


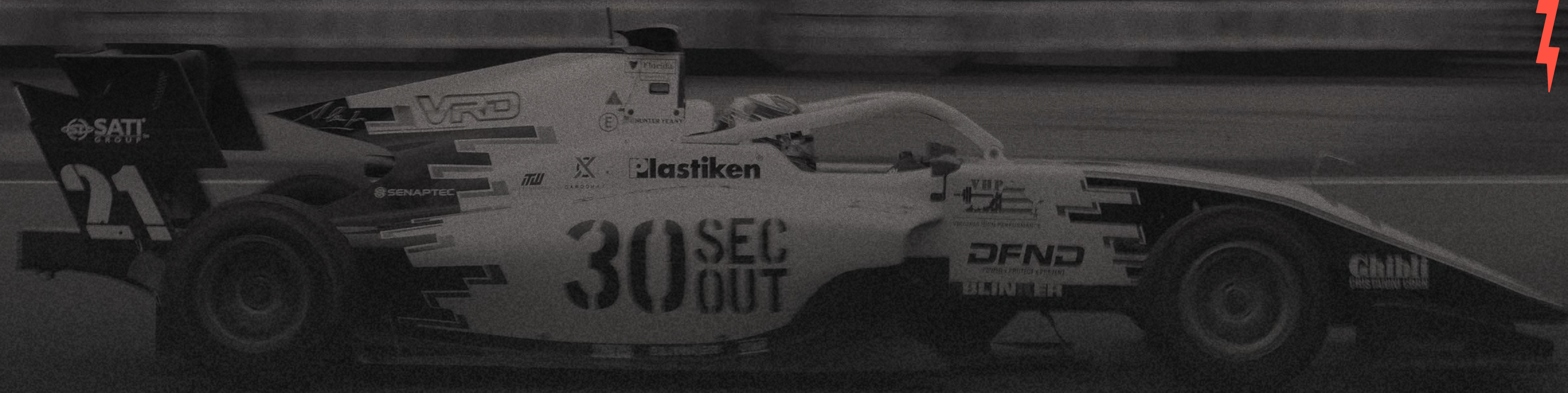
HUNTER

YEANY




AMBITION IS FOREVER

HUNTER YEANY



Hunter Yeany is a seventeen-year-old American racing athlete currently driving in FIA Formula 3 for Spanish motor racing team Campos Racing. As a world record holder, Hunter has proven that **passion** is greater than **probability** as he chases his dream of becoming a Formula 1 driver.

A development plan is in place to make his dream a reality. We thank you in advance for taking the time to learn more about Hunter Yeany, Formula Racing and the opportunities available to partner with Hunter and to be part of his journey to Formula 1.

⚡ OUR MANIFESTO

AMBITION

IS FOREVER

Anyone who's ever set their sights on the summit knows the apex is relevant to the ascent. And while we can't always control where we begin, we can fight like hell to influence where we end up.

Advantage, though significant, is finite—but **AMBITION IS FOREVER.**

And something truly remarkable happens when rigor meets vigor—when our resolve exceeds our reach.

The immovable instantly becomes malleable, plateaus turn into false peaks, and ideas begin to take flight.

This is the moment when we decide that change is no longer left up to chance. Instead, we cultivate it by demanding that convention surrenders to our convictions. Our limits lie not in what we have but how hard we're prepared to work and how much we're willing to risk.

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demanding that convention surrenders to our convictions. Our limits lie not in what we have but how hard we're prepared to work and how much we're willing to risk.

As the drivers of our own destiny, conformity has no place in our credo. Our greatest potential is realized not through the comfort of compliance, but the courage of defiance—and **IT'S OUR AMBITION THAT CHARTS THE COURSE FROM WHO WE ARE TO WHO WE' RE MEANT TO BE.**



THE DRIVER



Hunter Yeany was born on May 11, 2005 in Charlottesville, VA to Robert and Nicole Yeany. Robert served his country as a Navy SEAL, (SEAL Team 2), in the Naval Special Warfare Development Group (ST-6) and at the CIA, before launching The Osen-Hunter Group. Nicole formerly taught elementary education. Both hail from a small town in western Pennsylvania.

Hunter is the eldest of three, including younger sisters Brooke and Addison. Yeany's racing career began in the karting world before making his single seater debut in the 2020 Formula 4 US Championship with Velocity Racing Development. He dominated the Championship, taking 7 wins and 14 podiums in 15 races, on his way to becoming the **youngest winner in history of a Formula 4 Series**. Overall, he finished 58 points ahead of second place in the standings.

