

A young man with short, dark, curly hair is smiling and looking slightly to his right. He is wearing a dark racing suit with white Starline logos on the shoulders. The entire image is overlaid with a semi-transparent blue filter.

PARTNERSHIP OPPORTUNITIES

WJR
WILL JENKINS RACING



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 am currently completing an engineering degree apprenticeship programme with JCB.

I started my car-racing career in the prestigious Ginetta Junior Championship, scoring an overall race win and seven other podium finishes on my way to a top-five championship finish in my second year. I then graduated to the Ginetta GT5 Challenge for one season, finishing 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. Taking six podium finishes including one win in my first season, I made a big step forward in my second year with four further victories, 13 podium finishes and a top-three championship finish. That success has set me up perfectly for a graduation into the Porsche Carrera Cup GB in 2025.

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 with racing 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.

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 Porsche GB's vast media reach and client entertainment in a thrilling Porsche hospitality facility, plus much 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 Carrera Cup 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 on the TOCA package ensures exceptional free-to-air television coverage for the Carrera Cup GB. The live ITV4 coverage attracts a cumulated audience of over four million viewers, 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.

COVERAGE

- Exceptional coverage across the ITV network
- Over **4m cumulated audience** on ITV4
- **46 hours dedicated TV & streaming** coverage over eight events
- Race highlights shown on Motorsport UK

SOCIAL MEDIA



PORSCHE CARRERA CUP GB: ABOUT THE SERIES

THE PINNACLE OF ONE-MAKE RACING

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 and domestic championships like the Carrera Cup GB to the highest levels of the sport including the FIA WEC and Formula E.

The Carrera Cup GB has been a popular championship for aspiring professional GT drivers for over two decades. Producing the fastest one-make racing in the UK, the championship runs to a three-class format that brings a healthy and consistent grid of identical Porsche 911 GT3 Cup cars.

Renowned for producing exciting and competitive racing whilst maintaining a fair and level playing field, this aspirational championship is the natural next step on the motorsport ladder for drivers progressing from the Sprint Challenge GB.

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.



2025 RACING SEASON: THE KEY DATES

THE NEXT STEP ON THE PORSCHE LADDER

The Porsche Carrera Cup GB will once again race exclusively alongside the British Touring Car Championship in 2025, benefitting from live terrestrial television coverage on ITV4. A challenging race calendar takes in eight rounds at the UK's favourite circuits, with double-header events for a 16-race schedule.



DONINGTON PARK

26/27 APRIL



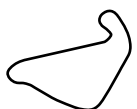
THRUXTON

07/08 JUNE



KNOCKHILL

16/17 AUGUST



SILVERSTONE NATIONAL

20/21 SEPTEMBER



SNETTERTON

24/25 MAY



CROFT

01/03 AUGUST



DONINGTON PARK GP

30/31 AUGUST



BRANDS HATCH GP

04/05 OCTOBER



DEDICATED HOSPITALITY WITH PORSCHE CLUBHAUS

MOTORSPORT MEANS BUSINESS

The Porsche Clubhaus 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 Clubhaus boasts a spacious interior and outdoor viewing terrace, as well as world-class catering with a selection of hot food and refreshments available throughout the race weekend.

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.





THE PORSCHE 911 GT3 CUP

ENGINE

- Water-cooled 4.0-litre, six-cylinder boxer engine
- 375kW (510PS) of power
- Up to 8,750 rpm
- Single throttle butterfly system
- Single-mass flywheel

FEATURES

- Aluminum monobloc racing brake calipers
- Double wishbone front suspension
- Adjustable anti-roll bars
- Safety features meeting latest FIA regulations

TRANSMISSION

- Rear wheel drive
- Six-speed sequential dog-type transmission
- Mechanical limited slip differential
- Paddle shift with electronic shift barrel actuator

BODY

- Lightweight body featuring aluminium-steel composite design
- Carbon-fibre reinforced plastic body panels
- Adjustable rear wing
- Optimised aerodynamics



CAREER STATS:



GT5 CHALLENGE
SECOND OVERALL



SPRINT CHALLENGE GB
THIRD OVERALL

102
12
39

RACE STARTS
RACE WINS
PODIUM FINISHES

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's enjoyed a successful time in Porsche racing so far.

PETE OSBORNE

ALLIANCE RACING OWNER

Will was a fantastic addition to our line-up this season. He really impressed the team with his work ethic, professionalism and dedication to his racing.

"He's shown in his career so far that he's capable of winning races and challenging for championship titles. After his brilliant transition to Porsche racing, he's more than ready to take the next step in his career."

STUART PARKER

TEAM PARKER RACING OWNER



THANK YOU FOR YOUR TIME

GET IN TOUCH TO FIND OUT MORE

Following a fantastic 2024 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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