

F1 Academy driver for Scuderia Ferrari

MAYA WEUG



Date of Birth: 1st of June 2004

Nationality: Dutch & Belgian

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I speak **5 languages**, Dutch, English, Spanish, Italian and Catalan

I was born and raised in **Spain**, where I found my passion for racing at the age of **7**. And always **dreamed** of getting to **Formula 1**. With the time I started competing in national and international karting championships and in 2021 I became the first female to join the prestigious **Scuderia Ferrari Driver Academy**.



Your Benefits

EXCLUSIVE RACE DAY ACCESS:

Experience the thrill of being at the track with me with exclusive access and get to know me better.

ENGAGE YOUR AUDIENCE

Leverage my +100.000 followers to boost your brands visibility with personalised content

UNIQUE EVENTS

Participate in sponsor events and have me as a speaker providing a direct connection to your customers. Or let's organize workshops or track days to inspire your team.

My goals

I aspire to become the most **successful female** driver. And at the same time **inspire young girls** to race and show them that **every dream is possible!**

However, **racing is expensive**, and we continuously **seek partners and sponsors** to help cover the costs of racing, make my **performance better** and create **unique relations** together.

2015
Vice Spanish
Champion

2018-2019
Richard Mille Young
Talent Academy

2022-2023
Italian F4 Female
Champion

2024 F1 Academy
1 win-6podiums-
3rd in the championship

2016
WSK Final Cup
Champion

2021
Joining the Ferrari
Driver Academy

2023
First female on
FRECA podium &
scoring points

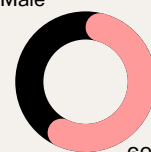
Netflix & F1 Academy

- **F1 Academy** is streamed live in over 160 countries
- Streamed on 29 TV channels as well as F1 TV
- A **documentary** series about F1 Academy will come out in March 2025 **on Netflix**
- In 2024 the **Hello Sunshine** crew for the series has already been following me **on and off track** with many interviews and behind the scenes

Social Media

MY AUDIENCE:

31% Male



69% Female

FOLLOWERS:

1301000

9.250

5.270

Let's Drive Success Together!

2025 Sponsoring packages

F1 Academy driver for Scuderia Ferrari & Eurocup 3

Bronze Sponsor:

- Placement: Your logo displayed on the Eurocup 3 car.
- Exposure: Inclusion in a shared sponsor panel at events and on social media posts.
- Benefits:
 - Your logo featured on the Maya's website under the "Supporters" section.
 - Two race day passes with pit access for the Spa Eurocup 3 race or another Eurocup 3 event of your choice including catering at the track.

Silver Sponsor:

- Placement: A larger logo displayed on the Eurocup 3 car.
- Exposure: Featured promotional videos, social media, and sponsor highlight reels.
- Benefits:
 - A VIP race day experience, including a guided tour and a meet-the-driver session.
 - Opportunity for product placement or giveaways at Eurocup 3 events.
 - Four EuroCup 3 race day passes, including catering at the track.

Gold Sponsor:

- Placement: A large logo prominently displayed on various key areas of the Eurocup 3 car.
- Exposure:
 - Frequent mentions on social media, including tagged posts and stories.
 - Your brand name highlighted in interviews and promotional videos.
- Benefits:
 - Eight race day passes, complete with hospitality services.
 - Exclusive use of Maya for one corporate event or promotional day.
 - Sponsor highlighted posts across all platforms.

Platinum Sponsor:

- Placement: A prominent logo displayed on both the F1 Academy Ferrari livery car and the Eurocup 3 car.
- Exposure:
 - Dedicated features in press coverage, interviews, and promotional materials.
 - Visibility at 7 Formula 1 weekends
 - Featured in a Netflix docuseries, providing global exposure.
- Benefits:
 - High visibility for your brand in two international competitions and the driver's personal social media.
 - Client experience opportunities at one or more Eurocup 3 events.
 - 6 F1 Academy passes with F1 Academy hospitality.
- Customizable team-building events with Maya tailored to your company's needs.

F1 Academy + Eurocup 3 title sponsor:

- Placement:
 - Dominant logo featured on the F1 Academy Ferrari car.
 - Primary branding on the Eurocup 3 car, including all prime areas (sidepods, rear wing and front wing).
- Exposure:
 - Featured in official communications, including interviews, events, and media coverage.
 - Brand visibility and promotion on social media platforms.
- Benefits:
 - Full VIP experience for 15 guests per race Eurocup 3 race, with hospitality access.
 - 6 passes for F1 Academy races with hospitality and hotel.
 - Year-round branding opportunities.
 - Driver appearances at two corporate events.