HUNTER

YEANY

The 2020 season also saw Hunter step up to the Formula Regional Americas Championship (FIA-sanctioned F3 series), where he finished in the top ten in his three races. In 2021, he again raced in the series and also competed in the Indy Pro 2000 Championship, racing with Velocity Racing Development. He then joined Fortec Motorsports for the fourth round of the 2021 GB3 Championship, where he achieved his first podium on a European racetrack.

THE DRIVER



Yeany was announced to join the FIA Formula 3 Championship at the Spa-Francorchamps round, where he replaced Formula 2-bound Enzo Fittipaldi at Charouz Racing System. He missed the final round due to clashing commitments with the Formula Regional Americas Championship, but went on to take part in the 2021 post-season test at Circuit Ricardo Tormo (Spain) with Campos Racing.

In January 2022, the announcement was made that Hunter Yeany would drive for Campos Racing in the 2022 Formula 3 Season.

When not traveling the world working toward his dream of becoming a Formula 1 Driver, Hunter loves spending time with his family, skateboarding and surfing the waves

of Virginia Beach, VA. An avid supporter of military and veteran causes, he is proud to support and partner with veteran owned businesses.

**CURRENTLY HUNTER'S CAR
IS 100% SPONSORED BY VETERAN
OWNED BUSINESSES**

THE TALK

 **“He’s a golden boy. He is truly a dream come true for brands. This is the perfect time to start a partnership.”**

- Marketing Director, Senaptec


“Hunter is a bright young talent with a very promising future ahead of him. Despite his young age, his dedication, work ethic and passion for only being the very best create the impression that he is far beyond his years in terms of maturity and that makes him a pleasure to work with. Off track, Hunter’s a unique personality within the paddock making him not only a very fast driver, but a very interesting individual, whose career you want to follow. To get to F1 is very difficult, but I genuinely believe Hunter has the natural ability and the burning desire to be the best, and with the right financial support, would be more than deserving of a place on the F1 grid to challenge the best drivers in the world.”

- Callan O’Keefe, Racing Driver/Driver Coach



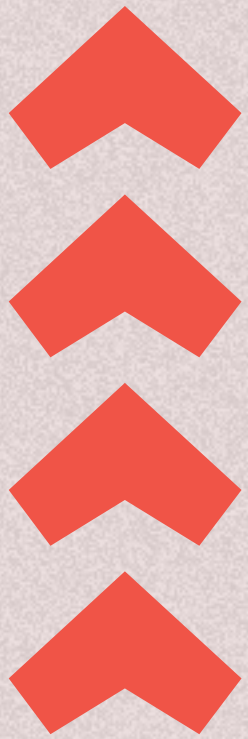
“Hunter is a fantastic talent in a race car, his ability at such a young age to listen, learn and most importantly execute is above and beyond most youngsters- never mind when they are doing it at 150mph plus! His happy go lucky attitude and willingness to push himself out of his comfort zone, alongside giving up the luxuries of being a teenager living at home are admirable and show his commitment to the sport. Hunter understands the odds of making it, especially the odds that are stacked up against him from the resistance of allowing a young American to succeed in a European dominated sport. Regardless, he is there pushing and fighting to succeed at what he loves most, motor racing at the highest level possible.”

- Dan Mitchell, Velocity Racing Development

 **“Hunter is without doubt one of the most talented, up-and-coming, young drivers on the F1 circuit at the moment. He is a proven race winner in the U.S. and I have no doubt if he keeps developing the way he is, the winning will continue in Europe. Away from the track he is a hardworking and down to earth young man. He leaves no stone unturned in his preparation always wanting to go that extra mile to achieve his goals.”**

