# ATTILA KALAPÁCS

## RISING TALENT, SHARED AMBITION

A partnership to engage authentically, think beyond borders and build for the future.




**2027 PARTNERSHIP PROPOSAL**

Budapest, 24 October 2026

MEET THE DRIVER: THE VALUES BEHIND THE PERFORMANCE

# The person behind the helmet

Attila's edge goes beyond speed. It is how he learns, works hard, communicates and performs within a team.

### CONTINUOUS IMPROVEMENT

At just 16 years old, Attila is investing in his future through relentless hard work, constantly learning from data, experience, and feedback every single day.

### DATA-DRIVEN PERFORMANCE

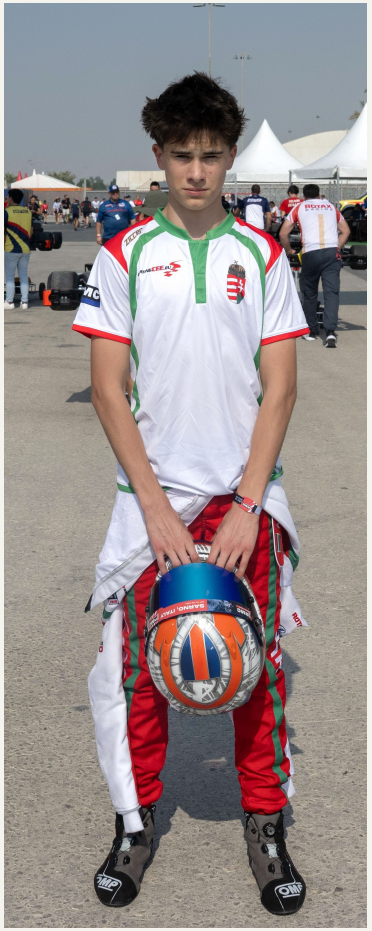
A talented and excellent student, Attila stands out by turning preparation, analysis and conscious decision-making into performance.

### TEAM SPIRIT

Attila's progress is built on constructive collaboration with engineers, coaches and partners where shared feedback drives team success.

### CHAMPION'S MINDSET

Attila meets every setback with determination, building his international career step by step through talent, discipline and resilience.



PARTNERSHIP OPPORTUNITIES

# Tailor-made partnership. Business-driven activation.

## Turning shared values into action.



MEET THE OPPORTUNITIES: PARTNERSHIP BUILT AROUND YOUR BUSINESS

# Three ways to partner, tailored to your goals

Make your partnership work for your business.

## 01

### BRAND VISIBILITY

Prominent branding across racewear, car and helmet.
Distinctive visibility in the paddock.
Integrated presence on social media, and across owned and partner channels.

## 02

### CONTENT & ENGAGEMENT

Original content following Attila's preparation, race performance and personal growth.
Authentic stories about ambition, education and the discipline behind progress.
Short video and photo content for social media and other channels.

## 03

### EXPERIENCES & HOSPITALITY

Selected race and paddock access, and hosted partner events.
Memorable customer experiences built around the racing program.
Employee talks, leadership content and talent programs.
Activation across B2B, B2C and B2B2C channels.

**Choose a focused partnership or combine opportunities to meet your goals.**

TURNING SHARED VALUES INTO ACTIVATION

# A natural fit for ambitious brands

Align Attila’s values with your business ambitions.

### TALENT DEVELOPMENT

Support a talented young athlete as he progresses into professional single-seater racing.

### CONTINUOUS IMPROVEMENT

Turn disciplined preparation and feedback into sustained progress on and off the track.

### INNOVATION & DATA

Connect your brand with the engineering and data-driven decisions behind race performance.

### INTERNATIONAL GROWTH

Build your brand story around international ambition and competition across Europe.

### LONG-TERM VISION

Develop a partnership that can grow with Attila’s racing career and audience reach.

### AUTHENTIC STORYTELLING

Share an authentic story of personal commitment, learning and measurable progress.

**A professionally managed partnership tailored to your brand and business objectives.**

## DESIGNED TO DRIVE SPORTING AND PARTNER SUCCESS

# Proven on track.
# Ready to drive what's next.

Results that point to a clear road to the next level.



SPORTING PROOF

# Proven Performance. A Clear Road Ahead

Attila became Junior National Champion at 14 in just his third season and, by 16, has progressed to senior champion and international race winner. His track record provides a credible foundation for partnership and demonstrates strong potential for continued progression.

