



# JAVIER SAGRERA

PARTNERSHIP OPPORTUNITIES



2024



# WELCOME

One of the most promising upcoming Spanish drivers, **Javier Segrera** aims to succeed at the top echelon of motorsport.

Javier began racing in 2015, competing in the Catalan and Spanish championships and winning multiple races. In 2017-18, he was ranked one of the top kart racers in Spain, and went on to compete in the European and World karting championships.

2020 was Javier's biggest challenge yet, and he rose to meet it. In a competitive debut Spanish F4 debut, Javier finished in the top ten on multiple occasions.

England is where the world's best drivers come to hone their skills, so Javier made the journey in 2021 to compete in his first season of Formula 3 (GB3) – a major competition that acts as a stepping stone between F4 and other European series.

Javier impressed world-famous Carlin Racing with his sheer speed and commitment, and graduated to EuroCup-3 in 2023 with Palou Motorsport, scoring a podium on his EC3 debut.

In 2024, Javier aims to step on to world stage in FIA Formula 3, the highest level of F3 racing on the ladder to Formula 1.

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A stylized logo with the letters 'JS' in a bold, italicized font, enclosed within a shield-like border.

# THE DRIVER

**AGGRESSIVE.  
OPPORTUNISTIC.  
DECISIVE.**

Javier's racing talent is coupled with the desire to seek new challenges on the track, pushing his driving capabilities.

His natural ability has been recognised by top drivers such as **Marc Gené, Jordi Gené, and Miguel Molina.**

Javier's admirable communication skills stand him in good stead to learn from the engineers and other professional drivers who recognise his talent and potential.

His next goal is a successful campaign in FIA Formula 3, just two steps away from achieving his goal of racing in Formula 1. With raw talent and a desire to achieve, Javier is on track to make this happen.





# PERSONALITY

To achieve his dream in motorsport, Javier has shaped his day-to-day life around a professional schedule that **minimises distractions.**

He is committed to realising this success, and has achieved a healthy balance between focusing on racing, studies, training and relaxation.

Away from the track, **Javier is committed** to his physical training and maintains driving form on a simulator.

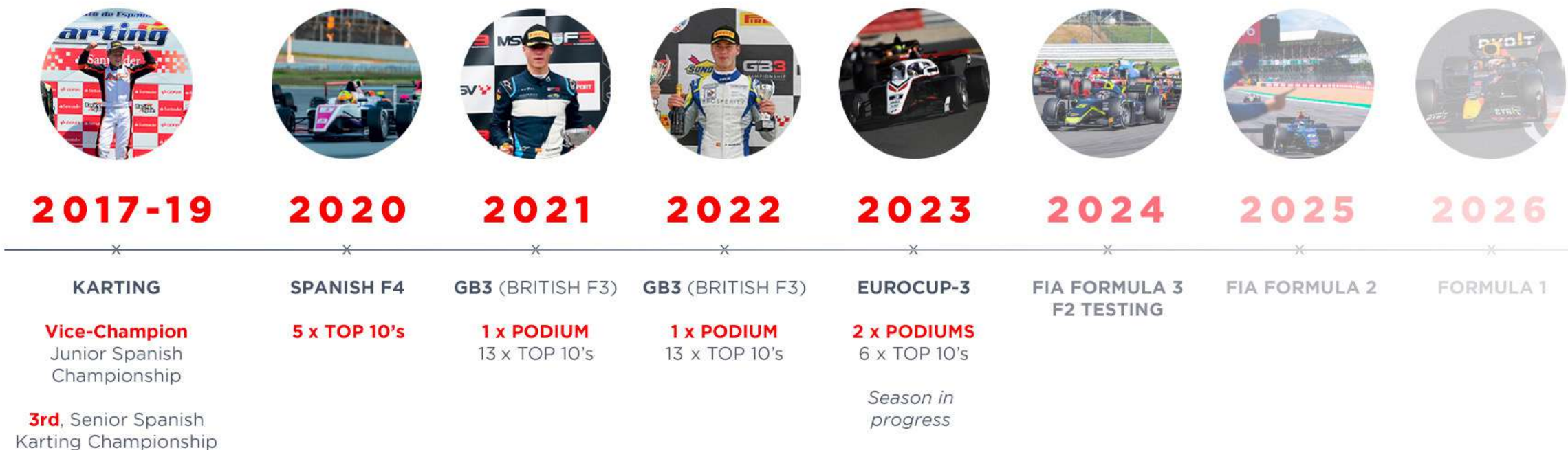
Coupled with his love for extreme sports, Javier has recently developed an appreciation for fashion, and enjoys time with those that support him the most; friends and family.

