



A sprint race is a 40-second ad. A 24-hour race is a documentary.

Two Ferrari 296 GT3 endurance drivers. One commercial programme. Two continents, one agreement.

Rey Acosta #88

2025 Ferrari Challenge Coppa Shell World Champion · 2026 AF Corse Ferrari 296 GT3 Evo

Custodio Toledo #150

P8 in LMGT3 at the 24 Hours of Le Mans · Runner-up, 2025 ELMS LMGT3

Ferrari 296 GT3 · AF Corse

Michelin Le Mans Cup · International GT Open · European Le Mans Series · 24 Hours of Le Mans · 24 Hours of Spa

2026 / 2027 PARTNERSHIP PROGRAMME

South Florida, USA · European operations with AF Corse

partnerships@octaracing.com

octaracing.com · prepared August 2026

Two drivers, two continents, one agreement.

Octa Racing is the commercial programme behind two Ferrari 296 GT3 endurance drivers — a reigning Ferrari world champion and a Le Mans top-ten finisher — competing with AF Corse, the team that runs Ferrari's factory endurance programme. One agreement covers two drivers, two continents and a multi-series calendar across US, Brazilian and European audiences. The same two people who built and exited a global fintech platform now run the commercial side of this programme, with the same reporting discipline.

113M¹

Le Mans TV audience

196¹

countries broadcast

325,000¹

spectators, Le Mans

128,000²

spectators, Spa 24H

4.51B²

earned reach, Spa 24H

24h

unbroken screen time

THE DRIVERS

Rey Acosta #88

COPPA SHELL WORLD CHAMPION

2025 Ferrari Challenge Coppa Shell World Champion at Mugello³. Six seasons, 73 starts, 840 career points, 26% podium rate. 2026: full season in an AF Corse Ferrari 296 GT3 Evo across the Michelin Le Mans Cup and International GT Open⁴. Miami, FL — @hellreyzercrew.

Custodio Toledo #150

LE MANS TOP-TEN FINISHER

P8 in LMGT3 at the 24 Hours of Le Mans with AF Corse, alongside Ferrari factory driver Lilou Wadoux. Runner-up in the 2025 European Le Mans Series LMGT3 and the 2024 Michelin Le Mans Cup; pole position at the 24 Hours of Spa⁵. Dual Brazilian and US audience — @custatoleado.

Where they race in 2026

Michelin Le Mans Cup · International GT Open · European Le Mans Series
24 Hours of Le Mans · 24 Hours of Spa · US, Brazilian and European audiences

THE PEOPLE BEHIND THE PROGRAMME

Operators, not hobbyists.

Acosta and Toledo co-founded AltaReturn in 2008 and built it into a global private-capital software platform. In 2019 it combined with Black Mountain Systems under Vista Equity Partners to form Allvue Systems, where Acosta became CEO and Toledo led private-equity technology⁸.

That matters commercially. A partner is dealing with people who have run a board-reported P&L, sold to institutional buyers and been on the other side of a sponsorship budget. Deliverables get scoped, tracked and reported — not promised and forgotten.

The paddock they compete in

Richard Mille and PharmaNutra already partner AF Corse⁹
— a proven environment for premium brands.

SOURCES

¹ FIA WEC, record 24 Hours of Le Mans audience — www.fiawec.com/en/news/recording-breaking-figures-for-24-hou...

² CrowdStrike 24 Hours of Spa 2025 event report — www.crowdstrike24hoursofspa.com/images/SPA24H%20EVENT...

³ Ferrari Corse Clienti, Finali Mondiali Mugello — www.ferrari.com/en-EN/corse-clienti/articles/scarpetta-and-acosta-c...

⁴ Michelin Le Mans Cup 2026 driver entry — www.lemanscup.com/en/driver/2026/43591

⁵ GT World Challenge Europe driver record — www.gt-world-challenge-europe.com/driver/4315/custodio-toledo

⁸ Allvue Systems, AltaReturn / Black Mountain combination — www.allvuesystems.com/news/altareturn-and-black-mo...

⁹ PharmaNutra and AF Corse partnership — www.cetilar.com/en/pharmanutra-and-af-corse-a-winning-partnership-co...

Why endurance racing works for a brand.

Sprint racing sells impressions. Endurance racing sells duration, credibility and access — three things a media buy cannot replicate.

● Time on screen, not seconds

Le Mans, Spa and Daytona are round-the-clock broadcasts. Livery, suit and helmet branding accumulate exposure hour after hour, then again in every highlight package, race report and social edit for months afterwards.

● Credibility by association

Both drivers race with AF Corse and share cockpits with Ferrari factory drivers. Your brand sits inside the Ferrari endurance ecosystem, not next to it — and that distinction is what a customer actually reads.

