
From: [REDACTED]
Sent: Monday, July 21, 2025 12:06 PM
To: [REDACTED]
Subject: Re: Formula E London race / STEM initiative

Thanks so much for trying to set up. I'm entirely in your hands as to whether you'd like something in before or after the event.

Sent from [Outlook for iOS](#)

From: [REDACTED]
Sent: Monday, July 21, 2025 11:25:42 AM
To: [REDACTED]
Subject: RE: Formula E London race / STEM initiative

External Sender

Hi [REDACTED] – hope you had a good weekend. Still waiting to hear how we can make the driver interview happen – as we are in the leadup to the race, seems everything takes time. Would you be able to attend the race if that was the best option to get an interview with a Driver? You would be hosted by PIF as accredited media and this would also include experiences such as hot laps, pit lane access, garage tours, and exclusive access to the VIP hospitality area. Either Saturday or Sunday, whichever works best – at the ExCel centre.

But I'm also pushing for separate access if that works better for you.

Just let me know today for the race as this is the deadline for accreditations – thanks, [REDACTED]

[REDACTED]
Managing Director

[REDACTED]



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From: [REDACTED]
Sent: Friday, July 18, 2025 11:53 AM
To: [REDACTED]
Subject: Re: Formula E London race / STEM initiative

These pictures are great. Thank you. We'll get this in. I just need one driver to talk.

From: [REDACTED]
Sent: 18 July 2025 11:49
To: [REDACTED]
Subject: RE: Formula E London race / STEM initiative

External Sender

[REDACTED]

As discussed separately, see below and attached for info/pics/videos on the school event last Wednesday. I am trying to find out re driver availability, also pending any interest you may have in attending race as a hospitality guest of PIF. Note: on other media publication has covered this yet. Thanks,

[REDACTED]

+++

FORMULA E AND PIF'S "DRIVING FORCE PRESENTED BY PIF" EDUCATIONAL YOUTH PROGRAM SURPASSES 50,000 STUDENT TARGET

WHAT: Groundbreaking educational program, Formula E's "Driving Force Presented by PIF," focused on STEM learning and sustainability, achieves milestone of impacting more than 50,000 students worldwide nearly six months ahead of its year-end 2025 target.

WHEN: 16 July 2025

WHERE: Hammersmith Academy, London, United Kingdom

WHO: PIF and Formula E

BACKGROUND CONTEXT: Formula E and PIF announce that their flagship STEM and sustainability youth education program "Driving Force Presented by PIF" has achieved its target of engaging and positively impacting more than 50,000 students globally, following its latest school workshop at Hammersmith Academy in London. In-person school workshops also took place in Jeddah and Miami.

Launched in April 2025, ahead of the Miami E-Prix, "Driving Force Presented by PIF" is a multi-

dimensional learning program designed to engage and inspire students aged 8 to 18 on shaping the future of mobility through interactive workshops, hands-on learning experiences and digital resources.

The milestone is significant, with the 50,000 student target initially set for the end of 2025. This achievement reinforces Formula E and PIF's commitment to advancing electric mobility by inspiring and empowering the next generation of sustainability leaders through these STEM initiatives.

B-ROLL / PHOTOS: B-roll footage taken at the latest "Driving Force Presented by PIF" activation can be found here, with photos selections attached:

- [B-Roll](#)

Interviews Included:

- Beth Paretta, VP of Sporting at Formula E
- Lauren Ferrell, Head of STEM at Hammersmith Academy
- Sophie Harrowes, Head of Careers at Hammersmith Academy
- Hedda Hosas, Extreme H Racing Driver
- Student at Hammersmith Academy
- Julia Palle, VP of Sustainability at Formula E

PIF and Formula E's announcement relating to the launch of Driving Force in April 2025 can be found [here](#).

