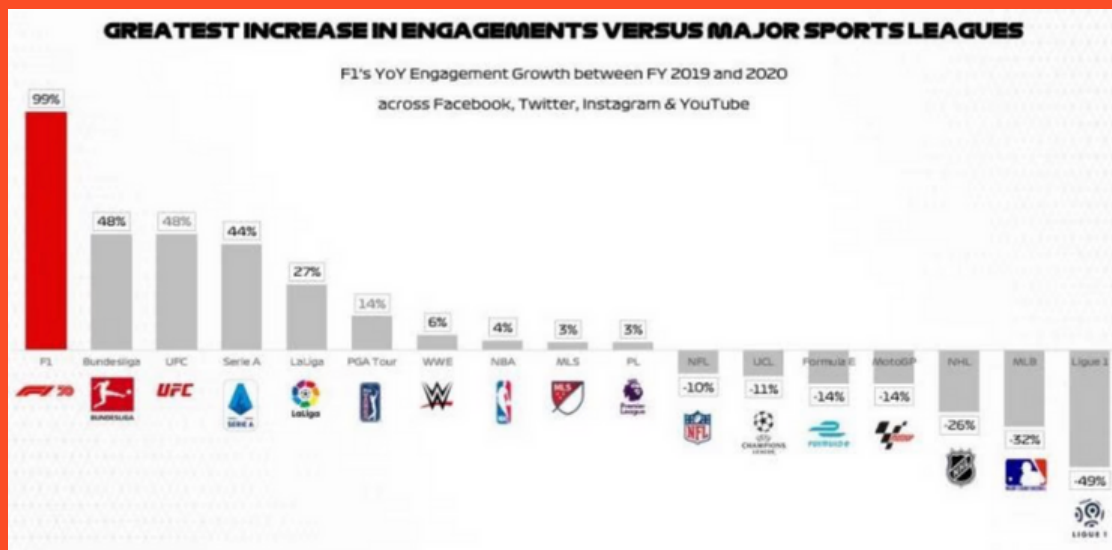


US	41%
UK	30%
Australia	19%
Argentina	4%
Belgium	4%
Philippines	4%

63% Male



37% Female



28-34 Year Olds	13%
35-44 Year Olds	38%
45-59 Year Olds	38%
60+ Year Olds	11%

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RYAN@FORMULAACCESS.COM

[HTTPS://WWW.FORMULAACCESS.COM/](https://www.formulaaccess.com/)

