



MORE ENERGY ON PROMOTION

present

**ANTONIO
FUOCO**

OUR POWER

ABOUT US

Media & Sport Management Ltd (**MSM**) represents and manages clients in the entertainment and sport industry.

MSM specialises in **individual, corporate and team management** – offering clients an array of expertise in talent management, commercial and contract negotiations, public relations, media management, merchandising and licensing opportunities, within the spectrum of the entertainment and sport industries.

MSM has also a subsidiary which focuses on new business opportunities in India, specifically in the retail industry and one in the UAE exploring the IT world.

With 25 years experience in talent management and sponsorship acquisitions MSM addresses the overlapping worlds of entertainment and sports to maximise the full potential of our clients.

We are active in implementing and developing advertising and commercial opportunities such as merchandising and licensing programmes, sourcing sponsorships, and negotiating the packaging and selling of image rights. Media & Sport Management can assist with corporate hospitality programmes in F1, as well as offering the Ferrari Experience, a unique opportunity to host an event on a real circuit with your guests or your company members driving Ferrari GT cars.

The company has its headquarters in **United Kingdom**, offices in Switzerland, branches in **UAE, India and China**, as well as agents worldwide.

Current talents include motorsport celebrities and FERRARI drivers Giancarlo FISICHELLA, Antonio FUOCO and Antonio GIOVINAZZI as well as Ryan TVETER a rising American racing star. MSM can also claim a strong partnership link with AF CORSE, the world's most successful Ferrari "GT" Racing Team.

FROM PAST TO

THE FUTURE

**OUR FUTURE IS BRIGHT,
LIKE THE COLORS OF OUR LOGO.**

Media & Sport Management can count on over 25 years of experience in Sponsorship Acquisition and Drivers Management but recently took a leap forward and consolidated its presence in new markets such as the Middle East, and Asia as well as getting strongly established in India.

This new strategy will bring new clients to the world of Motor Sport and the Sport itself to new countries.

Formula One has its roots in Europe, but it is already expanding out of its original home ground to be a more Universal Formula than ever.

Media & Sport Management will be there, following step by step the world wide success of Formula One but not only.

Investments in Media and Promotion work as well as General Trading, guarantee Media & Sport Management, its partners and clients a future brighter than ever.



**ANTONIO
FUOCO**

ANTONIO FUOCO IS A YOUNG ITALIAN MAN WITH GREAT AMBITIONS. FOR TEN YEARS HE HAS BEEN COMPETING AT THE HIGHEST NATIONAL AND INTERNATIONAL KARTING LEVELS, WINNING RACES FROM THE EARLY AGE OF SEVEN. FOR ANTONIO THE TOP STEP OF THE PODIUM IS NOT AN UNKNOWN TERRITORY. IN 2013 FUOCO HAS BEEN CALLED TO BE PART OF THE PRESTIGIOUS AND DEMANDING TALENT-SCOUT EYE OF THE FERRARI DRIVER ACADEMY, AND IN THE SAME YEAR HE WON FORMULA RENAULT 2.0 ALPS CHAMPIONSHIP. IN 2014, HE FINISHED IN FIFTH PLACE WITH TWO VICTORIES IN THE RANKING OF FIA F3 EUROPEAN CHAMPIONSHIP. IN 2015, HE FINISHED IN SIXTH PLACE WITH TWO PODIUMS IN THE RANKING OF GP3 SERIES. IN 2016, HE FINISHED THIRD WITH TWO VICTORIES IN THE RANKING OF GP3 SERIES. IN 2017, HE WILL RACE IN FIA F2 CHAMPIONSHIP (FORMER GP2 SERIES) WITH PREMA RACING. FERRARI WILL BE A GREAT PARTNER AND A GREAT SUPPORTER FOR ANTONIO'S CAREER WHICH PROMISES TO BE AS FIERY AS HIS NAME TELLS.





