



Sponsorship Deck 2026

GEORGE JACKSON RACING

SIM TO GRID

THE MAKING OF A PROFESSIONAL RACING DRIVER

ABOUT GEORGE

GEORGE JACKSON IS A 14-YEAR-OLD DEVELOPING RACING DRIVER FROM KENT, DOCUMENTING HIS JOURNEY FROM SIMULATOR RACING INTO COMPETITIVE MOTORSPORT

A NORMAL KID FROM A NORMAL FAMILY, GEORGE IS WORKING TO PROVE THAT SUCCESS CAN BE BUILT THROUGH HARD WORK, DETERMINATION AND REFUSING TO GIVE UP.

"I KNOW MOTORSPORT OPPORTUNITIES HAVE TO BE EARNED. MY GOAL IS TO WORK HARD, LEARN FROM THE RIGHT PEOPLE AND MAKE THE MOST OF EVERY OPPORTUNITY I GET."

— GEORGE



WHAT PEOPLE SAY



“ONE OF THE
STRONGEST
WORK ETHICS
I HAVE SEEN”

~

GCSE
BUSINESS
TEACHER

“ONE OF THE NICEST KIDS I’VE
EVER TRAINED” ~

TOM OVENDEN
JCW MINI CHAMPION



WE WERE ALL VERY IMPRESSED WITH
GEORGE; THERE’S NO DOUBT HE HAS
THE TALENT AND PERSONALITY TO BE A
REAL SUCCESS IN MOTORSPORT ~
SIMON, CEO SIM MOTORSPORT UK