[Redacted]

Managing Director

[Redacted]



prosek

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From: [Redacted]

Sent: Thursday, July 10, 2025 6:42 PM

To: [Redacted]

Subject: RE: Formula E London race / STEM initiative

[Redacted],

Just a quick placeholder note to confirm that we are still on for next **Wednesday 16th 2pm at Hammersmith Academy (if you have the ability to arrive by 1.30/1.45pm, that is even better)**. I'll send you all the final information ASAP.

Plan is for drivers to arrive for around 1.40pm, there will be a session with the kids from 2.10-3.10pm and then plenty of time for interviews with Drivers, FE execs and teacher quotes, before they leave. There will be a car on show and plenty of imagery provided.

Any question let me know of course.

Thanks,

[REDACTED]

[REDACTED]

Managing Director

[REDACTED]



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From: [REDACTED]

Sent: Wednesday, July 9, 2025 9:12 AM

To: [REDACTED]

Subject: Re: Formula E London race / STEM initiative

My apologies for not getting back to you. Any time after 11.

From: [REDACTED]

Sent: 09 July 2025 09:05

To: [REDACTED] >

Subject: Re: Formula E London race / STEM initiative

You don't often get email from [REDACTED]. [Learn why this is important](#)

External Sender

Hi [REDACTED], when would be good to speak today?

[REDACTED]

Managing Director

Prosek Partners

[REDACTED]

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From: [REDACTED] >
Sent: Tuesday, July 8, 2025 11:29:50 am
To: [REDACTED]
Subject: RE: Formula E London race / STEM initiative

Hi [REDACTED]
Just a note to say that I'll be in touch asap on this. Ill drop you another email with a suggested time to speak later on. But we are definitely 'on' for the 16 July next week.

Thanks,

[REDACTED]

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[REDACTED]
Managing Director

[REDACTED]



From: [REDACTED]
Sent: Friday, July 4, 2025 4:37 PM
To: [REDACTED]
Subject: Re: Formula E London race / STEM initiative

Thanks [REDACTED]. Will confirm all the info for you and get in touch Tues.

[REDACTED]

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[REDACTED]
Managing Director

Prosek Partners

[REDACTED]

From: [REDACTED]

Sent: Friday, July 4, 2025 4:26:23 PM

To: [REDACTED]

Subject: Re: Formula E London race / STEM initiative

Hi [REDACTED],

Thanks for this. Would help if one of the drivers is from London and the South East and has a non traditional route into Formula E racing, but not essential.

I'm back on days Tuesday morning. Any time after 11 is good.

[REDACTED]

Sent from [Outlook for iOS](#)

From: [REDACTED] >

Sent: Friday, July 4, 2025 4:12 pm

To: [REDACTED] >

Subject: Fw: Formula E London race / STEM initiative

You don't often get email from [REDACTED]. [Learn why this is important](#)

External Sender

[REDACTED]

Hope all is well. [REDACTED] said you might be interested in the below. Have a look and if so, do you want to discuss next steps early next week?

Look forward to hearing from you,

[REDACTED]

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[REDACTED]

Managing Director

[REDACTED]

[REDACTED]



From: [REDACTED]

Sent: Friday, July 4, 2025 11:21:30 am

To: [REDACTED]

Subject: Formula E London race / STEM initiative

Hi [REDACTED],

I'm a Managing Director at Prosek Partners. I've done a fair bit of work with [REDACTED] (when he was at [REDACTED]) and [REDACTED] in the past, across business of sports but don't think we've done much work together yet.

Coming to you with this one as we are working on a project with PIF around the upcoming Formula E London race (26-27 July), which they are a partner to. In the run up to the race, they are supporting a STEM-focused workshop for students aged 8-18 on the 16th July at Hammersmith Academy, which will involve Formula E drivers and executives.

Know you normally focus on business (as I do!) but my team noticed you had covered STEM/business Initiatives before so thought we would reach out to see if any interest in attending and covering. There will be the opportunity for interviews with the drivers and executives, and a chance to build up a bit of coverage ahead of the actual event (which I assume [REDACTED] will be covering!).