RACING RESUMÉ

ANTONIO FUOCO

- 2003** Kart Racing
2004
- 2003** **Regional champion** - Calabria. Cat 50
2006
- 2007** **Euro Trophy Champion.** Cat 60
2008 **Regional champion** - Calabria and Puglia. Cat 60
2009 **Winner Industry trophy.** Cat KF3
3rd in Open Masters Championship. Cat KF3
2010 2nd in Open Masters Championship. Cat KF3
4th in WSK World Series. Cat KF3
2011 **Champion in WSK Master Series.** Cat KF3
5th in World Cup CIK-FIA. Cat KF3
5th in WSK Final Cup. Cat KF2
Winner of Supercorso Federale ACI-CSAI
2012 3rd in WSK Euro Series. Cat KF2 with Kosmic kart Racing Department
2nd in winter cup. Cat KF2
4th in CIK-FIA European Championship. Cat KF2
2013 **1st place - Champion of Formula Renault 2.0 Alps** with Prema
2014 5th in FIA F3 European Championship
2015 6th in GP3 Series
2016 **Scuderia Ferrari Test Driver**
3rd in GP3 Series
2017 **Scuderia Ferrari Test Driver**
FIA F2 Championship

THE POWER TEAM

THE PREMA TEAM WAS **FOUNDED IN 1983** AS AN INITIATIVE OF ANGELO ROSIN AND GIORGIO PICCOLO.

SINCE 1994, AS A RESULT OF CHANGES WITHIN THE COMPANY, WITH THE TRASFORMATION IN THE PREMA POWERTEAM, THE TEAM'S ASSETS INCREASED INTERNATIONALLY.

TODAY, PREMA IS ONE OF THE BIGGEST INTERNATIONAL TEAMS THAT COMPETE IN EUROPE.

IN FACT IT'S THE THIRD ITALIAN TEAM (AFTER THE F1 TEAM: FERRARI AND TORO ROSSO) IN TERMS OF SIZE, IMPORTANCE AND CHAMPIONSHIPS WINS IN WHIC IT PARTICIPATES.

SINCE ITS ESTABLISHMENT IT HAS FOSTERED THE INCLUSION OF YOUNG DRIVERS, FOCUSING ON THE DEVELOPMENT AND IMPROVEMENT OF THEIR TALENTS AND SKILLS TO HELP THEM TO ACHIEVE THE HIGHEST LEVELS OF THE SPORT.

THE TEAM'S TASKS ARE NOT LIMITED TO THE DEVELOPMENT OF THEIR RACING VEHICLES, BUT IT AIMS TO THE TOTAL TRAINING OF EVERY DRIVER, FROM DEVELOPMENT OF TECHNICAL KNOWLEDGES TO THE IMPROVEMENT OF PHYSICAL FITNESS OF THE DRIVERS.

VERY IMPORTANT GROUPS, SUCH AS THE MULTINATIONAL TOBACCO COMPANIES CAMEL, THE MACAO (CHINA), AND IN RECENT YEARS AUTOBACS HONDA, TOYOTA, RENAULT F1 AND MERCEDES HAVE CHOSEN TO SUPPORT PREMA TO HELP THEIR DRIVERS ON THE ROAD TO SUCCESS.

MSM HAS CHOSEN THE TEAM PREMA FOR THE GROWTH OF ANTONIO FUOCO, PLANNING THE SAME SUCCESSFUL CAREER AS THE OTHER WORLD CHAMPION DRIVERS WHO RACED WITH THE ITALIAN TEAM.



DALLARA GP2/11

PERFORMANCES

Acceleration:

0 - 100 km/h, 2.90 sec

0 - 200 km/h, 6.60 sec

Maximum speed: 330 km/h (Monza aero configuration)

Max. braking deceleration -3.5 G

Max. lateral acceleration +/- 3.9 G

ENGINE

V8 - 4 litre naturally aspirated - 612 HP @ 10.000 rpm - made by Mecachrome.

8 in 1 exhaust.

Fly by wire accelerator system.

Rebuild after 3600 to 4000 km.

Torque 500Nm @ 8000 rpm.

DRS

Exact functionality of DRS used in Formula One.

Hydraulic activation.