THE JOURNEY SO FAR

2016 - LOVE OF MOTORSPORT BEGINS

2020 - FIRST SIMULATOR

2025 - SIM MOTORSPORT EXPERIENCE

2025 - INVITED TO RACE SCHOOL

2026 - RACE SCHOOL GRADUATE

2026 - CLUBMAN CHAMPIONSHIP PODIUMS

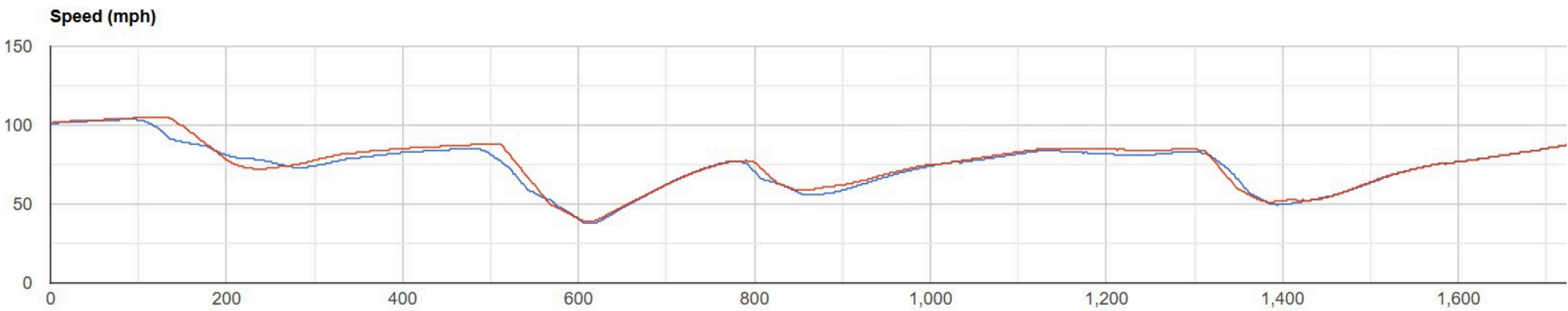
2026 - 1000 LAP CHARITY CHALLENGE

2026 - BRITISH RALLYCROSS DEVELOPMENT BEGINS

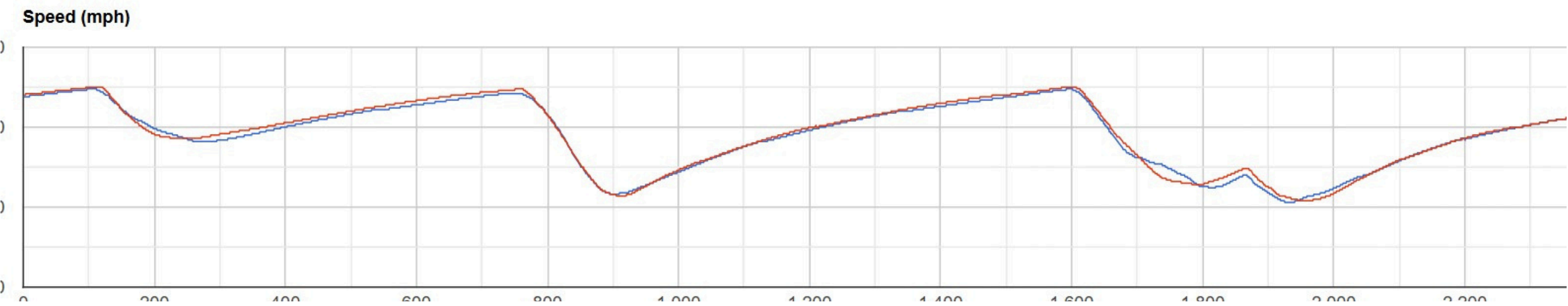


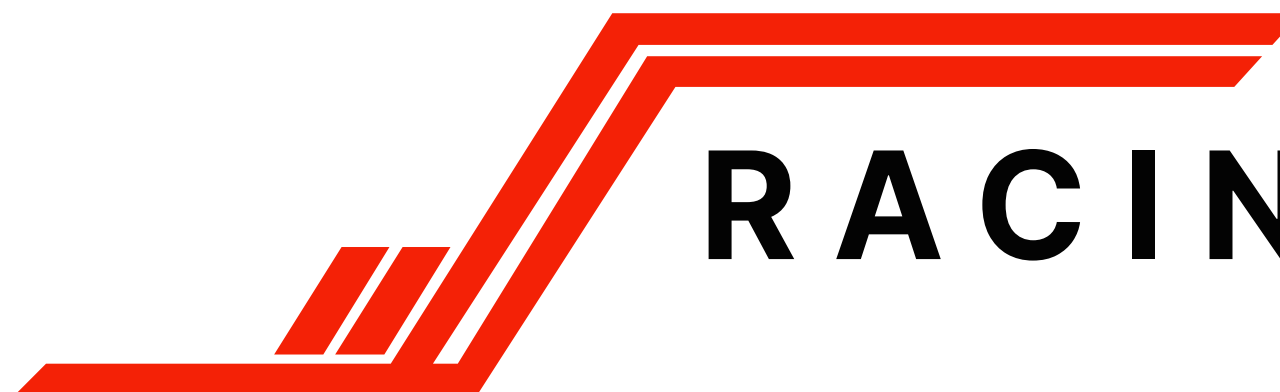
RACE SCHOOL TELEMETRY

	Name	Laptime	Date	Vehicle	Circuit	Analyse ⓘ
■ Fastest	Tom O	0:58.020	20/10/2025	Alfa Romeo Mito, Manual	Brands Hatch Indy	TRACK TITAN
■ Selected	George Jackson	0:58.979	14/12/2025	Alfa Romeo Mito, Manual	Brands Hatch Indy	TRACK TITAN



	Name	Laptime	Date	Vehicle	Circuit	Analyse ⓘ
■ Fastest	Joseph Ming	1:02.518	08/02/2026	JCW Mini TO, Manual	Silverstone National	TRACK TITAN
■ Selected	George Jackson	1:03.331	08/02/2026	JCW Mini TO, Manual	Silverstone National	TRACK TITAN





RACING VISION & PATHWAY

FOUNDATION YEAR (2026)

- RALLYCROSS COACHING
- FITNESS & PERFORMANCE DEVELOPMENT
- CONTINUED SIM TRAINING
- SPONSOR & PARTNER BUILDING
- TARGET: BRITISH RALLYCROSS AT LYDDEN HILL
- ARDS TEST



COMPETITION YEAR (2027)

- FULL RALLYCROSS SEASON
- BUILD RACE EXPERIENCE
- GROW MEDIA/SOCIAL PRESENCE
- DEVELOP LONG-TERM SPONSORS



LONG TERM

- PROGRESS TOWARDS BTCC/WEC
- BUILD REPUTATION AS A RESPECTFUL, COACHABLE AND PROFESSIONAL YOUNG DRIVER

CURRENT RACING ACTIVITY

GEORGE'S CURRENT PROGRAMME FOCUSES ON BUILDING THE FOUNDATIONS REQUIRED FOR COMPETITIVE MOTORSPORT. HIS DEVELOPMENT COMBINES SIM TRAINING, COACHING, FITNESS AND REAL-WORLD TRACK EXPERIENCE.