If not for you, maybe someone else on the team? It's an inner-London outreach event so cuts across business, sports and education I suppose. We are granting access to x3 media only, one broadcast, one London paper and one automotive trade. Whoever attends will have the opportunity to also attend the race, as a follow up. If of interest, my team can help setup.

Look forward to a response either way! Have also enclosed below some footage from the inaugural event in Miami earlier this year. [REDACTED]

+++

[Driving Force Presented by PIF launched in April in Miami, FL](#). The below link includes b-roll and sound bites from the Miami event if you're interested in taking a look:

[<https://aurora.cimediacloud.com/r/Cur0QyqhBJ3g>]

- Tatiana Egozcue, Principal at Keys Gate Charter School
- Jamie Chadwick, Formula E Driver
- Nick Cassidy, Formula E Driver
- Julia Palle, Formula E Vice President of Sustainability

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[REDACTED]

[REDACTED]

[REDACTED]



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



From: [REDACTED]
Sent: Monday, July 21, 2025 10:28 PM
To: [REDACTED]
Subject: PIF - Formula E/media pack & itinerary

Here you are [REDACTED]. You are down for Sunday. They'll send you an official email tomorrow so would use that as a reference but nothing should change from attached. Look forward to seeing you there. [REDACTED].

[REDACTED]
Managing Director
Prosek Partners
[REDACTED]

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FORMULA E LONDON E-PRIX 2025

As the sole Principal Partner of Electric 360, Formula E, E1 and Extreme E, PIF is thrilled to host you at the London E-Prix on the 26th July 2025 and 27th July 2025.

PIF, a leading innovator in global sports investment, is driving the growth and transformation of electric motorsport through Electric 360. As a competitive platform for testing and advancing cutting-edge electric technology, Formula E leads the charge in shaping the road cars of tomorrow.

Please find below key event information to ensure a smooth and enjoyable experience in Emotion Club hospitality at the London E-Prix.

RACE DAY ACCESS

Guests are required to show a printed or digital e-ticket at the welcome desk, where it will be scanned and exchanged for a physical lanyard pass and wristband.

Arriving by Taxi or Uber:

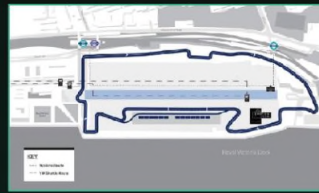
Drop-off for taxis and Ubers is located at the public taxi rank at the Western entrance of the ExCeL centre.

Google Map link here

Guests can then enter the venue by foot or take the electric shuttles to the welcome desk.

Arriving by Rail:

Guests using the Elizabeth Line should alight at the [redacted] station. If using DLR, alight at the [redacted] station.



YOUR HOSPITALITY EXPERIENCE

In the London E-Prix Emotion Club you can expect: Impressive track side views from a dedicated grandstand, all day world class catering and beverages, exclusive pit track experiences, entertainment and more.

There is a designated PIF seating area within the [redacted] for all PIF guests.

Your ticket will also grant you access to all general admission areas around the track for you to enjoy, including the Fan Village which features a PIF Fan Activation.

SCHEDULE

SATURDAY 26 JULY

11:00	[redacted] Opens
12:20 - 13:45	Qualifying
13:00 - 13:20	PIF Watch Qualifiers from Broadcast Centre*
14:00 - 14:40	Pit Lane Walk 1†
15:10 - 16:00	Pit Lane Walk 2†
17:05 - 18:00	2025 London E-Prix - Round 15
19:00 - 18:30	Post-race Ceremony
19:00	[redacted] Closes

SUNDAY 27 JULY

11:00	[redacted] Opens
12:20 - 13:45	Qualifying
14:00 - 14:40	Pit Lane Walk 1†
14:25 - 14:45	PIF Race Control Tour*
15:10 - 16:00	Pit Lane Walk 2†
15:15 - 15:35	PIF Broadcast Centre Tour*
15:45 - 16:00	PIF Garage Tour with Mahindra*
17:05 - 18:00	2025 London E-Prix - Round 16
19:00 - 18:30	Post-race Ceremony
19:00	[redacted] Closes

Schedule subject to change.

