



JACK BAKER RACING COMMERCIAL PARTNERSHIP PROPOSAL

2026 JUNIOR X30 PROGRAMME
RUNNING WITH TWM



ABOUT JACK BAKER RACING



Jack Baker Racing is a small, family-run programme built on hard work, focus, and commitment.

13-year-old Jack Baker competes in the Junior X30 class, driving a Birel ART chassis powered by a JSR-prepared engine. Alongside his dad, Josh, Jack has progressed rapidly through karting by managing every aspect of his racing – from preparation and logistics to data review and development.

For the 2026 season, Jack will be running with TWM, following strong interest in his pace, work ethic, and development. This is a self-funded performance programme, structured to compete consistently at the front of Junior X30 racing. Born with dyslexia and autism, Jack approaches racing differently. What some see as challenges, he sees as strengths – allowing him to stay calm under pressure, focus intensely, and process information in a unique way on track. Jack trains daily – on the kart, on his bike, and through fitness – and studies onboard footage and data relentlessly. His approach is thoughtful, disciplined, and driven by constant improvement. Jack is now entering a key stage where performance, exposure, and progression align.



ACHIEVEMENTS & RESULTS



Despite limited resources, Jack's progress and results have been incredible.

- 2024 Junior Pro Champion – overall across all classes (188 drivers)
- Winner – Winter, Summer, and Autumn Sprint Series
- Lap Record Holder – Mr Karting (2024 and 2025)
- 5th Place – TB Kart International Final in Paris
- Fastest Lap – Kimbolton Final (in pouring rain, over the line in 2nd)
- 2nd Place – Kimbolton Final Round 9
- Multiple podium
- 2nd Place Shenington Final Round 9 over the line P1
- 4th Place Shenington Championship first year.
- Mr Karting 2025 Vice Championship
- Shenington awards Most Improved Driver Junior X30 2025
- Shenington Round 2 Winner P1 Junior X30
- Shenington Round 3 Winner P1 Junior X30
- Shenington Winter Championship Winner P1 Junior X30

Consistently competing at the front of the field in both wet and dry conditions.

2026: COMPETING AT THE SHARP END WITH TWM



While this is a family-funded programme, joining TWM was a strategic decision – providing the professional structure needed to convert pace into results and compete on equal terms with the country’s best drivers.

Running with TWM provides:

- Professional driver coaching
- Advanced data and video analysis
- Full race-weekend team structure

This professional environment allows Jack to consistently convert pace into results while increasing exposure at the front of highly competitive grids.

With proven race-winning pace and a professional team environment, Jack is now positioned to compete consistently at the front – where visibility and opportunity are highest.

PARTNERSHIP OPPORTUNITIES



We offer commercial partnerships designed to deliver genuine value, brand exposure, and measurable return for the businesses we work with. Every business is different, and we work with each sponsor to make sure they get genuine value and visibility in return.

As a partner, your business can benefit from:

- Your logo on Jack's kart, race suit, or van
- Regular social media promotion and sponsor tags
- Brand placement in race videos, reels, and reports
- Photos and PR content showing your support
- Increased brand exposure through front-running race coverage, team presence, and live-streamed events
- Or maybe you have something unique in mind – we'd love to hear it

EVERY PARTNERSHIP IS TAILORED TO ALIGN WITH YOUR BRAND, GOALS, AND MARKETING OBJECTIVES.

PARTNERSHIP IMPACT

- Partnering with Jack Baker Racing gives your business direct visibility within a competitive and fast-growing motorsport environment. Your partnership supports: entries, tyres, and maintenance
- Coaching and team support
- Engine rebuilds and essential parts
- Travel and race logistics
- This isn't a hobby – it's a serious commitment to building a future career in motorsport. Your support will make a real difference.

MEDIA & EXPOSURE

Your brand will be positioned in front of engaged motorsport audiences both trackside and online. Jacks racing journey is shared through consistent updates, reels, and race-day reports.

- Professional photography by Stu Stretton and Foxy Red Photography
- Onboard and race footage used across social media
- Regular race reports tagged with sponsors
- Growing reach across motorsport communities
- Increased live-stream and race coverage as part of a professional team environment
- Brand association with a respected and well-established UK karting team
- Your brand would be seen on and off track – from kart decals and van signage to social media and media coverage.

Jack Baker
RACING



**SHENINGTON
ROUND 1**

Jack Baker
RACING

Season Starter 18th Jan

alpha
LIVE



INVESTMENT IN PERFORMANCE



JACK CURRENTLY COMPETES IN TWO RACE WEEKENDS PER MONTH, PLUS PRACTICE SESSIONS WHERE BUDGET ALLOWS. BELOW IS A REALISTIC ANNUAL COST BREAKDOWN TO STAY COMPETITIVE AT THIS LEVEL:

TYRES - £200 PER SET - TWO SETS ON A WET WEEKEND

RACE ENTRY FEES - £150 PER EVENT - AVERAGE UK CIRCUIT

FUEL & OILS - £40 PER WEEKEND - RACE FUEL AND LUBRICANTS

TEAM SUPPORT - £300-£500 PER WEEKEND

COACHING, DATA, AND AWNING

ENGINE REBUILD - £1,000 - EVERY 20-25 HOURS

PARTS & MAINTENANCE - £2,000+ ANNUALLY

WEAR AND CRASH REPAIRS

TRAVEL & ACCOMMODATION-VARIABLE-CIRCUIT DEPENDENT

TOTAL ANNUAL TARGET

~£10,000

TWO RACE WEEKENDS PER MONTH

THIS INVESTMENT ENABLES CONSISTENT FRONT-RUNNING PERFORMANCE, INCREASING BRAND EXPOSURE ACROSS RACE EVENTS, LIVE STREAMS, AND SOCIAL MEDIA.

EVEN £200 MAKES A DIFFERENCE.

PARTNERSHIP ENABLES JACK TO MAXIMISE THE OPPORTUNITY OF RUNNING WITH TWM – DELIVERING BOTH PERFORMANCE ON TRACK AND VALUE FOR PARTNERS OFF IT.

Jack Baker
RACING

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CONTACT

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