



PARTNERSHIP OPPORTUNITIES

WJR
WILL JENKINS RACING

MARKETING OPPORTUNITIES IN MOTORSPORT

INVESTING IN RACING

Every company strives to grow their market share and increase sales. Depending on the type of business, a range of typical marketing and sales activities are normally used to achieve these specific objectives. To stand apart from your competitors and gain a competitive advantage, consider utilising the unique marketing and sales activities activated through the motorsport industry.

We are proposing a unique and innovative opportunity for companies to partner with us and to reward their support with a return on investment. Whether it is increasing brand awareness through a wide range of TV and media platforms or developing and nurturing valuable B2B relationships.

PARTNERSHIP BENEFITS

Every business is different, which is why when we work with brands to activate their marketing through motorsport, we do it with a bespoke approach based on budgets and marketing requirements.

Following an initial discussion where we can learn more about your business and its current marketing strategy, we are able to design partnership programmes with a variety of different benefits. Some examples of how partners with WJR utilise their activation are; employee incentive schemes via VIP race day experiences, marketing exposure through Porsches vast media reach and client entertainment in a thrilling Porsche hospitality facility, plus many more.

- NATIONAL EXPOSURE
- TRACK EXPERIENCES
- VIP HOSPITALITY
- GUEST APPEARANCES
- PRESS OPPORTUNITIES
- B2B NETWORKING
- PRODUCT SAMPLING
- EXCLUSIVE CONTENT

So if, like us, you're here to win and to get results, get in touch so we can chat about how a programme could be created for your business requirements for the coming race seasons.

MARKETING AND MEDIA STATISTICS

PORSCHE RACING IN NUMBERS

The Porsche Sprint Challenge GB has an exclusive media team, which uses digital communications and social media to generate exposure and publicity for the championship and its teams and drivers, with an enhanced social strategy successfully implemented in 2023.

Racing exclusively alongside the British Touring Car Championship ensures exceptional free-to-air television coverage for the Sprint Challenge GB. The live ITV4 coverage attracts over 1.5m viewers per weekend, with races then available to watch on-demand on the ITV Hub, whilst highlights are shown on Motorsport UK.

Alongside the media audience, the British Touring Car Championship generates some of the largest gates in UK motorsport, ensuring your sponsors have a first-hand audience of on average over 30,000 per event.

REACH

CHAMPIONSHIP STATS

COVERAGE

Porsche Sprint Challenge GB will operate exclusively on the TOCA package, providing free-to-air TV coverage.

- Exceptional coverage across the ITV network
- Over **1.5m viewers** per weekend on ITV4
- **25 hours dedicated TV & Streaming** coverage over six events
- Race highlights shown on Motorsport UK

SOCIAL MEDIA

The explosion of digital communications & social media means our exclusive Media Team can generate more exposure of and publicity for Porsche Sprint Challenge GB.

 **300,000**

 **1,044,988**

 **66,000**

 **70,900**

PORSCHE SPRINT CHALLENGE GB: ABOUT THE SERIES

THE NEXT STEP ON THE GT LADDER

Porsche is a name synonymous with motorsport, with its history in the sport stretching back over 70 years. Porsche's Motorsport Pyramid stretches from entry-level racing to the FIA World Endurance Championship and FIA Formula E Championship, with domestic championships like the Porsche Sprint Challenge GB and Carrera Cup GB playing a key role in this.

The Sprint Challenge GB is a popular championship for aspiring professional GT drivers, sitting as the only GT4 level one-make series in the UK. The championship evolves for 2024 with the introduction of the new Porsche 718 Cayman GT4 RS Clubsport, alongside the existing model.

Pro and Am formats for both cars will bring a healthy and consistent grid which produces exciting and competitive racing, whilst maintaining a fair and level playing field.

Attracting and inspiring the very best talent is an integral part of the Porsche way, and they aim to bring in overall champions of other leading UK championships, as well as offer an unprecedented prize package for this level of British Motorsport.