● Buying power in the stands

Ferrari and GT3 competition draws an owner-and-collector audience. The same paddocks carry Richard Mille and Chivas Regal, and 325,000 people came through Le Mans and 128,000 through Spa in a single weekend each.

● B2B you can't buy elsewhere

Three-day hospitality windows: grid walks, garage access and driver time. Nobody cancels a meeting on a pit wall during a 24-hour race — and nobody forgets the one they attended.

The cost of the racing is already committed. What a partner buys is the audience it reaches.

A GT3 endurance season runs to seven figures before a sponsor is involved⁷ · A partner is buying into a programme that is already on the grid, not funding a maybe.

SOURCES

¹ FIA WEC, record 24 Hours of Le Mans audience — www.fiawec.com/en/news/recording-breaking-figures-for-24-hou...

² CrowdStrike 24 Hours of Spa 2025 event report — www.crowdstrike24hoursofspa.com/images/SPA24H%20EVENT...

⁷ GT3 running costs — medium.com/mayfair-parking/the-eye-watering-costs-of-running-a-gt3-team-9889ff5df409

Partnership levels.

Indicative annual investment for a two-car, two-driver agreement. Every tier is built from an itemised asset inventory, not a flat rate — final scope and figure are confirmed after a discovery call.

TIER · INVESTMENT · AVAILABILITY · WHAT IT INCLUDES

Title	\$395,000	1 available	Naming rights, primary livery both cars, category exclusivity, Le Mans + Spa hospitality.
Primary	\$145,000	2 available	Major livery panel, suit and helmet secondary positions, garage backdrop, paddock passes.
Secondary	\$55,000	4 available	Defined livery panel, apparel placement, per-weekend social features, season report.
Technical	\$18,000 + VIK	By category	Official supplier marks, endurance test data, co-authored case study, show-car support.
Associate	\$6,500	Open	Contingency decal both cars, website listing, results social inclusion, home-round passes.

STRUCTURE AND ADD-ONS

Scope	Activations	Hospitality
— Single-driver agreements at 60% of the two-car tier	— Le Mans or Spa 24H activation from \$110,000	— \$2,750 per guest per weekend
— Category exclusivity +20%	— Single race weekend from \$9,500	— Grid walk, garage access and driver time included
— Two-year term -10% · three-year term -15%	— Driver appearance day \$4,500	— Three-day windows at Le Mans and Spa

These figures are benchmarked, not invented.

Pages 5 and 6 place every tier against sixteen driver and team programmes that publish their own prices, and against published market rate bands for comparable GT and endurance programmes.

SOURCES

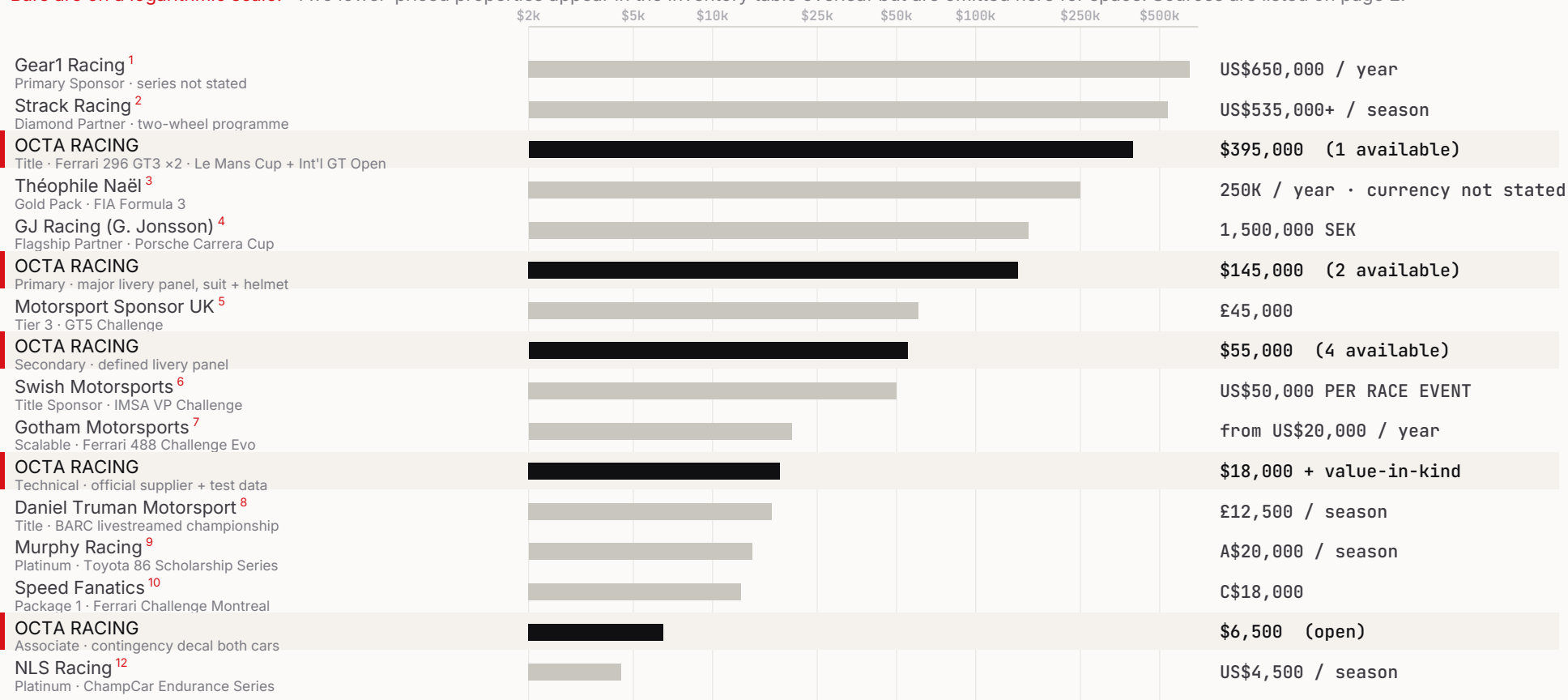
⁶ Motorsport sponsorship rate benchmarks — www.superhub.biz/how-much-does-motorsport-sponsorship-cost-real-...

