



JACK BAKER RACING SPONSORSHIP 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 team programme, chosen deliberately to give Jack the professional environment required to compete consistently at the sharp end 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 Baker
RACING



ACHIEVEMENTS SO FAR



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 podiums
- On pace with top national drivers at Shenington and Kimbolton
- 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

Every one of these results has been achieved without a team, data engineer, or driver coach – just determination, focus, and learning together.

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 environment allows Jack to focus fully on performance and development, maximising his potential and placing him in a position to fight consistently at the front of the field.

HOW WE CAN WORK TOGETHER



We believe sponsorship should be a partnership – not just financial support.

Every business is different, and we work with each sponsor to make sure they get genuine value and visibility in return.

You might want:

- 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

SPONSORSHIP IMPACT

- Supporting Jack Baker Racing means directly helping a young British driver continue progressing up the motorsport ladder.
- Your contribution goes towards:
- Race 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

Jack's 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



THE COST OF COMPETING



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

EVERY PENNY GOES DIRECTLY INTO KEEPING JACK COMPETITIVE ON TRACK – NOTHING IS WASTED.

EVEN £200 MAKES A DIFFERENCE.

SPONSORSHIP DIRECTLY SUPPORTS JACK'S ABILITY TO MAXIMISE THE OPPORTUNITY OF RUNNING WITH TWM – NOT JUST IN RACING, BUT IN HIS LONG-TERM DEVELOPMENT BOTH ON AND OFF THE TRACK.

Jack Baker
RACING

2026 JUNIOR X30 PROGRAMME | TWM



CONTACT

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