THE PORSCHE 718 CAYMAN GT4 RS CLUBSPORT

ENGINE

- Naturally aspirated 6-cylinder boxer engine
- Mid-engine design
- Up to 9,000 rpm

SAFETY

- ABS system
- Traction control
- Roof access hatch
- Welded roll cage
- FT3 Safety fuel tank
- Central fire extinguishing system

TRANSMISSION

- Rear wheel drive
- 7-speed PDK transmission
- Dual-mass flywheel
- Shift paddles on steering wheel
- Launch control

BODY

- Lightweight body in aluminium-steel Composite construction
- Natural fibre composite body panels and front / rear wings
- Optimised aerodynamics

DEDICATED HOSPITALITY WITH PORSCHE RACE CENTRE

MOTORSPORT MEANS BUSINESS

A dedicated Porsche Sprint Challenge GB race centre stands pride of place in the paddock during each race event, serving as the perfect place to socialise and network throughout the weekend, as well as somewhere to watch the race action.

A warm and welcoming environment for entrants and their guests, the Porsche hospitality in the Race Centre truly enhances the experience with a selection of hot food and refreshments available throughout.

This is the perfect platform to use to build on existing relationships and nurture new ones through the expansive motorsport family. With so many major UK based companies in attendance it's a must attend for any company looking to expand their network.



WILL JENKINS: THE DRIVER BEHIND THE BUSINESS

MORE ABOUT WILL

My name is Will Jenkins and I am a young racing driver looking to build a professional career within the motorsport industry. My aim is to create activation opportunities for my partners, bespoke to your needs, to create long lasting partnerships that will benefit both our business requirements. To help me achieve this I understand I need to make sure I have the best possible knowledge in Business and Engineering. As a result I enrolled in the JCB Academy, focusing on business and engineering. I feel this will give me the best possible educational foundation towards my goal.

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I started my car-racing career in the prestigious Ginetta Junior series. In my second season in 2021, I scored a maiden race win and seven other podium finishes on my way to a top five championship finish.

In 2022, I graduated to the Ginetta GT5 Challenge and finished runner-up with six wins and six other podium finishes. This set me up perfectly for my next step on the GT racing ladder to the Porsche Sprint Challenge GB, and I took one race win and five other podium finishes in my first season.

My business will focus on offering unique marketing objectives for our business partners in return for financial investment, utilising the incredible marketing benefits that come alongside the BTCC. I would welcome the opportunity to speak with you in more detail, to understand whether your business could benefit from a partnership with WJR.

CAREER STATS:

GT5 CHALLENGE
VICE-CHAMPION 

RACE WINS **8**

PODIUM FINISHES **26**

LAPS LED **83**



// Alliance Racing has a great history of supporting young drivers in their motorsport careers and we're delighted to support Will. He's hugely impressed us with his performances for many years and he enjoyed a successful first season in Porsche racing. **//**

PETE OSBORNE

ALLIANCE RACING OWNER

// It's been great working with Will this year. His work ethic was refreshing and he had a very professional approach to the job.

He is clearly a very talented young man and knows what it takes to win. I've no doubt he has a bright future in motorsport ahead of him. **//**

NATHAN FREKE

CENTURY MOTORSPORT OWNER

2024 RACING SEASON: PORSCHE SPRINT CHALLENGE GB

THE NEXT STEP ON THE GT LADDER

The Porsche Sprint Challenge GB will once again race exclusively alongside the British Touring Car Championship in 2024, benefitting from live terrestrial television coverage on ITV4.

A challenging race calendar takes in six rounds at the UK's favourite circuits, with triple-header events for an 18 race schedule.



SNETTERTON

25/26 MAY



OULTON PARK

22/23 JUNE



CROFT

27/28 JULY



DONINGTON PARK GP

24/25 AUGUST



SILVERSTONE NATIONAL

21/22 SEPTEMBER



BRANDS HATCH GP

05/06 OCTOBER



THANK YOU FOR YOUR TIME

GET IN TOUCH TO FIND OUT MORE

Following a fantastic 2023 campaign, it's an exciting time for Team WJR looking into the new season and planning for the next step on the Porsche motorsport ladder.

If you would like to find out more about how your business could benefit from partnering with us, please contact us so we can arrange a call or meeting to discuss.

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