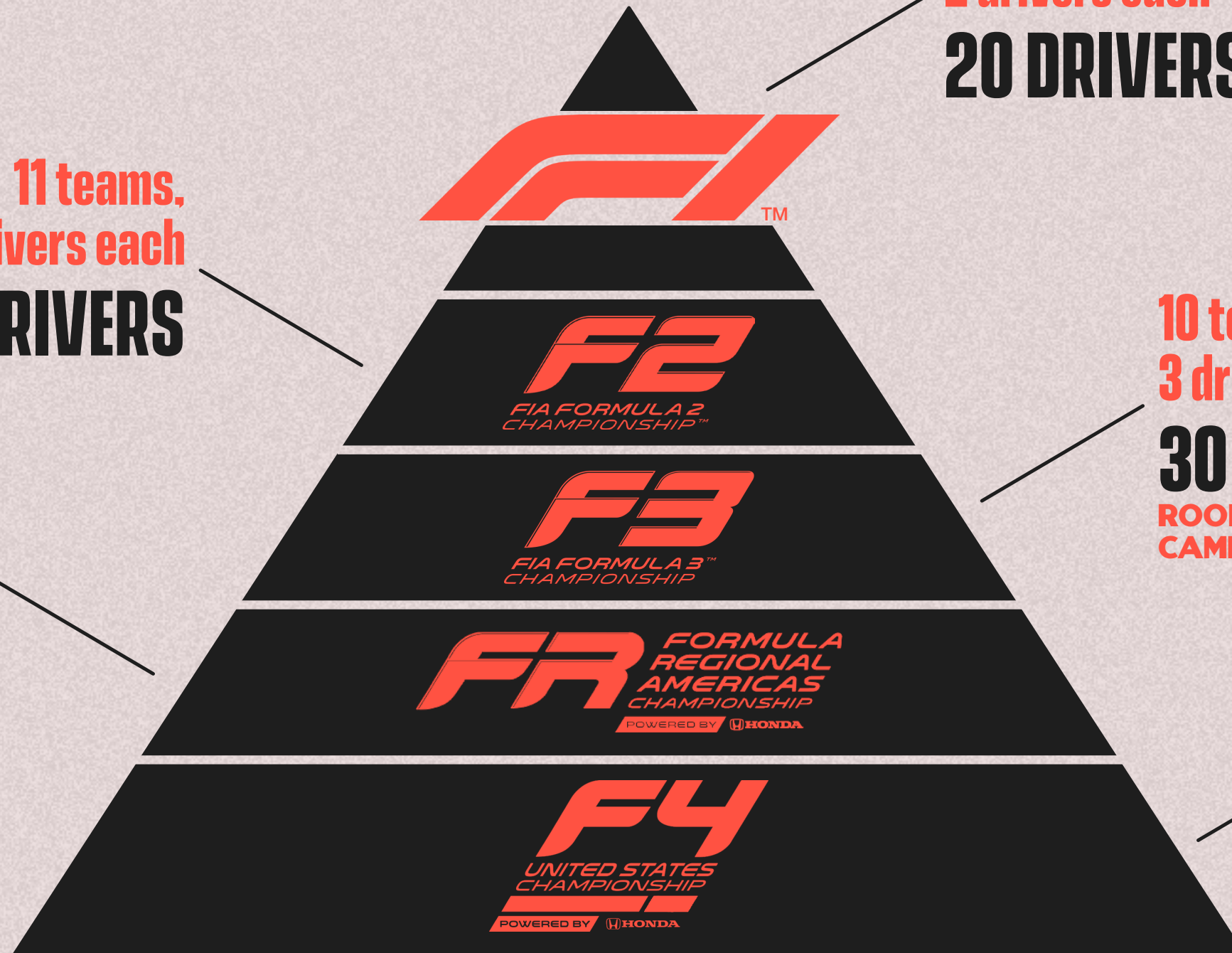
- Harry Soden, Infinity Sports Management

THE ROAD TO FORMULA 1



Formula Regional
Americas
TOP 10
FINISHES ALL RACES

11 teams,
2 drivers each
22 DRIVERS



10 teams,
2 drivers each
20 DRIVERS

10 teams,
3 drivers each
30 DRIVERS
ROOKIE SEASON
CAMPOS RACING

**YOUNGEST
WINNER
IN HISTORY**
IN HISTORY OF
F4 SERIES



HUNTER YEANY

The **FIA Formula 3 Championship** is an international single-seater racing championship organized by the Fédération Internationale de l'Automobile (FIA). The championship launched in 2019 as a feeder series for the FIA Formula 1 World Championship and FIA Formula 2 Championships. The championship is part of the FIA Global Pathway consolidation project plan. The series runs **exclusively** in support of **Formula One** races.

“The most important goal of the FIA Formula 3 is to give young upcoming drivers a chance to develop their driving skills and jump to the next step: FIA Formula 2 and then onto Formula 1.”

- FIA

FIA F3 / 9 RACE WEEKENDS 18 TELEVISED RACES

1 18-20 MARCH  SAKHIR BAHRAIN <small>NEW VENUE</small>	2 22-24 APRIL  IMOLA* ITALY <small>NEW VENUE</small>	3 20-22 MAY  BARCELONA* SPAIN
4 01-03 JULY  SILVERSTONE GREAT BRITAIN	5 08-10 JULY  SPIELBERG AUSTRIA	6 29-31 JULY  BUDAPEST HUNGARY
7 26-28 AUGUST  SPA-FRANCORCHAMPS BELGIUM	8 02-04 SEPTEMBER  ZANDVOORT NETHERLANDS	9 09-11 SEPTEMBER  MONZA ITALY

*Subject to contract

2022 CALENDAR

THE ROAD TO FORMULA 1



FIA F2

14 RACE
WEEKENDS

28 TELEVISED
RACES

The **FIA Formula 2 Championship** was introduced in 2017, as a new beginning for the penultimate rung of the open wheel motorsport ladder. A new era dawned with the ideology of the ultimate training ground for Formula 1 - the FIA Formula 2 Championship (F2). An agreement was made between the FIA and the former GP2 Series Organisation to re-brand, re-style and re-think the Road to F1, with the aim of creating the most competitive single-make championship on the planet.