He is mature beyond his years and constantly striving to improve himself, both inside and outside of the car.

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# PATH TO SUCCESS







# THE OPPORTUNITY

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# FIA F3

Javier is one of Spain's brightest young motorsport talents.

A dedicated athlete. A driver with the guarantee of motor racing experts. A man willing to make huge sacrifices and commitments in order to carve a mark in the racing world.

FIA Formula 3 pits 30 of the best junior drivers from across the world against each other, across 10 rounds on F1 weekends. With up to 30 Super License points on offer for the winner, success in FIA F3 can carve a path for success at the highest level of motorsport.

His maiden FIA Formula 3 campaign has the potential to propel both his career and his partners into new markets through prominent branding, media and PR rights, and access to the much-coveted exposure associated with F1.

2024 marks **the most important step** in his career to date. Will you join him?

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# FIA F3 IN NUMBERS

## SOCIAL MEDIA

### AUDIENCE

**37m+**

F3 content regularly  
shared by F1

### DEMOGRAPHICS

**Spain #2**

in popularity,  
Twitter audience

### FOLLOWERS

**660k+**

Across all social

### ENGAGEMENT

**2.5m+**

Across all social

### GROWTH

**157%**

Year on year

### VIDEO

**6.3m+**

F1 subscribers

## FANS

### WORLDWIDE

**510m+**

F1 audience

### BROADCAST

**DAZN, Spain**

Every F3 race live

### ATTENDANCE

**400k+**

Peak at most popular  
F1 (inc. F3) events

### TERRITORIES

**160+**

Countries watching

### GROWTH

**157%**

Year on year

### HIGHLIGHTS

**F1 YouTube**

hosts all F3  
race videos







# 2024 FIA F3 CALENDAR

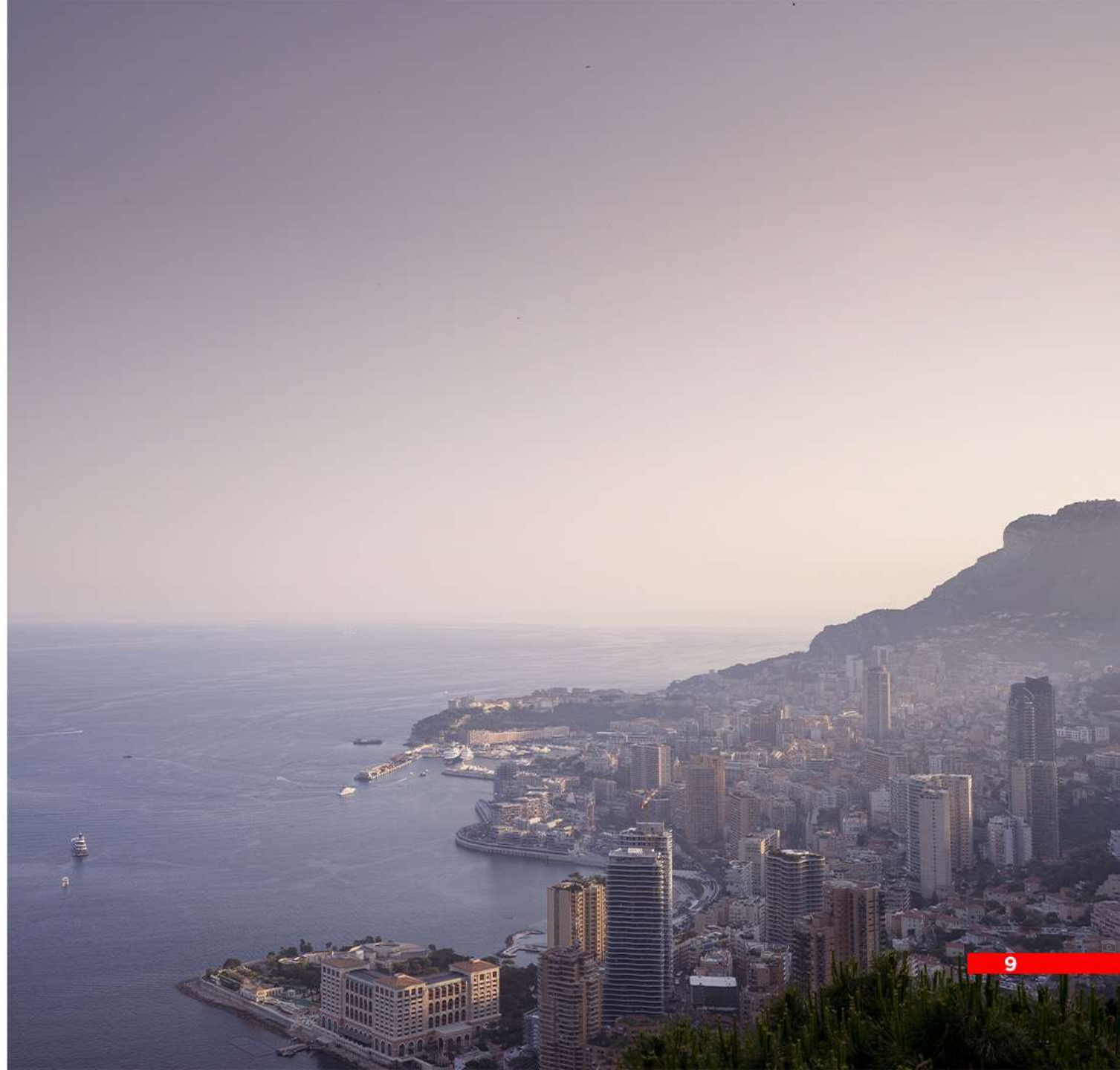
2024 marks the first time that FIA Formula 3 truly enters the world stage, visiting Australia and Monaco in addition to the previous 8 rounds of the championship.