FOCUS AREAS:

- RACECRAFT & DECISION MAKING
- RALLYCROSS STARTS & CAR CONTROL
- CONSISTENCY UNDER PRESSURE
- DATA REVIEW & SELF-ANALYSIS
- FITNESS, REACTION TIME & FOCUS
- PREPARING FOR BRITISH RALLYCROSS OPPORTUNITIES





WHY SIM TO GRID MATTERS

- SIM RACING GIVES GEORGE A REALISTIC ROUTE INTO MOTORSPORT
- DEVELOPS RACECRAFT AND DECISION-MAKING UNDER PRESSURE
- BUILDS CONSISTENCY AND REPEATABLE PERFORMANCE
- ENHANCES UNDERSTANDING OF RACING LINES AND CAR BEHAVIOUR
- STRENGTHENS MENTAL RESILIENCE, FOCUS AND REACTION TIME
- SUPPORTS DATA-LED IMPROVEMENT ALONGSIDE REAL-WORLD COACHING

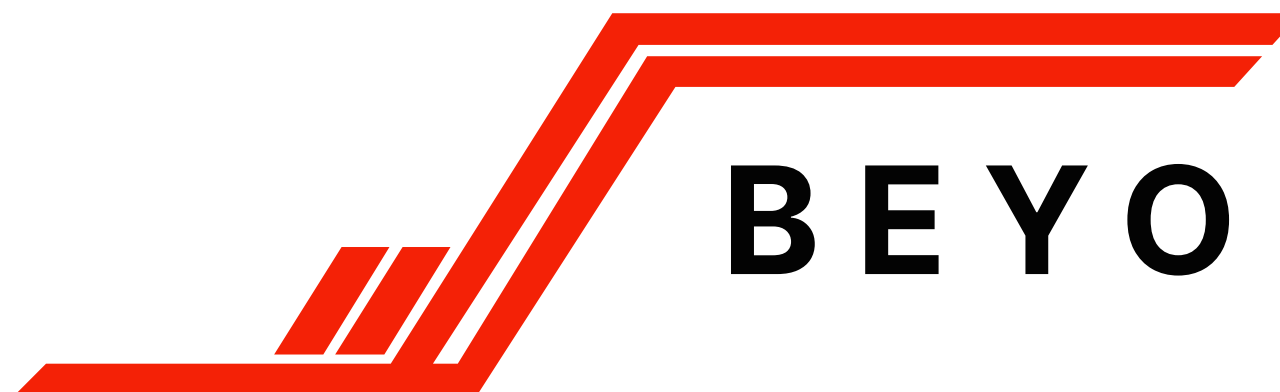


SPONSORING GEORGE IS NOT SIMPLY ABOUT PLACING A LOGO ON A YOUNG DRIVER. IT IS AN OPPORTUNITY TO JOIN A STORY FROM THE VERY BEGINNING.

THROUGH SIM TO GRID, SPONSORS CAN ALIGN WITH HARD WORK, YOUTH DEVELOPMENT, MOTORSPORT, FITNESS, TECHNOLOGY AND COMMUNITY VALUES.

BENEFITS:

- AUTHENTIC STORY-LED CONTENT
- LOCAL AND MOTORSPORT AUDIENCE VISIBILITY
- ASSOCIATION WITH A HARDWORKING YOUNG ATHLETE
- SPONSOR UPDATES AND BEHIND-THE-SCENES ACCESS
- OPPORTUNITY TO SUPPORT A YOUNG PERSON EARNING HIS PLACE IN MOTORSPORT



BEYOND THE HELMET

GEORGE'S APPEAL IS NOT ONLY HIS MOTORSPORT AMBITION.

HE IS ALSO BUILDING HIMSELF AS A YOUNG ATHLETE AND POSITIVE
ROLE MODEL.

- FITNESS & RUNNING
- HEALTHY LIFESTYLE CHOICES
- RESPECTFUL & HARDWORKING REPUTATION
- BREAKTHROUGH T1D CHARITY CHALLENGE
- STRONG SCHOOL WORK ETHIC
- FAMILY VALUES
- COACHABLE ATTITUDE



FOUNDING PARTNERS

BACKING THE JOURNEY FROM THE BEGINNING

OUR FOUNDING PARTNERS ARE THE BUSINESSES SUPPORTING GEORGE DURING HIS 2026 DEVELOPMENT YEAR - HELPING BUILD THE FOUNDATIONS FOR HIS FIRST FULL RALLYCROSS SEASON.