Designed to make it an ideal training ground for life in Formula One, Formula 2 has made it mandatory for all teams to use the same chassis, engine and tyre supplier so that true driver ability is reflected. Formula 2 mainly races on European circuits, but has appearances on other international race tracks.

HUNTER ⚡ YEANY

FORMULA 1

23 RACE WEEKENDS
46 TELEVISED RACES

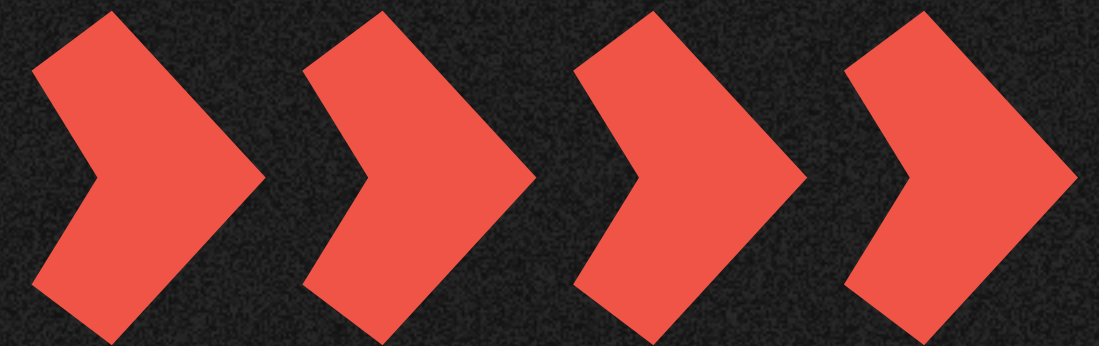
Formula 1 (F1) is the highest class of international racing for open-wheel single seater formula racing cars sanctioned by the Fédération Internationale de l'Automobile (FIA). Sportico reports that F1 is the world's fastest growing major sports league and the U.S. represents its fastest growing market. According to Sports pro media, in 2021 F1 revenue increased 87% to \$2.1B and cumulative TV audience for the same year was 1.55bn globally.

The 2021 Abu Dhabi GP was seen by 108m viewers, that same year, Super Bowl LVI garnered 101m viewers.

ESPN reported that the 2022 F1 Season opener in Bahrain was viewed by 105m people, comparatively the most viewed race in the NASCAR season, the Daytona 500, was viewed by 8.9m people. Formula 1 is growing in popularity around the globe and in particular in the U.S. Many attribute the growing enthusiasm for F1 to the hugely popular NETFLIX docu-series, Drive to Survive, currently in its 4th Season.

F1 is owned by Liberty Media, an American company. There are American owned race teams, America is the world's fastest growing market, American Companies represent 30% of all F1 partners, America will host 3 Grand Prix's during the 2023 F1 Season, yet

F1 DOES NOT HAVE AN AMERICAN DRIVER.



“We are working with teams to try to understand what is really the possibility for American drivers to come to the attention of Formula One teams in the short term.”

- F1 CEO, Stefano Domenicali (Reuters/ ESPN)

⚡ If I'm the CEO of Formula 1, I'm doing all I can to get an American driver in the seat and successful.⚡

- Chris Lencheski, Chairman, Phoenixia.

