



We already produce real media, content and experiences. Now, focused on motorsport.

1.4M

Instagram views in 30 days

27,983

unique viewers on a single
livestream

1,376

people at the last edition of
an owned event

We already produce. Now, it's motorsport.

Animalz is a media, content and experiences operation that already runs its own brands, events and channels. Not a promise — it's what we deliver today, with the same team that produces, films, broadcasts and publishes.

Now we're bringing that same machine — production, broadcast, audience and owned channels — into motorsport.

90.5%

of the digital audience is Brazilian, spread across the whole country.

5 regions

the live events draw crowds from every region of the country.

0

projections or estimates. Every number comes straight from the Instagram and YouTube dashboards.



Six fronts that hold each other up.

01

ANIMALZ RACING

Content, community and motorsport coverage, with a structure built for race weeks in Brazil and abroad.

02

THE ANIMALZ

The editorial front: our own Formula 1 and motorsport portal, with live news, standings and calendars in four languages.

03

MEDIA & GROWTH

Production, media and brand growth. It's the unit that talks to the partner in this proposal.

04

ANIMALZ EVENTS

Owned events and live activations, with production and broadcast handled by the team itself.

05

ANIMALZ TRAVEL

Travel, hospitality and experiences tied to the races and event weeks.

06

ANIMALZ STORE

Products, collaborations and the lifestyle line of the group's brands.

BSB FIGHT

@bsbfight_oficial · youtube @BSBFIGHTH

COMBAT SPORTS

1.4M

Instagram views / 30 days

27,983

unique viewers on the Jul 18 live

77,827

YouTube views / 28 days

+120%

above the channel's normal on YouTube

2,981

YouTube subscribers

136.1K

views on the top-reach post

Over a million people a month, on a single channel.

Audience 90.5% Brazilian, peaking between noon and 9pm. The last stream drew 673 messages and 642 live reactions in the chat.

CAPITAL STRIKE

@capitalstrike

TACTICAL AIRSOFT

1,376

operators confirmed at the last edition

+141%

growth over the previous edition (570)

1,800 m²

of structured Safe Zone, 24h camping

5

regions of the country in attendance

The biggest airsoft event in Latin America.

Called that by the press, with coverage in Metr  poles. Production, broadcast and coverage by the team itself.

THE PROOF · WHAT WE ALREADY PRODUCE AND MOVE

POD CAPITAL

youtube @podcapitaloficial

PODCAST

44.1K

views in the last 90 days

+2K

subscribers in the same period

1.6K

hours of accumulated watch time

| **44K views in 90 days, and the curve is climbing.**

An interview podcast spanning sport, business and culture.

NOCAUTE CAST

@metodo_nocaute · on air for 3 weeks

FIGHTING

10.1K

YouTube views in the first 28 days

+180

subscribers in the same period

92.8 h

of accumulated watch time

| **Three weeks on air. Already past 10K views.**

A steep growth curve for a newly launched channel, publishing weekly.

- Every number comes straight from each channel's Instagram and YouTube dashboards. No projections or estimates.

Two faces that already live the race.



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, 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 at events at the Autódromo de Brasília. Drifts and races a 17 HP kart.



What your brand gets.

- 01** Your brand as **official partner** across every promotional asset: posts, stories and video coverage.
- 02** Presence in the coverage inside **channels with a nationwide audience**, not just the local market.
- 03** A mention on the **Instagram and YouTube** of the Animalz ecosystem during the activation week.
- 04** **Co-produced content** (an interview or behind-the-scenes) that runs on our channels and is also yours, free to reuse.
- 05** A **ready-made package**: production team on the ground, live broadcast, photo and video, and channels with a built audience to publish to.
- 06** Formats **designed around your objective**, from event sponsorship to a recurring content series.

LET'S TALK

Let's put your brand on the field.

CONTACT

Waltecio Júnior

EMAIL

walteciojr@animalzgroup.com

WEB

animalzgroup.com

Every number comes from each channel's Instagram Insights and YouTube Studio dashboards, for the period of June 21 to July 21, 2026, except Pod Capital (last 90 days) and Capital Strike live attendance (June 2026 edition, published by Metrôpoles).

UNIT

Animalz Media & Growth

PHONE

+55 61 99294-6515

ADDRESS

SHIS QI 29, Cj 07, Casa 18, sala B · Lago Sul, Brasília, DF