



GOTHAM
MOTORSPORTS

MEDIA KIT



FOUNDER & CEO, YOUSUF NABI

INTRODUCTION

GOTHAM MOTORSPORTS connects brands to the energy of pro racing through a Ferrari program led by Yousuf Nabi.

We pair credible on-track presence with sponsor-ready content and paddock access to deliver real reach and measurable outcomes.

This media kit introduces our approach, audience, and partnership options so you can see how we turn race weekends into year-round impact.

Service Overview

GOTHAM MOTORSPORTS offers a premium visibility program built around a Ferrari race effort led by Yousuf Nabi. Your brand is featured on the race car, driver and team apparel, and the team trailer, with paddock access for your representatives and planned use of the car for photo and video production. Active across Ferrari Challenge, SpeedTour's International GT, and Trans Am, we translate track presence into marketing assets that work year round.



Sponsorship Opportunities

Partner with us to deliver real visibility and usable content year round.



Packages scale from single events to full seasons across Ferrari Challenge, SpeedTour's International GT, and Trans Am, with placement on the car, driver and team apparel, and the team trailer. Sponsors receive rights-cleared content, paddock access for guests, and scheduled use of the car for photo and video shoots, supported by creative planning, distribution across social and YouTube, optional hospitality, and clear reporting tied to reach, engagement, and pipeline. Category exclusivity is available at higher tiers.



1

Brand placement on car, suit, and select team assets, scaled by tier

2

Monthly content bundle with IG and TikTok reels plus YouTube mentions or Shorts, product integration where relevant

3

Access and activation including paddock guest access and at least one sponsor activation per term

4

Reporting and rights with a monthly KPI deck, tracked codes or UTM, and asset usage rights for a defined period

Sponsorship Tiers

GOLD

\$25,000

Maximum exposure

SILVER

\$5,000

BRONZE

\$10,000

Details



Silver Package - \$5,000

Placement	small logo on Ferrari race car, sleeve patch on driver or team apparel, small logo on team trailer
Content	1 IG post and 1 reel per month, race-week story set, quarterly YouTube mention
Access	2 paddock guest credentials at 1 event
Activation	One giveaway or promo code, product tagging in relevant posts
Reporting	Monthly summary with reach, views, saves, clicks
Car Use	1 scheduled photo or video session
Exclusivity	None

*Applies across schedules: Ferrari Challenge, International GT, SpeedTour, and Trans Am.
Notes: Final logo sizes and locations depend on the livery map and series rules. Guest access and on-site use of the car follow event and sanctioning body policies.*

Details



Bronze Package - \$10,000

Placement	medium logo on rear quarter or side skirt, suit chest secondary plus team apparel patch, medium logo on trailer side panel
Content	2 IG posts and 2 reels per month, 1 TikTok or Shorts per month, inclusion in race recap videos
Access	4 paddock or VIP tickets per season, light hospitality access when available
Activation	One appearance per quarter in person or virtual, product integration in content, one co-branded giveaway
Reporting	Monthly deck with KPIs and insights, UTM or code tracking
Car Use	2 planned production sessions
Exclusivity	Limited by category within region

*Applies across schedules: Ferrari Challenge, International GT, SpeedTour, and Trans Am.
Notes: Final logo sizes and locations depend on the livery map and series rules. Guest access and on-site use of the car follow event and sanctioning body policies.*