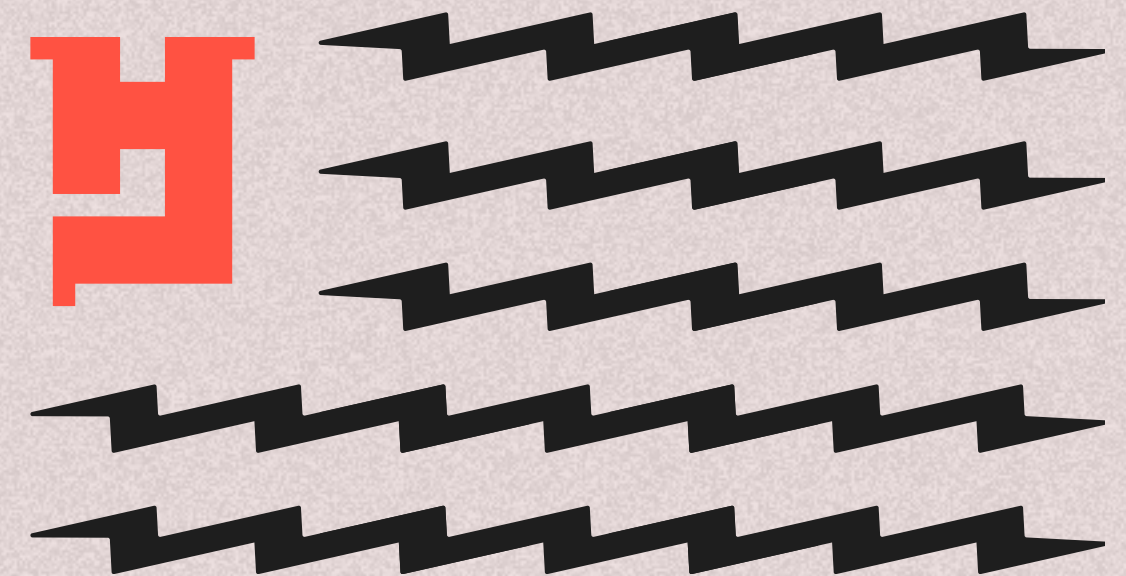
⚡ They [An American Driver] need to be a driver of the people - not a driver who happens to be from the U.S.⚡

- Senior Manager, Strategy and Business Development at F1

⚡ I think America is probably the only country on the planet that can really properly host two Formula 1 races. Quite honestly, I think F1's fanbase in America is somewhat understated, but it needs to be perked up — and the only thing it's really missing is an American driver. We'd need the American driver with a top team, not in the back with no chance. If you could get an American driver in F1, producing results, you'd have America going crazy for F1.⚡

- Mario Andretti, Motorsport Magazine

THE NEED FOR AN AMERICAN



HUNTER
⚡
YEANY

THE ⚡ VISIBILITY

Partnering with Hunter translates to brand visibility and impact on a global scale across multiple platforms reaching audiences through social, digital and broadcast channels. F3 races are broadcast on over 40 Networks globally including the U.S. where all F3 races are shown on ESPN + and the F1 Network.

The 2021 FIA F3 Championship was viewed by 22.5M viewers on 44 Networks in 160+ territories globally. +101% increase in audience per round average YOY.

F1 Network
<https://f1tv.formula1.com>





AFRICA

SUB-SAHARAN AFRICA,
INCLUDING SOUTH AFRICA
SUPERSPORT



AMERICAS

BRAZIL
BANDSPORTS



CANADA
BELL (TSN)



LATIN AMERICA
ESPN



USA
ESPN / ESPN+



ASIA PACIFIC

AUSTRALIA
FOX SPORTS



HONG KONG
NOW TV



JAPAN
DAZN



NEW ZEALAND
SPARK SPORT CHANNEL



EUROPE

AUSTRIA
SERVUS TV / ORF



BALTICS (LATVIA,
ESTONIA AND LITHUANIA)
VIAPLAY



BELGIUM
TELENET



CZECH REPUBLIC &
SLOVAKIA
PRAGOSPORTS



DENMARK, NORWAY &
SWEDEN
NENT



EASTERN EUROPE
(BOSNIA, KOSOVO,
SERBIA, MONTENEGRO)
SPORTKLUB



FINLAND
C MORE



FRANCE
CANAL PLUS



GREECE
OGILVY



HUNGARY
M4



ICELAND
VIAPLAY



ITALY
SKY SPORTS



MALTA
GO



NETHERLANDS
ZIGGO



POLAND
ELEVEN SPORTS



PORTUGAL
ELEVEN SPORTS



ROMANIA
DIGISPORT



RUSSIA
MATCH TV



TURKEY
S SPORT



U.K. AND
THE REPUBLIC OF IRELAND
SKY SPORTS UK



THE TV BROADCAST



DIGITAL AND SOCIAL

FIAF3 OFFICIAL WEBSITE
WWW.FIAFORMULA3.COM



PAGE VIEWS

3,450,246M +87% YOY



TWITTER

161.2K FOLLOWERS
+85.5%
YOY GROWTH

RACES LIVE STREAM ON PLATFORM

1,489,968M

Unique Views from
100 Countries
+107% YOY



INSTAGRAM

356K FOLLOWERS
+54.9%
YOY GROWTH



FACEBOOK

521K FOLLOWERS
+43.5%
YOY GROWTH

HUNTER
⚡
YEANY

DIGITAL
AND
SOCIAL



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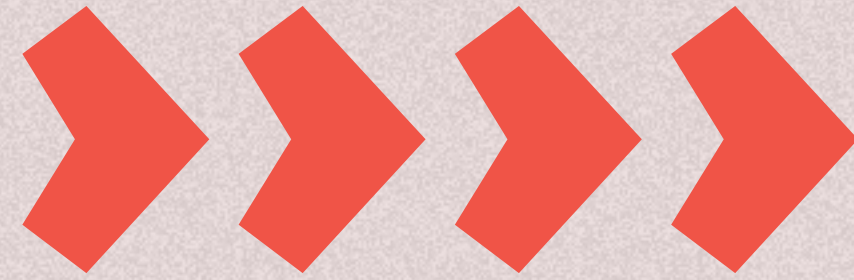
INSTAGRAM

