



JACK BAKER RACING SPONSORSHIP PROPOSAL



ABOUT JACK BAKER RACING

- Jack Baker Racing is a small, family-run team built on hard work, focus, and passion.
- 13-year-old Jack Baker competes in the Junior X30 class, driving a Birel ART chassis powered by a JSR-prepared engine. Together with his dad, Josh, they run independently – maintaining, preparing, and transporting the kart themselves for every event.
- For Jack, karting isn't just a sport – it's a lifeline.
- Born with dyslexia and autism, Jack has faced challenges that have shaped the way he thinks, learns, and races. Instead of seeing those as limitations, he calls them his superpowers – they help him process things differently, stay calm under pressure, and focus on every tiny detail when he's on track.
- Working as a team, father and son handle everything from kart setup and mechanical prep to logistics, strategy, and driver development. Every bit of progress has come from their own effort and learning.
- Their garage may be smaller than most teams', but the drive, commitment, and passion behind it are second to none.
- Jack trains daily – whether that's on the kart, on his bike, or in fitness – and studies onboard footage to find every tenth of a second. His approach to racing is methodical, thoughtful, and relentless.





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.

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

UNLOCKING THE NEXT LEVEL



Jack's natural pace has been recognised by national-level drivers and even a British Champion, who described him as "extremely talented."

The next goal is to join a Team, where Jack can benefit from:

- Professional driver coaching
- Data and video analysis
- Expert engineering setup
- Full team support on race weekends

Running with a professional team will allow Jack to compete on equal terms with the country's best – maximising his potential and development as a driver.

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

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

Your brand would be seen on and off track – from kart decals and van signage to social media and media coverage.



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 STRAIGHT INTO KEEPING JACK ON TRACK –
NOTHING IS WASTED.**

**IF ITS £200 THIS STILL MAKES A DIFFERANCE
EVERYTHING HELPS JACK SUCCEED-NOT ONLY ON TRACK BUT IN LIFE**



CONTACT

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