This global series supports F1 at every venue on the same weekend, including the crown jewel event of the Monaco Grand Prix.

1	<b>SAKHIR, BHR*</b>	29 FEB-02 MAR
2	MELBOURNE, AUS	22-24 MAR
3	IMOLA, ITA	17-19 MAY
4	<b>MONTE CARLO, MCO*</b>	23-26 MAY
5	<b>BARCELONA, ESP**</b>	21-23 JUN
6	SPEILBERG, AUT	28-30 JUN
7	<b>SILVERSTONE, GBR*</b>	05-07 JUL
8	BUDAPEST, HUN	19-21 JULY
9	SPA, BEL	26-28 JUL
10	<b>MONZA, ITA*</b>	30 AUG-1 SEP

*\*Key activation / VIP guest opportunity.*

*\*\*Home race.*







# JOIN TEAM SAGRERA

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# CORE BENEFITS



OFFICIAL PARTNER  
STATUS



ON-DRIVER  
BRANDING



ON-CAR / SUIT  
BRANDING



DRIVER  
APPEARANCES



ADVERTISING &  
IMAGE RIGHTS



SOCIAL MEDIA  
CAMPAIGNS





# ON-DRIVER BRANDING

## Branding Options

### HELMET

- A - 'Halo' area
- B - Side
- C - Chin

### RACE SUIT

- A - Chest
- B - Chest upper
- C - Sleeve





# ON-CAR BRANDING

## Branding Options

### SIDE

- A - Sidepod
- B - Engine cover
- C - Lower side

### FRONT

- E - Nose
- F - Upper / sidepods
- G - Rear wing







# ADDITIONAL BENEFITS



OFFICIAL PARTNER  
STATUS



ON-DRIVER  
BRANDING



ON-CAR / SUIT  
BRANDING



BRAND  
AMBASSADOR



VIP TRACK DAYS



DRIVER  
APPEARANCES



ADVERTISING &  
IMAGE RIGHTS



SOCIAL MEDIA  
CAMPAIGNS



FACTORY &  
GARAGE TOURS



VIP RACE  
WEEKENDS



# COMMERCIAL PROPOSAL

## BENEFITS

Official Partner Status

### Advertising & PR

Video & Image Rights  
Digital & Social Media Content  
Social Media Campaigns  
Driver Appearances

### Brand Visibility

On-Driver – Helmet  
On-Driver: – Race Suit  
On-Car

### Bespoke Benefits

Brand Ambassador  
Tour of Race Team's Factory  
VIP Track Days  
VIP Access to Race Weekends

### Financials

## 2024 SEASON

Official partner to Javier Segrera

Rights to use video / imagery for advertising, promotion and editorial  
Rights to use and create content for all digital platforms  
Dedicated posts (organic and paid) on Javier's personal channels  
Javier's attendance at selected corporate events, eg. driving days, conferences

Partner branding on Javier's race helmet  
Partner branding on chest / sleeve of Javier's race suit  
Partner branding incorporated into racing car livery

Use of Javier as a brand ambassador to support marketing objectives  
Guided tour of Javier's race team factory or race garage for VIP guests  
Exclusive track day with Javier for VIP guests  
Exclusive invitations to F1 race weekends with VIP access

## CORE



€POA

## ALL







# THANK YOU

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