



# FOR GLOBAL BRANDS · FOUNDING COMMERCIAL PARTNERS FOUND A WORLD CHAMPIONSHIP

Once in a generation, a sports property opens at year zero. The GT Global Championship is the **second world championship of car racing** — GT3 and GT4, nine rounds in seven countries, every weekend its own — carrying **two stories at once**: the richest purse in GT racing pulling the best teams and drivers, and the nations class giving every country on earth a scoreboard it is on. **Founding partners lock their position before the property appreciates.**

## 2 Title Fights

DRIVERS' CHAMPIONSHIP +  
NATIONS TROPHY — EVERY  
ROUND, TWICE THE STORY

## 9 × 7

ROUNDS × COUNTRIES —  
THREE CONTINENTS OF  
ACTIVATION, ONE PROPERTY

## \$3.75M

SEASON PURSE — THE  
HEADLINE THE SPORT'S  
PRESS CANNOT IGNORE

## Year Zero

FOUNDING TERMS EXIST  
ONCE — THERE IS NO  
SECOND FOUNDING SEASON

## THE INVENTORY

- **Title Partner** — the championship's name, the trophy, the world feed. One seat.
- **Nations Trophy Presenting Partner** — the flags, the anthems, the \$500K Nations Champion's Fund moment. One seat.
- **Category Partners** — timing, logistics, fuel & lubricants, tires, apparel, finance, spirits: exclusive per category.
- **Round Presenting Partners** — nine weekends, each ownable, each in a different country.
- **Content integrations** — season documentary, world feed, and the founder-led media machine.

## WHY YEAR ZERO PAYS

**Early property positions appreciate.** SailGP's national teams sold for \$5–10M at launch; recent sales reached \$60M — and Rolex took a ten-year title on the property. Visit Qatar became principal partner of the Audi F1 team before it ever raced.

**Founding designation is permanent.** Founding partners keep the name, category exclusivity, and first refusal on renewals — at founding terms.

**Two audiences in one buy:** the motorsport audience that follows the best drivers, and the national audiences the flags bring — a reach architecture no club-style series can offer.

## THE ACTIVATION CALENDAR — NINE OWNABLE WEEKENDS

PROVISIONAL 2027 CALENDAR — ROAD ATLANTA CONFIRMED; THE REST IS THE AMBITION BEING CONTRACTED

| R1<br>FEB<br>Road Atlanta<br>USA · Home | R2<br>MAR<br>Silverstone<br>Great Britain | R3<br>APR<br>Sebring<br>USA | R4<br>JUN<br>Fuji<br>Japan | R5<br>AUG<br>Mosport<br>Canada | R6<br>SEP<br>Bathurst<br>Australia | R7<br>OCT<br>Spa<br>Belgium | R8<br>NOV<br>Interlagos<br>Brazil | R9<br>DEC<br>Homestead<br>USA · Finale |
|-----------------------------------------|-------------------------------------------|-----------------------------|----------------------------|--------------------------------|------------------------------------|-----------------------------|-----------------------------------|----------------------------------------|
|-----------------------------------------|-------------------------------------------|-----------------------------|----------------------------|--------------------------------|------------------------------------|-----------------------------|-----------------------------------|----------------------------------------|

## THE INVENTORY MAP

| ASSET                     | NAMING      | LIVERY — ALL CARS | WORLD FEED + DOC | PODIUM / ANTHEM MOMENT | Paddock HOSPITALITY | CATEGORY EXCLUSIVITY |
|---------------------------|-------------|-------------------|------------------|------------------------|---------------------|----------------------|
| Title Partner             | •           | •                 | •                | •                      | •                   | •                    |
| Nations Trophy Presenting | •           | GT4 field         | •                | •                      | •                   | •                    |
| Category Partner          | —           | •                 | •                | —                      | •                   | •                    |
| Round Presenting Partner  | One weekend | That round        | That round       | •                      | •                   | That round           |

## FOUND IT WITH US

Title, category, and round partnerships — the inventory map and founding terms in one conversation.

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