



# CHASING THE CHEQUERED FLAG

Sponsorship opportunities with a  
young dedicated go-kart racer

2025 SEASON

**FW**

# *THE STORY SO FAR...*

**SuperOne 2024  
Honda Inter R200  
National Champion**

**SuperOne 2024  
Honda Cadet  
p11**

**Teesside Sprint Series 2024  
Honda Inter R200  
pioneer participant**

**Teesside Sprint Series 2024  
Honda Cadet  
p22**

**Hooton Park Clubman 2023  
Honda Cadet  
p4**

**TeamKarting  
Spring Series 2023  
Champion**

**TeamKarting  
Winter Series 2022  
Champion**

**First Junior to officially  
post a sub-27 second lap  
time at TeamKarting 2023**







## Stepping up to the plate

2025 marks a step up for Peter. The **GX200 Honda Cadet** racing he has done comes to an end as he is only permitted to race at this level until the **end of the year he turns 12**, which he did in July 2024.

The **Honda R200 Intermediate** beckons: offering an extra few **horsepower**, a higher **top speed** and the opportunity to stay in more affordable **four stroke** racing for another year (hopefully two).

2024 was the first year that saw the R200 race, and Peter started in the class for SuperOne.

Small grids and a changing field meant that Peter dropped back down to GX200 for much of the year in order to be able to build experience in larger more competitive grids.



We are rounding out the 2024 season back in the R200 in an effort to help push the class forward; working closely with National and Club Championships to bring the engine to the track.



Thanks to the support of **RPM Racing Engines** and **Venom Race Engines**, Peter enters the paddock with two race-tuned Honda R200 Intermediate engines to take on track.

Over the course of 2024 we have raced three GX200 engines, finding that **different engines can suit different tracks**. Running multiple engines means that you have a spare for if one fails, and also that you can pick whichever engine is best suited to that weekend's racing.



# PLANNING FOR 2025

The calendar for 2025 is still under development. November 30<sup>th</sup> marks Kartmania - the annual karting exhibition at Silverstone. It is here that more progress will be made in narrowing down which national championship to take part in.

For 2025 we are committing to racing at Teesside Autodrome. Teesside is one of the driving forces behind pushing the R200 and we want to support their efforts. Teesside has an historically strong Honda field - Peter has been racing with 30 Cadets this season - and the R200 will bring a different level of racing to the longest purpose-built kart track in Europe.



## Teesside karting

Alongside Teesside we expect to run in one National Championship as well. Choices are limited, as not all championships are embracing the R200 for 2025, however those under consideration are:



With a focus on the Independent racer, UK Kart Series was formed to offer a cost effective environment for drivers whilst committing to a strong grounding in race safety.

## SUPERONE

SuperOne is a national championship consisting of 12 rounds held over six weekends - giving maximum exposure and race experience. The Championship has a great pedigree: having been a stepping stone for many familiar names including Lewis Hamilton, Jenson Button and Lando Norris.

## IPKC

The IPKC is a national kart championship that embraces drivers from the privateer sector.

Set up in 2023, 2025 will be its third year and it boasts rapidly growing grids in all classes.

Decisions as to which of the three we do will be based on affordability and grid sizes. Both IPKC and UK Kart Series had grids of roughly 12 for the 2024 season; and the expectation is that SuperOne should be on a par for 2025.



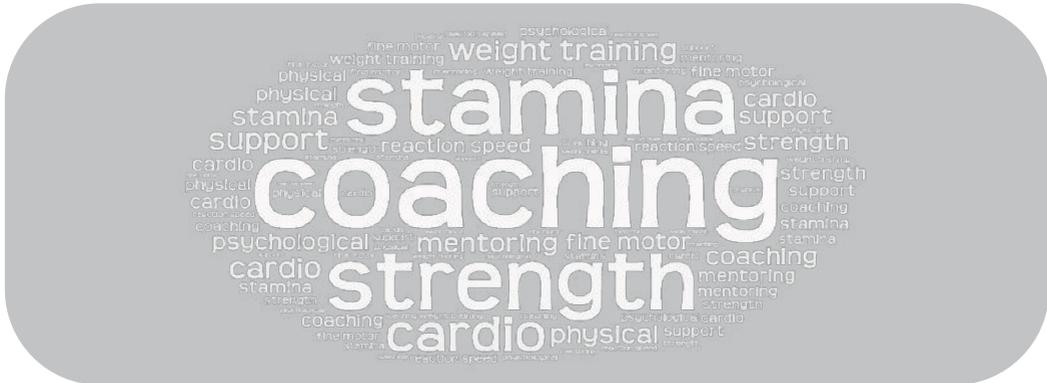
As in 2024, 2025 will see Peter running under the JG Motorsport banner. Lead by Jake Gresty and his father Craig, JG has been the key to Peter's rapid development; learning the importance of trusting his instincts, trusting his kart and developing the aggression necessary to push for the win in ALL conditions.