⁷ GT3 running costs — medium.com/mayfair-parking/the-eye-watering-costs-of-running-a-gt3-team-9889ff5df409

What comparable drivers charge — and what Octa asks for.

Every non-Octa figure is taken from a sponsorship page or deck that publishes its own prices. Non-USD prices are converted at spot rates on 5 August 2026.

Bars are on a logarithmic scale. Two lower-priced properties appear in the inventory table overleaf but are omitted here for space. Sources are listed on page 2.



PUBLISHED MARKET BANDS FOR THE SAME KIND OF PROGRAMME

Single car — Ferrari Challenge, Porsche Cup, GT World Challenge ¹⁵	US\$50k – US\$350k per season
British GT ¹⁶	£25k – £150k per season
GT World Challenge / Continental GT ¹⁶	£100k – £500k per season
WEC / Le Mans programme ¹⁶	▶ £250k – £5m+ per season

THE READ-OUT

- Octa's Title tier sits inside the published band for a GT World Challenge-level programme and below the WEC / Le Mans band — while the racing is at Le Mans and Spa.
- The only comparables asking more than Octa are a team whose series is not disclosed and a two-wheel programme. Every published Ferrari-paddock package sits at or below \$20,000.
- Nothing else in this set combines a factory-adjacent Ferrari 296 GT3, a reigning world champion, a Le Mans class finish and a published rate card.

What each of them actually promotes at its top tier.

Filled marks are inventory the property states in writing on its own page. Half marks are partial or implied. Blank means it is not offered or not published — not that it is unavailable.

● published explicitly ● partial or implied ○ not published

PROPERTY	TOP TIER	NAMING RIGHTS	PRIMARY LIVERY	SUIT / HELMET	VIP HOSPITALITY	TRACK OR SIM DAY	GUARANTEED SOCIAL	ANALYTICS REPORT	CATEGORY EXCLUSIVITY	B2B PARTNER NETWORK	MULTI-YR / RENEWAL
OCTA RACING Ferrari 296 GT3 x2 · Le Mans Cup + Int'l GT Open	\$395,000	●	●	●	●	●	●	●	●	●	●
Gear1 Racing ¹ Series not stated	\$650,000	●	●	●	●	○	●	○	●	●	○
Strack Racing ² Two-wheel programme (structure reference)	\$535,000	○	●	●	●	○	●	●	●	○	●
Théophile Naël ³ FIA Formula 3	250K*	○	●	●	●	○	●	○	○	●	○
GJ Racing ⁴ Porsche Carrera Cup 2026	1.5m SEK	○	○	○	○	○	○	○	○	○	○
Swish Motorsports ⁶ IMSA VP Racing SportsCar Challenge	\$50,000/ev	●	●	●	●	○	●	○	●	○	●
Medusa Motorsports ¹⁴ IMSA Michelin Pilot Challenge	on request	●	●	○	●	○	○	○	○	○	○
Motorsport Sponsor UK ⁵ GT5 Challenge	£45,000	○	●	●	●	●	○	○	○	○	○
Speed Fanatics ¹⁰ Ferrari Challenge Montreal customers	C\$18,000	○	●	○	●	●	●	○	○	○	○
Gotham Motorsports ⁷ Ferrari 488 Challenge Evo	from \$20,000	○	●	●	●	○	●	○	○	●	○
Daniel Truman Motorsport ⁸ BARC livestreamed championship	£12,500	●	●	●	●	●	○	○	○	○	○
Murphy Racing ⁹ Toyota 86 Scholarship Series	A\$20,000	○	●	○	○	○	○	○	○	○	○
EC Motorsport ¹¹ Series not stated	£8,000	○	●	○	●	●	●	○	○	●	●
NLS Racing ¹² ChampCar Endurance Series	\$4,500	○	●	●	○	●	○	○	○	○	○
Dinescu Racing ¹³ Series not stated	\$2,500	○	●	○	○	○	●	○	○	○	○

* Théophile Naël publishes 250K / 100K / 50K per year without stating a currency. GJ Racing publishes three price points and states explicitly that they are not fixed packages, with no itemised inventory.

