



Junior Saloon Car Championship

A chance to get your business reaching thousands...

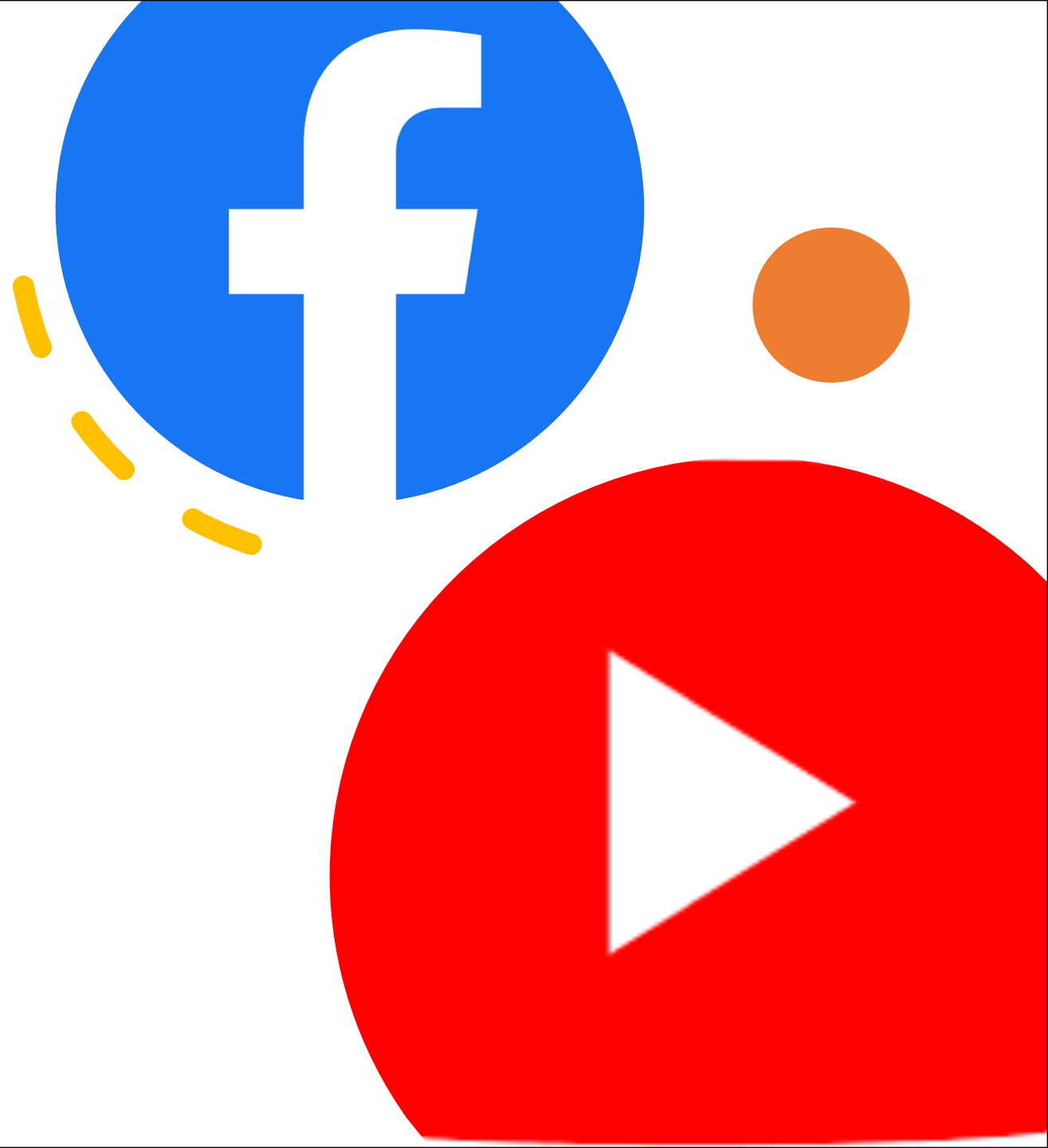
The Championship

- A series within the BARC (British Automobile Racing Club)
- 9 rounds across the year, racing at some of the most prestigious tracks in Britain, including Silverstone and Donnington Park; I will be competing in the Final 5 rounds, starting from Brands Hatch in July.
- The largest junior motorsport championship both in terms of grid size and social media presence
- A series which the likes of Katie Milner (McLaren GT Development driver) and Luke Browning (2020 British Formula 4 Champion) have both competed and enjoyed success in. A breeding ground for talent!
- Driving identical-spec Citroen Saxo VTR cars, which makes for stunning wheel-to-wheel racing lap after lap!



The Reach

- Thanks to a feature on BBC's Top Gear (which has a viewing audience of approximately 4 million) exposure of the JSCC has greatly increased.
- The JSCC Facebook, Instagram and Twitter has over 7,000 active followers
- JSCC Official Facebook receives over 1,000 engagements per Facebook post, and over 600 per Instagram post
- 6 events will be televised live by the BARC in 2021 on 247.tv and FreeSports. These will be free to view live on YouTube, Facebook and Freeview
- <https://www.junioraloons.co.uk> experiences regular daily traffic of 100 people per day, with influxes when something new is posted.
- Not to mention the live spectator capacity at some tracks which can exceed 30,000!



What we can offer

Of course, 2020 was a difficult year for many businesses and, while many elite sports were able to continue after the lockdown, lots of events were forced to operate behind closed doors. With hope for a better 2021, I can offer the following benefits included with a partnership:

- (Providing the scheduled relaxing of COVID rules) access to BARC events free of charge, including a behind the scenes viewpoint of a race weekend with the team at National Level as employees of your business enjoy the purest form of Motorsport.
- Inclusion in social media posts on the ever-growing Jack Meakin Racing Instagram and Facebook pages as well as the JSCC social media.
- A dedicated segment of www.jackmeakinracing.com all about your business and the support you provide to a young racer. This will include a description and links to your chosen website. There will also be a feature on the 'Drivers' section of <https://www.juniorsaloons.co.uk/drivers>