## 2×

HUNGARIAN CHAMPION

## 19th

2025 FIA WORLD CUP

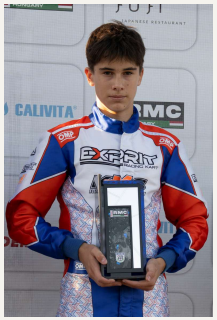
## 2026

CENTRAL EUROPEAN ZONE WINNER

## MUNKÁCSY

2026 BUDAPEST MUNICIPAL AWARD
Outstanding Student & Elite Athlete

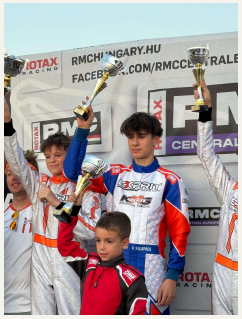










**2024**

Junior national title

**2025**

Senior national title + World Cup P19

**2026**

International campaign + CEZ champion

**2027**

Formula 4 programme

INTERNATIONAL DEVELOPMENT ENVIRONMENT

# Ready for the next level, backed by professional expertise

The programme combines sporting progression, team integration and international career guidance.

### MINARDI CONNECTION

DAG Management and Consulting Ltd. is the exclusive manager of Attila's professional racing career. International management expertise provides strategic career guidance, industry credibility, and access to an extensive network of teams, partners, and decision-makers across international motorsport.

*"Talent in motorsport is not only about speed — it is about instinct, determination, the ability to learn, and the hunger to keep moving forward. Attila showed us these qualities very early.*
*We recognized his natural potential from the beginning, and together we have watched Attila grow, overcome difficult moments and continue to come back stronger. That resilience says a great deal about the person behind the helmet.*
*We genuinely believe that Attila has the potential to build an important future in motorsport. For us, supporting a young driver means believing in the journey before the results alone can tell the whole story."*

**Giovanni Minardi**

### TOP RACING TEAM

Attila's planned move to a leading Swiss Formula 4 team marks the next step in his racing career. Integration is subject to successful 2026 autumn testing.

### PHYSICAL & COGNITIVE PREPARATION

Fit4Race prepares Attila for peak physical and cognitive performance.

| | |
|---|---|
| SPORTS MARKETING SUPPORT | **Péter Zsédely brings international sports marketing expertise to partnership strategy, activation and communication.** |
| SPORT PSYCHOLOGY SUPPORT | **Irisz Bakkler brings Olympic-level expertise to Attila's mental preparation for racing.** |
| MEDIA SUPPORT | **Partnership discussions in progress** |

WHY IS IT THE BEST MOMENT?

# The next chapter begins.
# Shape the story.

**Join at a defining moment, where racing progress and business opportunities grow together.**



WHY NOW

# From karting to Formula 4. The next level starts here.

Join at a defining stage where sporting progress translates into partner value.

### FROM KARTING TO FORMULA 4

A defining step into professional single-seater racing.
Reaching a level few drivers attain sets Attila apart.

### FOUNDING PARTNERSHIP

Be part of Attila's journey and shape a partnership that grows with his racing career.

### SHAPING THE NARRATIVE

The official multi-channel communication platform is taking shape now, creating meaningful opportunities for partner integration.

### INTERNATIONAL PROGRAM

Formula 4 brings a higher-level international stage and fresh storytelling opportunities beyond racing, from team preparation to life between sessions.

## AN EARLY PARTNERSHIP HELPS SHAPE THE STORY FROM THE START

# From karting in 2026...









# ...to Forumula 4 in 2027

AI-generated concept. Final design will align team specifications and sponsor requirements.



2027 PROVISIONAL RACING PROGRAMME

# F4 CEZ Championship

FIA-certified multi-country championship in Central Europe.



**6**

**CHAMPIONSHIP ROUNDS**

**April–September 2027**

**Provisional** 2027 race calendar.
Dates remain subject to change.

| ROUND | DATE | CIRCUIT |
|---|---|---|
| 01 | 18 April | **Salzburgring (A)** |
| 02 | 23 May | **Red Bull Ring (A)** |
| 03 | 6 June | **Slovakia Ring (SK)** |
| 04 | 1 August | **Most (CZ)** |
| 05 | 5 September | **Brno (CZ)** |
| 06 | 26 September | **Hungaroring (H)** |

Source: supplied F4 CEZ Championship provisional calendar 2027

# LET’S BUILD A PARTNERSHIP THAT PERFORMS.

## A 30-minute partnership discussion

- Align priority audience and business objective.
- Choose partnership involvement level.
- Shape a tailored scope, budget and delivery plan.

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**PARTNERSHIP, NOT SPONSORSHIP**



# CONFIDENTIALITY

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Recipients must not publish this document or disclose it or its contents to any third party, in whole or in part, without the prior express written consent of the Driver, Attila Kalapács, and his parents.

### INFORMATION AND PROPOSED TERMS

We have prepared this document with reasonable care, based on information available as of its date. Plans, schedules and estimates may change. Future sporting or commercial outcomes are not guaranteed.

The partnership opportunities described are for discussion purposes only.