WHERE THE GAP IS

Nobody in the Ferrari paddock publishes a rate card.

The two Ferrari-adjacent properties with public prices sell from \$3,800 to \$20,000 — club-level inventory. A priced, itemised card at GT3 level has no direct comparable.

Analytics is the cheapest way to out-sell this field.

Only one property in the set commits to a reach, impressions and demographics report. Octa commits to it from the Secondary tier up.

Le Mans and Spa are the whole argument.

113m TV viewers across 196 countries at Le Mans, 4.51bn earned reach at Spa — audiences no club or one-make comparable can offer.

SOURCES · EVERY FIGURE ABOVE IS TAKEN FROM THE NUMBERED PAGE BELOW

- ¹ gear1racing.com/packages/
² www.strackracing.com/sponsorship.html
³ theophilenaël.com/en/partners
⁴ gj-racing.com/
⁵ www.motorsportsponsor.co.uk/sponsorship-packages/

- ⁶ www.swishmotorsports.com/wp-content/uploads/2025/0...
⁷ www.prnewswire.com/news-releases/army-veteran-and...
⁸ www.sponsordriven.com/danieltrumanmotorsport/spons...
⁹ murphyracing.au/sponsorship
¹⁰ www.speedfanatics.ca/partnerships/

- ¹¹ www.sponsordriven.com/ecm0t0rsp0rt/sponsor
¹² www.nlsracing.com/sponsorship
¹³ www.dinescu-racing.com/sponsor
¹⁴ medusamotorsports.com/sponsorship-opportunities/
¹⁵ flyyellow.com/sponsor

- ¹⁶ www.superhub.biz/gt-endurance-racing-sponsorship-co...
¹⁷ www.fiawec.com/en/news/recording-breaking-figures-f...
¹⁸ www.crowdstrike24hoursofspa.com/images/SPA24H%2...

Tell us what you need the partnership to do.

We do not send the same deck twice. Tell us the commercial objective — brand awareness in a specific market, B2B access, product credibility, hospitality for named accounts — and we will come back with the inventory that serves it and what it costs.

01

A 30-minute discovery call

Your market, your target accounts, your measurement. No pitch.

02

A tailored business case in two business days

What your brand gets, where it appears on both cars, the audience it reaches and the figure.

03

Scope, sign, activate

Livery and asset production, activation calendar, and a reporting cadence agreed before the season starts.

octa RACING

One agreement. Two Ferrari 296 GT3 drivers. Le Mans and Spa.

No obligation, no generic deck.

partnerships@octaracing.comoctaracing.com

South Florida, USA · European operations with AF Corse

SOURCES

¹ FIA WEC, record 24 Hours of Le Mans audience — www.fiawec.com/en/news/2024/07/24-hours-of-le-mans-audience-record/

² CrowdStrike 24 Hours of Spa 2025 event report — www.crowdstrike24hours.com/en/news/2025/07/24-hours-of-spa-2025-event-report/

³ Ferrari Corse Clienti, Finali Mondiali Mugello — www.ferrari.com/en-EN/corsera

⁴ Michelin Le Mans Cup 2026 driver entry — www.lemanscup.com/en/driver/

⁵ GT World Challenge Europe driver record — www.gt-world-challenge-europe.com/en/news/2024/07/24-hours-of-spa-2025-event-report/

⁶ Motorsport sponsorship rate benchmarks — www.superhub.biz/how-much-to-sponsor-a-race-car/

⁷ GT3 running costs — medium.com/mayfair-parking/the-eye-watering-costs-of-gt3-racing-8d8d8d8d8d8d

⁸ Allvue Systems, AltaReturn / Black Mountain combination — www.allvuesystems.com/en/news/2024/07/24-hours-of-spa-2025-event-report/

⁹ PharmaNutra and AF Corse partnership — www.cetilar.com/en/pharmanutra-and-af-corse-partnership/

Octa Racing is an independent commercial programme representing its drivers. Ferrari, AF Corse, Le Mans, Spa and all series marks belong to their respective owners and are referenced for identification only. Figures in this document are indicative and subject to written agreement. Non-USD benchmark figures on pages 5 and 6 are converted at spot rates on 5 August 2026.