~50K
FOLLOWERS

TIKTOK

~22.6K
FOLLOWERS

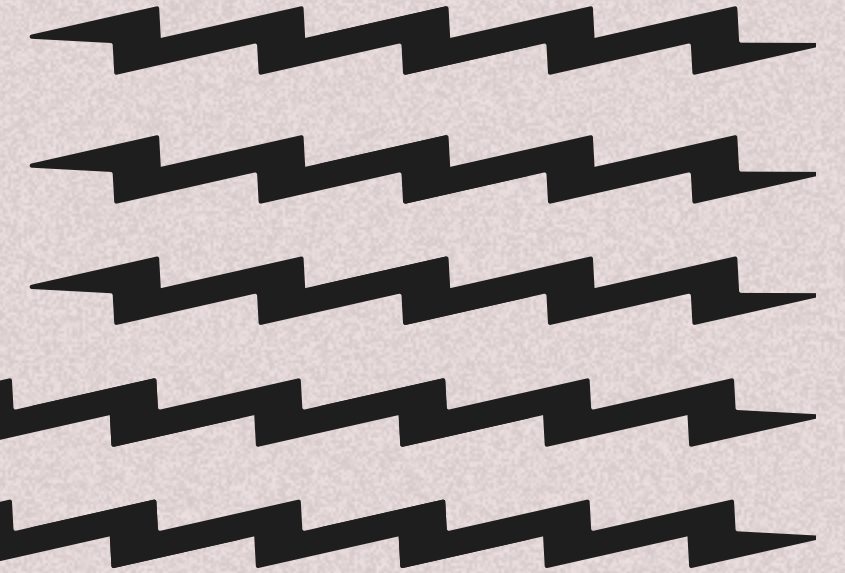
CAMPOS RACING



INSTAGRAM

35.3K

FOLLOWERS



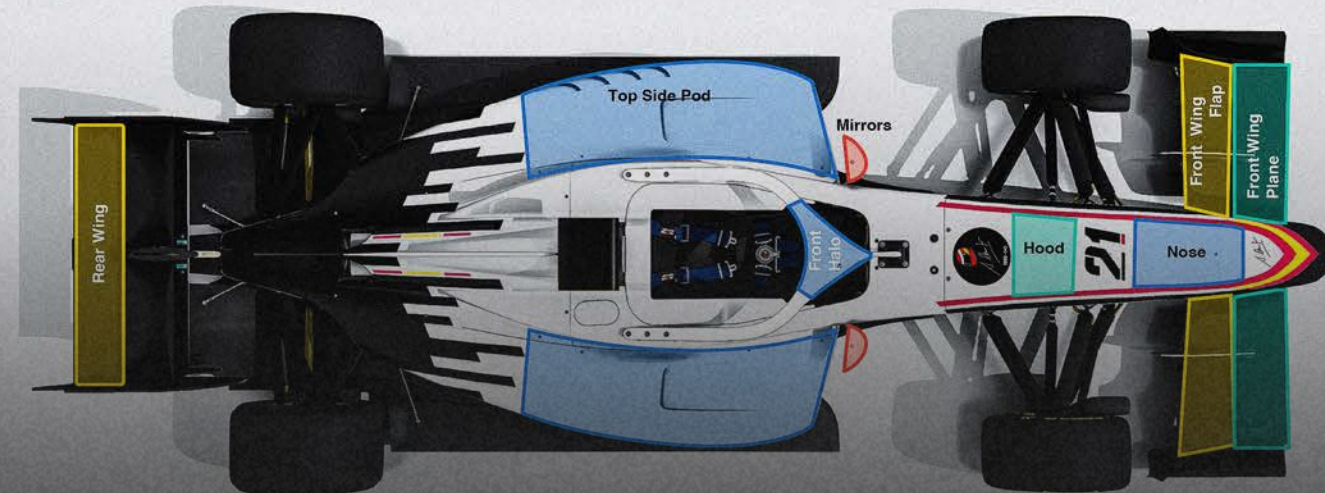
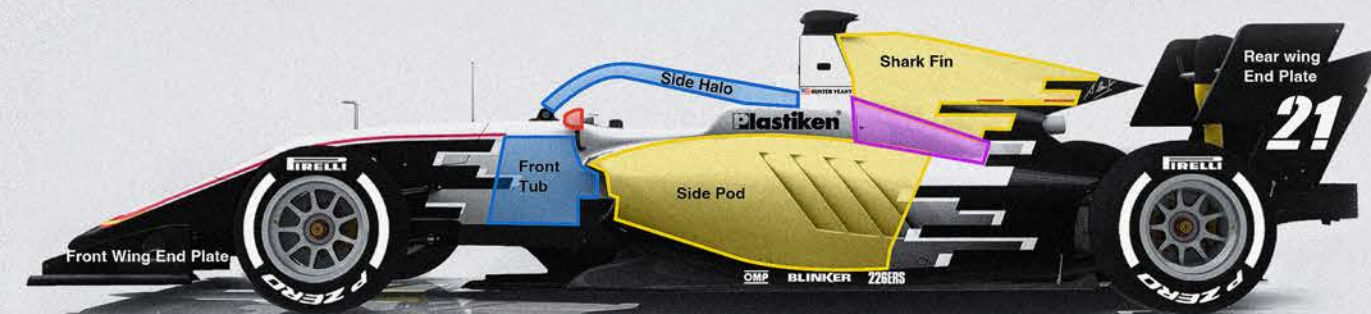
DIGITAL AND SOCIAL

