



JUDE PETERS



COMMERCIAL OPPORTUNITIES FOR

**MOTORSPORT
SPONSORSHIP**

SZR
RACING



JUDE PETERS



Jude has always been a dedicated learner with a passion for excitement. His early focus on skateboarding and snowboarding with an analytical approach to development led him to remarkable, rapid progress. His path to professional board sports was interrupted with a chance trip to a motor show. Exposure to motor racing ignited a new passion and focus.

Starting with nothing more than a low-cost wheel attached to his desk, a new journey had begun. Quietly, with dedication and determination, Jude learnt what it takes to be a fast SIM racer. Despite reservations that the ability in a virtual environment could not simply translate to the real world, Jude set about quieting his strongest critic, his father. Repeatedly demonstrating that he could take his technical and intuitive driving knowledge and transfer it directly to the real world.

His ability was cemented by his success as the first SIM racer ever to win the coveted Ginetta Junior scholarship. With just a single day of preparation in a real car, and against an intimidating group of experienced drivers including British and European karting champions, Jude's driving and media skills stood out, and he quickly moved to the final day.

Knowing that he could leave nothing on the track, Jude gave the performance of his life, and left the car after the final timed shootout, with the biggest smile on his face, and commenting that "I left it all out there, there's nothing more I could do."

And then ... the winner announced, Jude Peters is the Ginetta Scholar for 2024.



The Motorsport UK Academy, the governing body's talent development pathway, has selected Jude to be part of their Team UK programme 2024. The Academy equips the UK's most promising young drivers and co-drivers with the knowledge, skills and attitude needed to maximise their performance.



I knew I had to give it everything on the final run, I kept calm and kept it controlled with the experience I had.

Jude Peters
Ginetta Scholar 2024

GINETTA

VISION

SHIFTING REALITY

And this is where Jude's racing story really begins. Having overwhelmingly demonstrated that he can take what he trains for and dedicates himself to in the virtual, SIM world and translate it to success in the real world. His desire, willingness to experience and ability to apply what he's experienced, whether that be in front of driving, or representing himself or sponsors in a media environment, Jude has shifted what's possible to achieve.

With no dedicated 'gamer to pro' programme, just his own passion and determination, Jude has migrated from the virtual to the real world winning the most prestigious junior racing scholarship against experienced competition.

As someone with a remarkable story of how he broke into motor racing, Jude has already shifted reality for the industry. Challenging what is considered 'the norm'

or what is 'required' to be successful in motor racing, Jude has demonstrated the ability to migrate skills from the virtual to the real world and has unsettled an existing reality and changed opinions. He wants to work with visionary partners to support them with the same level of commitment and dedication and shift their reality of what is possible with their own motorsport sponsorship, as a way of achieving business goals.

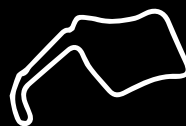


THE TEAM

Jude will be racing with e3Sport, a team backed by real racing pedigree run by a multi-championship winning team principle, and a family with a history of success across a spectrum of motor racing series.

The e3Sport team provide exceptional access to connections across the motorsport industry, that partners can leverage to build exciting experiences for customers and employees alike.

Uniquely, this team will be made up of two Ginetta Junior Scholars, working together to showcase junior driver development, with a real chance of success in the championship providing a great platform for sponsor exposure.



Round One
30 March/01 April
OULTON PARK



Round Two
27/28 April
SILVERSTONE GP



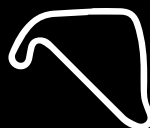
Round Three
25/26 May
DONINGTON PARK GP



Round Four
29/30 June
ANGLESEY (GINETTA G-FEST)



Round Five
13/14 July
SNETTERTON 300



Round Six
17/18 August
SILVERSTONE NATIONAL



Round Seven
7/8 September
DONINGTON PARK GP



Round Eight
28/29 September
BRANDS HATCH GP

2024 RACE CALENDAR

MEDIA STATISTICS



SRO YOUTUBE CHANNEL

529,000 SUBSCRIBERS

QUALIFYING, WARM-UP AND RACES

3,220,600

TOTAL LIVE VIEWS

48,630,800

IMPRESSIONS

2,567,200

HOURS VIEWED

100% INCREASE

89% INCREASE

189% INCREASE



TOTAL LIVE VIEWS

2023 3,220,600

2022 1,608,700

100% INCREASE

IMPRESSIONS

2023 48,630,800

2022 30,488,700

59% INCREASE

TOTAL HOURS VIEWED

2023 2,567,200

2022 887,505

189% INCREASE

89%

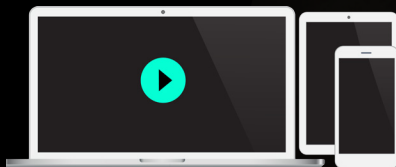
MALE
AUDIENCE

24%

EARN £40,000+ PA
ABC1 DEMOGRAPHIC

97%

UK
RESIDENTS



TOTALS

IMPRESSIONS

89,225,000

ENGAGEMENTS

1,784,000

CLICKS

38,470

TOTAL FOLLOWERS

694,000

PROFILE/
STORIES/REELS



6,480,000

BRITISH GT



15,500,000

BRITISH GT



11,500,00

SRO GT WORLD

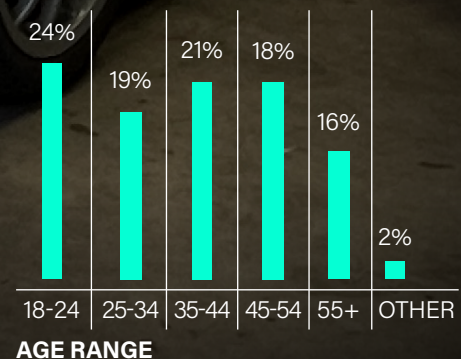


55,745,000

N/A

N/A

529,000



SPONSORSHIP OPPORTUNITIES:

Jude provides partners with a supportive ecosystem in which to achieve measurable business returns from their association with his racing, the sport and team. We are able to offer a diverse range of opportunities across hospitality, experiential, B2B and PR to ensure partners can maximise the partnership's potential.



PARTNER PACKAGES:

BRAND PROMOTION AND DEVELOPMENT:

Jude and his team maintain a constant and relevant presence in motorsport, automotive and wider sports media. With an extensive media list across national print, TV and online publications. We can support partners with enhancing their outreach for promotions and product launches.

Speak to us about a package tailored to meet your specific business goals, ambitions and budget. Line up on the grid with Jude to experience the excitement of motorsport and its ability to amplify your brand.

RACE WEEKEND EXPERIENCES:

Providing unique experiences that engage guests at Jude's race weekends. Bring the excitement of motorsport to customers, staff and key stakeholders through exclusive activities during the race weekend with branded touchpoints.



CONTACT

Get in touch to discuss how your business can benefit from the exposure of a motorsport partnership, and shift your reality:

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