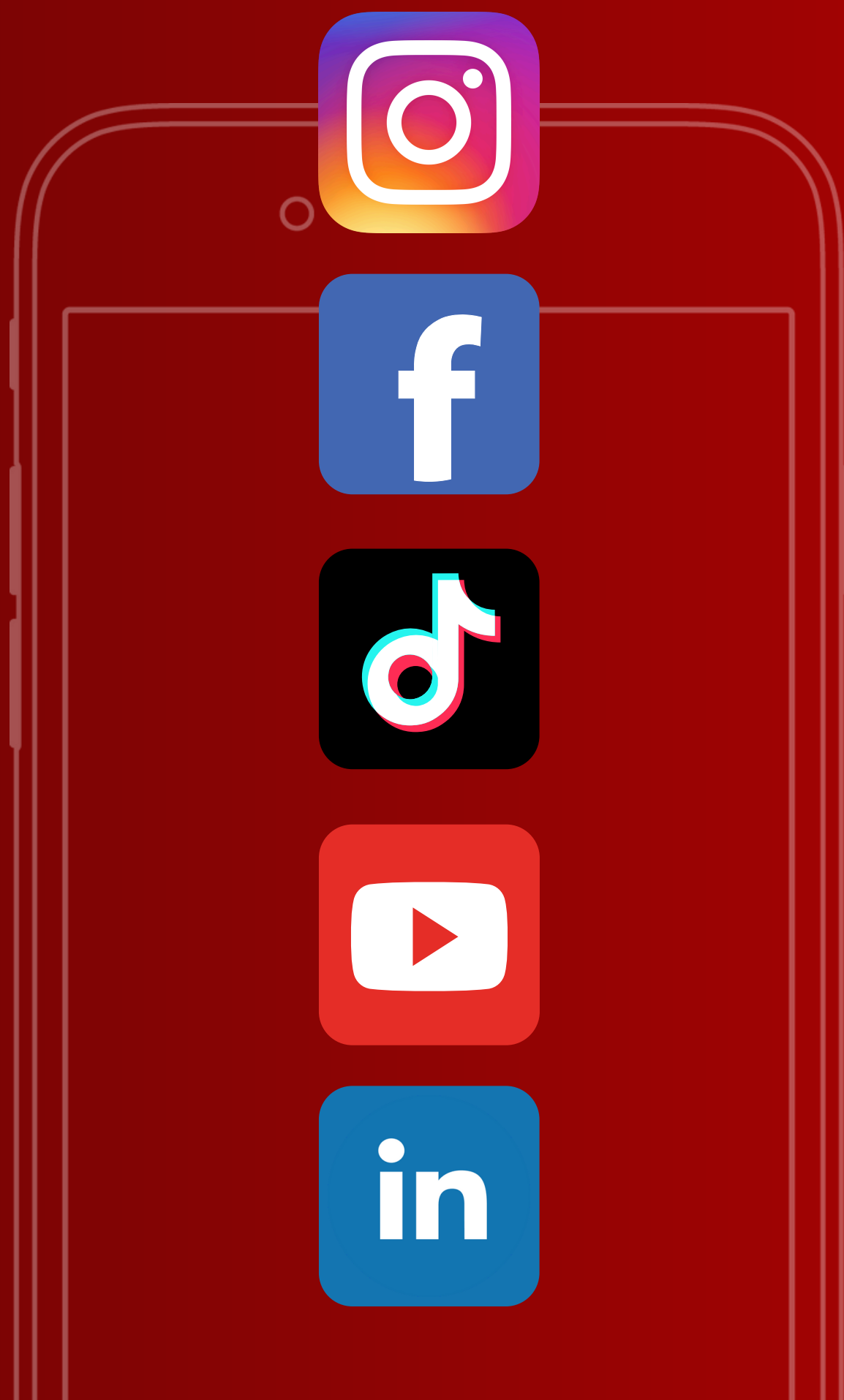
Details

Gold Package - \$25,000



Placement	primary logo on hood or door or rear wing, suit chest primary plus cap and team apparel, large logos on trailer side and rear, optional helmet panel
Content	4 IG posts and 4 reels per month, 2 TikToks or Shorts per month, 1 YouTube feature per month, dedicated partner feature shoots
Access	6 VIP or paddock tickets per season, hospitality hosting, hot laps where permitted
Activation	Custom campaign concept, paid media management using sponsor budget, co-branded merch run, retail or event demo integration
Reporting	Monthly performance review and quarterly business review, creative testing plan
Car Use	Quarterly production days
Exclusivity	Full category exclusivity

*Applies across schedules: Ferrari Challenge, International GT, SpeedTour, and Trans Am.
Notes: Final logo sizes and locations depend on the livery map and series rules. Guest access and on-site use of the car follow event and sanctioning body policies.*



Stats Snapshot

ACROSS ALL PLATFORMS

13K

FOLLOWERS
& CONNECTIONS

81K

ENGAGEMENTS
& VIEWS

162K

IMPRESSIONS
& REACH

Mockups





Get In Touch



Email:
yousuf@gothamip.com



Website:
gothamip.com/about-us