*To partake in any experiences, please meet in the PIF allocated area in Emotion Club 10 minutes prior to the start time.

DRESS CODE

Business casual clothing and comfortable footwear. Trainers and T-shirts are permitted.

EVENT CONTACT

For any enquiries or assistance please contact: PIF E-Prix Hospitality Team at [redacted]

For other FAQs on London E-Prix, please visit the Formula E website.

← [Redacted] last seen today at 02:27



We work for PIF around all their sports sponsorships, they partner with FE and they are hosting media on Saturday or Sunday at the race at the Excel, whichever is most convenient for you. A good way to build out that relationship and find out more about their work in the space. All off the record but there's access to experiences such as hot laps, pit lane, garage tours etc.

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Edited 14:15 ✓✓



Yes that would be amazing!

14:15

It's been a while! How are you? quick one. would you be interested in attending the Formula E race in London this weekend as a guest of PIF who are a partner to Formula E? Nice chance to meet them and build that relationship, even if off the record. We advise them on their sports sponsorships generally. If you can let me know today as there is a short turnaround time for accreditations....And no worries if not! Or if you have another colleague interested, who can confirm today ideally. There'll be access to PIF execs but also experiences such as hot laps, pit lane access, garage tours etc. Thanks! (Prosek)

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16:21 ✓

Hi there. Thx for this. Can I give u a quick call? 16:34

Is our reporter here who does a lot of sports reporting and has written about PIF investments in sport. would make sense for her to meet them. Can I get a few more details? 16:37

Hey sure - there will be PIF execs there and access to Formula E spokespeople as well. No formal interview of PIF but a chance to meet them and build a relationship/find out more about their work sponsoring sports. She can join on Saturday or Sunday at any point during the day although there will be a programme of activities to enjoy if she'd like, including the race of course, which we can provide. If she is keen we just need get her accredited asap today. Happy to speak if you need more! I'm available.

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16:46 ✓

Will there be people from PIF in charge of sports investing? 16:49

Or is it mainly sponsorship 16:49

Mainly sponsorship + communications team, which is across everything. 17:21 ✓

Ok let me check if can make it. Thx for the offer 17:25

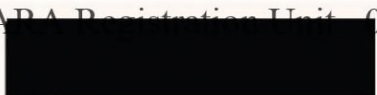
Ok. We will need the following from her if she decides to come, which she can provide through a registration link that Formula E will provide, to be filed today ideally:

- Headshot
- Name
- DOB
- Email
- Contact Number
- Company
- Role

17:35 ✓

Thanks 17:35 ✓

Hi there. I just checked and unfortunately, we can't attend. But I very much appreciate the offer. If any of the team are still around on Monday would be happy to come see them for a coffee! 17:37



Yesterday • 11:26

Texting with Mark (SMS/MMS)

Hi [REDACTED] - hope all well. Quick one, I see you are accredited for the Formula E race this weekend. PIF (who are a partner to FE and who we work with for their sports sponsorships) are inviting a few media for hospitality (which includes things like hot laps, access to pit lane, garage tours etc). Any interest in joining us either Saturday or Sunday? Let me know. Cheers and speak soon regardless - [REDACTED] (Prosek)

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Yesterday • 14:03

Thanks but not able to make it

No problem Sir. Speak soon.

Hold fire - might be able to make it on Sunday

Would that be ok?

Yes absolutely. If you are game, I will email with next steps. Believe you are already media accredited for the event (you are on the FE list at least) so should be straightforward!

Sure, thanks