



MOTORSPORT CULTURE · MEDIA · TRAVEL · EXPERIENCES

A new motorsport culture platform.

Animalz is a global motorsport company built across media, travel, experiences and branded content, with coverage capability in Brazil, Europe and beyond. We are not selling inflated audience claims. We are building a structured operation with production infrastructure and a clear plan for brands that want to shape the platform from launch.

MEDIA

Editorial and video across every major championship, in four languages.

TRAVEL

Race-week trips and hospitality to Grands Prix around the world.

EXPERIENCES

Host-led moments, activations and real access to the paddock.

BRANDED CONTENT

Formats built for Instagram, TikTok, YouTube and editorial.

ANIMALZ

COVERAGE

Every series that matters.

FORMULA 1

MOTOGP

NASCAR

INDYCAR

FORMULA E

WEC

WRC

STOCK CAR

PORSCHE CUP

ENDURANCE

THE ANIMALZ

theanimalz.com.br

Our editorial portal. Live news, driver standings and race calendars across nine championships, published in English, Portuguese, Spanish and Arabic.

ANIMALZ RACING TV

[youtube](#) · [@AnimalzRacingTV](#)

Our video front. Race-week films, host explainers and cinematic motorsport content, hosted by faces who live the sport.

Two faces. Two markets.



Bruna Villalva

INTERNATIONAL HOST · DUBLIN

Founder of F1 Na Veia, a 50,000-strong Formula 1 community, and creator of **Senna na Veia**. Marketing background and former Volkswagen do Brasil. Ferrari and Senna at heart, fluent in JDM and drift culture.



Talita Leal

BRAZIL HOST · BRASÍLIA

Content creator, interviewer and model. Acted in TV Globo's **Justiça**. Coordinates media teams across events at the **Autódromo de Brasília**. Red Bull and Verstappen fan who drifts and races a 17 HP kart.

Come in before it's only an inventory buy.

Early partners help shape formats, recurring series, race-week coverage and travel-facing moments, with founding-partner positioning through the launch phase.

◆ Branded content & social video series

◆ Editorial sponsorship with The Animalz

◆ Brand activations at the circuit

◆ Race-week coverage partner

◆ Travel & hospitality partnerships

◆ Product collaborations & store drops

We don't pretend the audience already exists. We build it with you, in the open, from day one.

Race week, as a product.

Guides, packages and host-led experiences around the calendar. From Grand Prix hospitality to city-by-city race-week storytelling, travel is where an audience becomes a community, and where that community becomes real business for our partners.

LET'S TALK

Let's build the platform together.

PARTNERSHIPS

partnerships@theanimalz.com.br

PORTAL

theanimalz.com.br

GROUP

animalzgroup.com

SOCIAL

[@animalzgroup](#) · [@animalzracing](#)