MONOCOQUE AND BODYWORK

Survival cell - Sandwich Carbon/aluminium honeycomb structure made by Dallara.

Front and rear wing - Carbon structures made by Dallara.

Bodywork - Carbon - Kevlar honeycomb structures made by Dallara.

GEARBOX

6-speed longitudinal Hewland sequential gearbox. Electro-hydraulic command via paddle shift from steering wheel.

AP Carbon clutch.

No on-board starter, anti-stall system.

Non hydraulic ramp differential.

WHEELS AND TYRES

O.Z. Racing.

Magnesium rims

13" x 12" front - 13" x 13.7" rear

BRAKES

6 pistons monobloc Brembo callipers.

Hitco carbon-carbon brake discs and pads.

DIMENSIONS

Overall length: 5065 mm

Overall width: 1800 mm

Overall height: 1072 mm (including FOM roll hoop camera)

Wheelbase: 3120 mm

Overall weight: 688 kg (driver on-board)

SAFETY STANDARDS

FIA F1 safety standards including: Front, side, rear and steering column impact tests.

Front and rear roll hoop, impact structures and monocoque push tests.

Anti-intrusion survival cell protection panels.

Wheel retainer safety cables.



THE FIA FORMULA 2 CHAMPIONSHIP

THE FIA FORMULA 2 CHAMPIONSHIP WAS BORN TEN YEARS AGO (FORMER GP2 SERIES) AND IT HAS QUICKLY ESTABLISHED ITSELF ON THE WORLD STAGE AS ONE OF THE MOST IMPORTANT MOTOR SPORT CHAMPIONSHIP IN THE WORLD.

THE COMBINATION OF A FAST CAR, SAFE, TECHNOLOGICALLY CLOSE TO THE CARS OF FORMULA 1 TOGETHER WITH THE TALENT OF THE BEST YOUNG DRIVERS ALLOWED THE FIA FORMULA 2 CHAMPIONSHIP TO BECOME THE PROPAEDEUTIC CATEGORY BY EXCELLENCE.

ONE OF THE LEAGUE'S STRENGTHS IN THE CLOSE LINK WITH THE FIA AND FOM (FORMULA ONE MANAGEMENT). FOR THIS REASON, THE FORMAT OF THE GP2 FOLLOWS THE RACES OF FORMULA 1. 11 RACES SPREAD AROUND THE WORLD. EVEN THE FAMOUS GRAND PRIX OF MONTE CARLO IS A GREAT RACE OF THE SERIES.

SINCE 2005 MORE THAN 60 YOUNG DRIVERS COMING FROM F2 GET ON A FORMULA 1 CAR.



WHERE
AND WHEN



THE CALENDAR

- 1** APR 16 BAHRAIN (MANAMA)
- 2** MAY 14 SPAIN (BARCELONA)
- 3** MAY 27 MONACO (MONTE CARLO)
- 4** JUN 25 AZERBAIJAN (BAKU)
- 5** JUL 9 AUSTRIA (SPIELBERG)
- 6** JUL 16 GREAT BRITAIN (SILVERSTONE)
- 7** JUL 30 HUNGARY (BUDAPEST)
- 8** AUG 27 BELGIUM (SPA -FRANCORCHAMPS)
- 9** SEP 3 ITALY (MONZA)
- 10** OCT 8 SPAIN (JEREZ)
- 11** NOV 26 UAE (ABU DHABI)



BENEFITS

ANTONIO TODAY REPRESENTS THE FUTURE OF THE INTERNATIONAL MOTOR RACING INDUSTRY.

