



BRAND INSTITUTE
Where Great Brands Begin!



FOR IMMEDIATE RELEASE:

CONTACT: Scott Piergrossi
(305) 374-2500
spiergrossi@brandinstitute.com

Global Branding Agency Brand Institute Becomes Official Sponsor of Emmo Fittipaldi

At only 12 years old, this winner of multiple Kart races and championships has the pedigree and passion to realize his dream of becoming a Formula 1 Racecar Driver.

MIAMI, Fla., August 6, 2019 – Brand Institute, a Miami-based brand development agency, today announced that it has entered into an agreement with Fittipaldi Racing to become the main sponsor of Emmo Fittipaldi, son of two-time Formula 1 Champion and two-time Indianapolis 500 winner Emerson Fittipaldi.

Brand Institute Chairman & CEO James L. Dettore commented, “Racing runs in the Fittipaldi Family and, like his father before him, Emmo is an exceptionally talented driver with incredible ambition and drive. Brand Institute is honored to be Emmo’s main sponsor, and we are committed to supporting his efforts toward becoming a champion Formula 1 Racecar Driver.”

Like past commitments aimed at fostering the development of youth, Brand Institute looks at this partnership as a means of inspiring future generations to make their dreams a reality.

When asked about the sponsorship, Emerson Fittipaldi commented, "I am very pleased to announce the agreement between Fittipaldi Racing, Brand Institute and their CEO James L. Dettore to sponsor my son, Emmo Fittipaldi, as the main sponsor. Emmo is 12 years old, racing in the Junior category for the next three years, and then we will start with Formula 4 on the way to achieve his dream of being a Formula 1 Driver. Again, we are extremely happy with the support we have received from Brand Institute."

About Brand Institute: Brand Institute is a branding agency that specializes in the development of brand names and identities. The company's primary services include creative name development, trademark screening, market research, regulatory affairs, linguistic analysis, and visual identity development.

###