£500 - £1000 FOUNDING PARTNERSHIP - LIMITED TO 10 SPACES
SUPPORT CONTRIBUTES TOWARDS PROFESSIONAL COACHING, RALLYCROSS TESTING, SIM TRAINING, FITNESS AND RACE PREPARATION, ALL KEY AREAS WITHIN GEORGE'S FOUNDATION YEAR.

FOUNDING PARTNER BENEFITS

- PERMANENT RECOGNITION AS A GJR FOUNDING PARTNER
 - LOGO PLACEMENT ON THE GJR WEBSITE
 - PARTNER ANNOUNCEMENT ACROSS SOCIAL MEDIA
 - CONTENT & COLLABORATION OPPORTUNITIES
- DEVELOPMENT UPDATES & SELECTED EVENT INVITATIONS
 - PRIORITY FOR 2027 PARTNERSHIP OPPORTUNITIES

THE BUSINESSES THAT BACK GEORGE NOW WILL ALWAYS BE PART OF
WHERE HIS STORY BEGAN.



SPONSORSHIP OPPORTUNITIES

BRONZE

£750

- LOGO PLACEMENT OPPORTUNITIES
- MINIMUM 3 BRANDED SOCIAL POSTS
- INCLUDED IN SEASON PARTNER UPDATES
- INVITATION TO ONE SELECTED RACE/EVENT

PARTNERSHIPS CAN BE
TAILORED TO CREATE GENUINE
VALUE FOR YOUR BUSINESS.

SILVER

£2,500

- ENHANCED LOGO PLACEMENT
- DEDICATED PARTNER ANNOUNCEMENT
- MINIMUM 6 BRANDED SOCIAL POSTS
- 2 GUEST INVITATIONS TO A SELECTED RACE/EVENT
- CONTENT COLLABORATION OPPORTUNITIES

GOLD

£5,000

- PROMINENT LOGO PLACEMENT
- DEDICATED PARTNER ANNOUNCEMENT
- MINIMUM 10 BRANDED SOCIAL POSTS
- 4 RACE/EVENT INVITATIONS
- BRANDED CONTENT COLLABORATIONS
- REGULAR PARTNER RECOGNITION THROUGHOUT THE SEASON
- PRIORITY RENEWAL OPPORTUNITY



TITLE PARTNER

A LEADING ROLE IN GEORGE'S 2027 RALLYCROSS CAMPAIGN

A LIMITED, BESPOKE OPPORTUNITY FOR A BUSINESS LOOKING TO
BECOME A MAJOR PART OF GEORGE JACKSON RACING AS GEORGE MAKES
THE MOVE FROM SIM TO GRID.

BESPOKE OPPORTUNITIES CAN INCLUDE:

PREMIER RACE CAR & RACEWEAR BRANDING

TITLE PARTNER RECOGNITION ACROSS GJR

DEDICATED CONTENT & CAMPAIGNS

CORPORATE SIM EXPERIENCES

RACE-DAY HOSPITALITY & GUEST OPPORTUNITIES

PARTNER APPEARANCES & CONTENT DAYS

BEHIND-THE-SCENES ACCESS

LONG-TERM PARTNERSHIP OPPORTUNITIES

BESPOKE PARTNERSHIP — LET'S BUILD IT TOGETHER



THE ROAD TO THE GRID

2026 - BUILDING THE FOUNDATIONS

PROFESSIONAL DRIVER COACHING
RALLYCROSS TESTING &
DEVELOPMENT
SIMULATOR TRAINING & DATA
ANALYSIS
FITNESS & PERFORMANCE
SAFETY EQUIPMENT & RACE
PREPARATION
BUILDING COMMERCIAL
PARTNERSHIPS

2027 - GOING RACING

FIRST FULL JUNIOR RALLYCROSS
SEASON
10 CHAMPIONSHIP ROUNDS
PROFESSIONAL TEAM SUPPORT
TESTING & RACE PREPARATION
RACE ENTRIES & RUNNING COSTS
PARTNER CONTENT & ACTIVATION

2028 & BEYOND - PROGRESSION

EXPLORE PROGRESSION INTO GT RACING

CONTINUE PROFESSIONAL DRIVER
DEVELOPMENT
BUILD EXPERIENCE IN CIRCUIT RACING

MEET GEORGE



TRAINING • FITNESS • FOCUS

I WANT TO GET THERE THROUGH HARD WORK, DETERMINATION
AND REFUSING TO GIVE UP WHEN THINGS GET TOUGH ~
GEORGE JACKSON



CONTACT



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