- Your logo on my car which will be seen by thousands across the season.

Lastly, me! Having competed in the 2021 Junior Saloon Car Scholarship and finished runner-up, the true extent of my promotion ability was realised. I scored 19.5 out of 20 in the media assessment, which the Scholarship judges said is 'almost unheard of' and we have a keen focus on our social media presence this year. I believe we have the facilities to really increase attention for your company!

What does this mean?

With a clear target audience of young to middle-aged males (particularly with a passion for competition), I believe this championship will provide the necessary media value for your business to reach a greater audience. People often asked me about my sponsors on my kart and I had the pleasure of explaining the businesses and how helpful they are in enabling me to race. Now, with a greater surface area for sponsor logos on my car and a wider audience, this will undoubtedly become more frequent. Furthermore, with good results comes interviews for the championship broadcaster (BARC) and, when featured, I will always take time to promote your business.

I expect to amass plenty of camera time this year and grow my social media exponentially, so it would be a pleasure to have you onboard to join me!



About Me

At the age of 12, I started racing rental karts at Castle Combe Kart Circuit in Autumn 2016 and became the Junior Champion later in 2017.

Since then, I debuted in the British Kart Championships in 2019 in Junior Rotax with Vision Motorsport and competed again in 2020, enjoying many Top 10 finishes and podiums in the national championship as well as club rounds all across the UK.

I am confident I can continue and expand my success into the Junior Saloon Car Championship in 2021 with Westbourne Motorsport.

To find out more about me, my previous achievements and short yet highly successful racing career, visit www.jackmeakinracing.com.



Get in Touch!

If you have any questions, require additional information or want to talk further about a partnership deal, contact Andy via telephone on 07595 152437. Alternatively, email us through jackmeakinracing@gmail.com.

I look forward to hearing from you!

