

Sponsorship


BAILLIE
MOTORSPORT
SCOTLAND



..

Sponsorship of Hayden Baillie



Dear Prospective Sponsor,

Thank you for considering our sponsorship proposal for the 2025 racing season and beyond. We are excited to present you with an opportunity to partner with Baillie Motorsport, a team dedicated to excellence and innovation in motorsport.

Sponsoring a motorsport offers a unique and impactful platform for brand exposure, allowing businesses to connect with a passionate audience both locally and globally. Our team will strive to ensure your investment delivers strong returns and enhanced brand recognition.

We invite you to join us as a sponsor for the upcoming season and beyond, and together we can achieve great things.

Best regards,
Baillie Motorsport

Follow us on Facebook:



For enquiries, please contact Graeme Baillie at GraemeBaillie@hotmail.com

Hayden Baillie



Hayden began karting in early 2023, joining the only club in Scotland where he could start practising at such a young age. With great enthusiasm for learning the art of motorsport, he passed his motorsport UK competition license at the beginning of 2024.

2024 marks Hayden's first year of competitive racing, and it has been a remarkable season. He has competed in **11 competitions**, achieving **podium finishes in 10**, Consistently placing in the **top 3 of his class**, his impressive performances have even caught the attention of Motorsport UK, who featured him on their Scottish Championship posters.

Hayden's talents extend beyond national borders; this summer, he competed internationally in California, finishing 5th in a highly competitive field.

Hayden is progressing rapidly, setting new standards in every race. He is poised to make a significant impact in the British Karting Championship next season.

This is just the beginning of Hayden's journey, and with the right support, we believe he can make a significant mark on the UK karting scene. Potentially karting only being the beginning of his motorsport career.

BORN: 16th November 2017
ADDRESS: 2 Cowden Park, Alloa, Fk102ay
SCHOOL: Redwell Primary
HOME KART CLUB: Larkhall, West of Scotland Kart Club

STARTED: 2023

GOALS: To win the British Karting Championship

ACHIEVEMENTS: **10** (top 3) podiums in his first 6 months of competing
2 First places in Motorsport UK Competitions
3rd Place in UK Kart Series Competition



THE TEAM – 2025 GOALS



During the 2025 racing season, we aim to compete in the British Karting Championship (BKC).

Competing in the BKC is the height of achievement in British and European motorsport. We truly believe that in 2025 Hayden will be a front runner.

Further information on the championship can be found at:

<https://thekartchampionship.co.uk/>



OUR COSTS

We want to be transparent to our sponsors as to the costs the next year will bring if we want to be competitive and compete at a national top level. Any sponsorship will go towards this.

Item	Reason	Cost (£)	Quantity	Total (£)
Engine Maintenance Rebuilds	Each engine requires a top end rebuild at an engine builder every 10 hours	500	6	3000
Tyres	Refresh of new tyres every few competitions	160	4	600
Misc. Spares	Coverage for crash repairs, spark plugs, new body work etc	1000	1	1000
Super one Race Entry	Entry for each round into super one race weekends	200	6	1200
Scottish championship Entry	Entry for each round for the Scottish championship	200	6	1200
Travel Fuel	Travel mostly down south or up north for each of the races	100	12	1200
Fuel	Fuel for the kart ongoing cost	200	1	200
Travel Accommodation	Accommodation for attending each event	100	12	1200
Racing wear	Replacement race suit and helmet if needed	600	1	600
				Total £10,200

SPONSORSHIP – PACKAGES

Throughout the season, we plan to actively promote our team and its sponsors through various channels, including our social media platforms. Our sponsors will be tagged and mentioned in all race-related posts, ensuring maximum visibility. Additionally, sponsor logos will be prominently featured in all video content shared on our social media.

Our sponsorship benefits can include:

- **Brand Exposure on Our Race Transport Van:** Your company name and logo will be displayed on our race transport van, providing visibility during travel to and from events.
- **Branding on Race Kart and Driver Gear:** Your company name and logo will be showcased on our race kart and driver clothing, offering high exposure during races and in media coverage.
- **Televised events and social media exposure**

	Platinum (Title Sponsor)	Gold	Bronze
	£ Contact	£500	£250
Race day advertising through gazebo, standing advertising,	✓		
Name & Logo on the Race Van	✓		
Kart and/or race suit match the company colors (if requested)	✓		
Use of kart/attendance of Hayden at corporate events	✓	✓	
Name and logo on race suit	✓	✓	
Name and logo on race kart	✓	✓	✓
Name and logo posted on social media posts	✓	✓	✓
Name on logo on any team ware printed and distributed	✓	✓	✓



PROMOTIONAL OPPORTUNITIES

Karting offers a different way of advertising and marketing your business that more and more companies are taking advantage of, as karting continues to grow in popularity all over the world.

To join our journey contact us

CONTACT US

ADDRESS:
Graeme Baillie
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Alloa
Fk10 2AY

Email: GraemeBaillie@hotmail.com
Tel: 07706814195



JOIN THE TEAM


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