Investing on Antonio will guarantee a series of benefits:

BRANDING

- Great exposure thanks to branding on racing car, racing suit, under suit, helmet, cap, drinking bottle

HOSPITALITY

- Fia F2 Championship Pass paddock
- Box visits
- Pit Lane access
- Product display of the Sponsor in the hospitality structure

IMAGE RIGHTS:

- Exploitation of Image rights for Advertising Campaigns
- Exploitation of Image rights for promotional collateral material such as catalogues, brochures, leaflets, etc.
- Exploitation of Image rights for corporate events: conventions, exhibitions, etc.
- Exploitation of Image rights for editorials on specialized magazines

EXTRA BENEFITS:

- Website Links
- Presence at events (autographs sessions, etc...)
- Video messages
- Meet & Greet for sponsors' clients, guests
- Specialized Communication agency support
- Design & Production of merchandising



HERE

YOUR LOGO

Branding spaces SAMPLES

RACE
HELMET



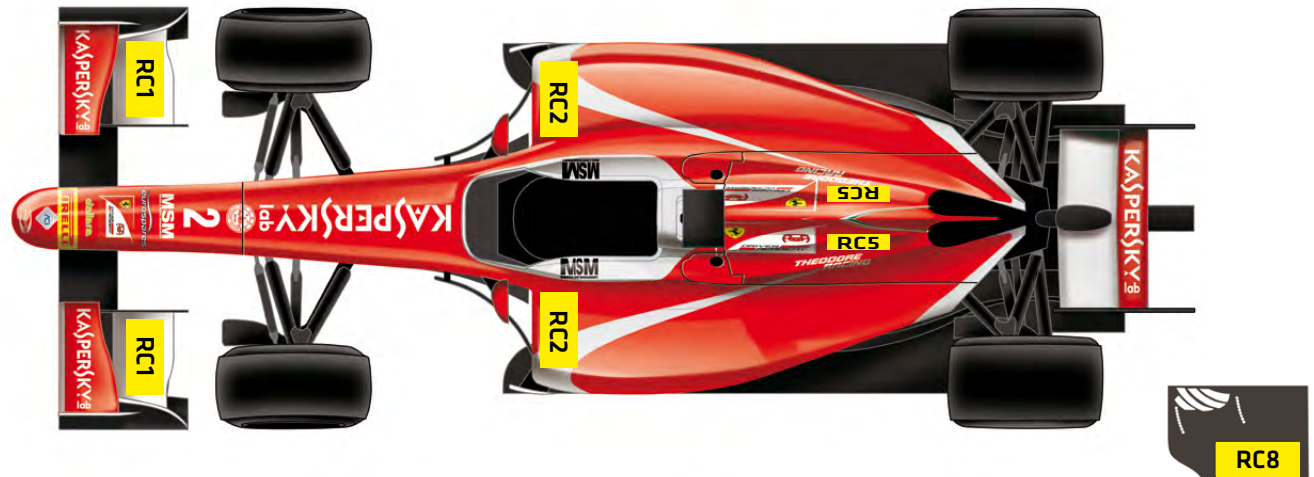
CAP



DRINKING
BOTTLE



RACE SUIT



RACE CAR



TO WATCH THE RACES ON TV

EUROPE

- Italy, San Marino, Canton Ticino, Vatican State :
Sky Sports (Sky Italia)
- France, Monaco, Andorra, Switzerland:
Sport + channel (Canal Plus)
- Bosnia and Herzegovina, Croatia, Kosovo, Macedonia,
Montenegro, Serbia: Arena Sports 1 or 2
- Czech Republic and Slovakia:
AMC Sport 1, 2 or 3
- Hungary: M4
- Republic of Ireland: Setanta Ireland or Setanta Sports 1
- Spain and Andorra: Movistar F1 channel (Telefonica)
- United Kingdom of Great Britain and Northern Ireland:
Sky Sports UK

AMERICAS

- Multi-Territories:¹ Canal F1 (Latin America) territories:
Argentina, Belize, Bolivia, Chile, Colombia, Costa Rica,
Dominican Republic, Ecuador, El Salvador, French Guiana,
Guatemala, Guyana, Honduras, Mexico, Nicaragua,
Panama, Paraguay, Peru, Surinam, Venezuela, Uruguay
and the Caribbean Territory
- Brazil: TV Globo, SPORTV (Globosat)

ASIA PACIFIC

- Australia: Fox Sports Australia
- Indonesia: Kompas TV
- New Zealand: Sky Sports



sky SPORTS

CANAL F1

GLOBOSAT sky

arenasport



M4
SPORT

Telefonica

amc

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