*As reported by FIAF3 championship 2021 Media report

THE SUIT



THE CAR



THE OPPORTUNITY

HUNTER
YEANY



\$3M

FREEDOM PARTNER

**FULL CAR ASSETS (NOT TO INCLUDE REQUIRED
F3 SERIES PARTNER/TEAM LOGO PLACEMENT)**

**FULL DRIVER ASSETS (NOT TO INCLUDE
REQUIRED F3 SERIES PARTNER/TEAM LOGO
PLACEMENT)**

**RECOGNITION AS PRESENTING SPONSOR ON
HUNTER YEANY WEBSITE**

**12 DEDICATED IG STORY SERIES WITH 2-5
IMAGES EACH ON HY PERSONAL SOCIALS (1
PER MONTH)**

**12 DEDICATED VIDEO SOCIAL MEDIA POSTS
USABLE AS REELS/TIKTOK TO INCLUDE VERBAL
RECOGNITION (1 PER MONTH)**

**2 IG LIVE INTEGRATIONS TO LAST MINIMUM OF
4 MINUTES**

**10 PROFESSIONAL IMAGES PER RACE
APPROVED FOR UNLIMITED USAGE**

**3 APPEARANCES BY HUNTER AT EVENTS
OF PARTNERS CHOOSING (BASED ON
AVAILABILITY - DATES TO BE NEGOTIATED)**

**F1 DRIVING EXPERIENCE FOR 4 WITH HUNTER
YEANY**

COMMEMORATIVE HY RACE SUIT

COMMEMORATIVE HY HELMET

**PROMINENT LOGO PLACEMENT ON SOUVENIR
FAN JERSEY**

**PROMINENT LOGO PLACEMENT ON VELOCITY
RACING DEVELOPMENT ASSETS (HY 30%
OWNER)**

INCLUDES



➤ **2 VRD FORMULA REGIONAL CARS (6 RACES IN THE US
STREAMED LIVE)**

➤ **2 VRD FORMULA 4 CARS (6 RACES IN THE US STREAMED
LIVE)**

➤ **4 USF JUNIOR CARS (7 RACES-4 RACES WITH INDY CAR
SERIES- STREAMED LIVE/FREE)**

➤ **2 53-FOOT CAR HAULER**



\$2M

TRIDENT

PARTNER

PREMIERE LOGO PLACEMENT ON CAR

INCLUDES



- SIDE POD DOORS (L & R)
- REAR WING & FRONT WING FLAP (L & R)
- SHARK FIN

PREMIERE PLACEMENT AND RECOGNITION
AS TRIDENT SPONSOR ON HUNTER YEANY
WEBSITE

8 DEDICATED IG STORY SERIES WITH 2-5
IMAGES EACH ON HY PERSONAL SOCIALS
(ANNUAL)

8 DEDICATED VIDEO SOCIAL MEDIA POSTS
USED FOR REELS/TIKTOK TO INCLUDE VERBAL
RECOGNITION (ANNUAL)

2 IG LIVE INTEGRATIONS TO LAST MINIMUM OF
4 MINUTES

10 PROFESSIONAL IMAGES PER RACE
APPROVED FOR USAGE

PREMIERE LOGO PLACEMENT ON
RACE SUIT CHEST

2 APPEARANCES BY HUNTER AT EVENTS
OF PARTNERS CHOOSING (BASED ON
AVAILABILITY - DATES TO BE NEGOTIATED)

COMMEMORATIVE HY RACE SUIT \$5K

COMMEMORATIVE HY HELMET

PROMINENT LOGO PLACEMENT ON SOUVENIR
FAN JERSEY



PATRIOT PARTNER

SIN

PROMINENT LOGO PLACEMENT ON CAR

INCLUDES ▶▶▶▶

- ▶ FRONT WING PLANE
- ▶ FRONT WING END PLATE (L & R)
- ▶ REAR WING END PLATE (L & R)

6 DEDICATED IG STORY SERIES WITH 2-5 IMAGES EACH ON HY PERSONAL SOCIALS (ANNUAL)

6 DEDICATED VIDEO SOCIAL MEDIA POSTS USED FOR REELS/TIKTOK TO INCLUDE VERBAL RECOGNITION (ANNUAL)

10 PROFESSIONAL IMAGES PER RACE APPROVED FOR USAGE

PROMINENT LOGO PLACEMENT ON RACE SUIT CHEST

COMMEMORATIVE HY HELMET

1 APPEARANCES BY HUNTER AT EVENTS OF PARTNERS CHOOSING (BASED ON AVAILABILITY - DATES TO BE NEGOTIATED) APPROVED FOR USAGE

PROMINENT LOGO PLACEMENT ON SOUVENIR FAN JERSEY

PROMINENT RECOGNITION AS PATRIOT SPONSOR ON HUNTER YEANY WEBSITE





\$500K

WARRIOR SPONSOR

PROMINENT LOGO PLACEMENT ON CAR

INCLUDES

➤ TOP SIDE POD (L & R)

➤ SIDE HALO

➤ FRONT TUB

➤ FRONT HALO

➤ SHARK FIN

➤ NOSE

PROMINENT LOGO PLACEMENT ON RACE SUIT
CHEST



PROMINENT RECOGNITION AS WARRIOR SPONSOR ON HUNTER YEANY WEBSITE

4 DEDICATED IG STORY SERIES WITH 2-5 IMAGES
EACH ON HY PERSONAL SOCIALS (ANNUAL)

4 DEDICATED VIDEO SOCIAL MEDIA POSTS
USED FOR REELS/TIKTOK TO INCLUDE VERBAL
RECOGNITION (ANNUAL)

5 PROFESSIONAL IMAGES PER RACE APPROVED
FOR USAGE

4 PASSES TO ONE

AT TRACK IN - PERSON MEET & GREET AND
PHOTO-OP WITH HUNTER

PROMINENT LOGO PLACEMENT ON SOUVENIR
FAN JERSEY



\$250K

STARS & STRIPES SPONSOR

**PROMINENT LOGO PLACEMENT ON CAR
INCLUDES >>>>>**

> NOSE AND MIRRORS TOP AND FRONT BOTH (L & R)


**PROMINENT RECOGNITION AS STARS
& STRIPES SPONSOR ON HUNTER
YEANY WEBSITE**

**1 DEDICATED IG STORY SERIES WITH
2-5 IMAGES EACH ON HY PERSONAL
SOCIALS (ANNUAL)**

**1 DEDICATED VIDEO SOCIAL MEDIA
POSTS USED FOR REELS/TIKTOK
TO INCLUDE VERBAL RECOGNITION
(ANNUAL)**

**5 PROFESSIONAL IMAGES PER RACE
APPROVED FOR USAGE**

LOGO PLACEMENT ON SOUVENIR FAN



\$100K

LIBERTY SPONSOR

1 CAR LOGO PLACEMENT - TBD BY HY

**LOGO PLACEMENT ON SOUVENIR FAN
JERSEY**

**1 DEDICATED IG STORY SERIES WITH 2-5
IMAGES EACH ON HY PERSONAL SOCIALS**

**1 DEDICATED VIDEO SOCIAL MEDIA
POSTS USED FOR REELS/TIKTOK TO
INCLUDE VERBAL RECOGNITION**

**5 PROFESSIONAL IMAGES PER RACE
APPROVED FOR USAGE**



THANK YOU FOR
YOUR CONSIDERATION.



TO LEARN MORE ABOUT HUNTER YEANY

CONTACT

ROBERT YEANY

EMAIL: [REDACTED]

PHONE: [REDACTED]

RACHAEL MURRAY

EMAIL: [REDACTED]

PHONE: [REDACTED]

CONNECT

WEBSITE: WWW.HUNTERYEANY.COM

Instagram: @HUNTERYEANY

Twitter: @HUNTERYEANY



HUNTER
YEANY