A multiple Hooton Champion, previous lap record holder and a familiar face up and down the country, Jake knows exactly what it takes to do well and to win behind the wheel of a kart at many of the UK's best circuits.

**Remote Support**

For 2025 we are embarking on a slightly different approach to our coaching with Jake. By pushing forward with the R200 Intermediate category, our paths with JG Motorsport are likely to diverge as we spend much more time in the Privateer arena. That being said we will still be working with Jake and Craig using GoPro footage and data logging to share appropriate information so that whilst they may not physically be with us, they are still a voice in our ear for technical, driver and emotional support every step of the way.



# DEVELOPING DRIVER SKILL

To succeed in any competitive sport takes commitment. For any racing driver it's not just a matter of getting on the track and driving fast. From sporting pursuits to online reaction games; Peter works hard to improve all areas of his performance with a focus on working his way up the grid

Part way through the 2024 season we invested in a new GX200 race engine for Peter.

Although seemingly counter-intuitive, it is important to note that the GX200 is easily upgraded to an R200 and as such our decision to upgrade enabled Peter to bed in a brand new engine, ready for conversion and racing for the 2025 season.

We have been working closely with the team at **Venom Race Engines** who have now officially received their licence to convert and build the **R200 Intermediate** engine from the sport's national governing body, **Motorsport UK (MSUK)**.

Peter's experience in both classes, and the fact that he is the SuperOne R200 national champion for 2024 means that he has the skills and experience to work with the Venom team to refine the engines that they send out, making the power coming out of the Venom factory some of the **most competitive on the market**.

New for 2025:

PFW Racing x Venom Race Engines

R200 Ambassador Partner



We are hoping that - should funding allow - we will be in a position to run with the Venom factory team at SuperOne alongside our involvement with JG Motorsport. This will enable Peter to tap into expertise from many different sources, ostensibly leading to a major uptick in potential coaching and development resources.

Learning to race isn't just about time on track. Theory, practical and simulator sessions all count



# WHAT SPONSORSHIP CAN GIVE YOU

## Increased brand visibility

Be spotted up and down the country en route to and at race weekends with logos on the race van, team apparel and the kart itself.

There is no break in karting. Once the Summer Series conclude, the Winter Series take their place. Racing happens at least once a month all year round.

## Full year media coverage

## Positive brand engagement

Nurturing and promoting local talent is a positive message to take to your local community and can generate goodwill towards your business.

Digital content is produced and shared throughout the community in many active social media groups, live feeds and video channels.

## Increased digital engagement

## New networking opportunities

The paddock is a busy place. Meet other racers, sponsors, teams and businesses with a passion for motorsport and grassroots support.

Come along to a race day and experience the world of grass-roots karting (you might even be able to get your hands dirty helping to set up the kart!).

## Unique experiences

## Meet and greet

Got an event coming up and want to offer something a little different? We'll bring Peter (and his kart) and we can fire it up - location depending.

Fancy challenging Peter yourself? Our local indoor track offers corporate karting where we can set you up with a mini-championship to see who comes out on top.

## Race the racer

From a business perspective, possibly the main benefit of an official sponsorship agreement is that any payments for sponsorship are seen as a business overhead, much like other marketing costs. They are therefore tax deductible, contributing to a reduction to your Corporation Tax bill.



We are really grateful to our current sponsors for all of their ongoing support on our journey so far.



# WHAT YOUR SUPPORT AFFORDS PETER

We are hoping to compete in two championships next year – the Teesside Sprint Series as our local “Club” championship and nationally either SuperOne (to defend his title), IPKC (Independent Privateers’ Kart Championship) or UKKS (UK Kart Series).

Our decision on which championships to enter will be driven by several factors:

## Where there are grids

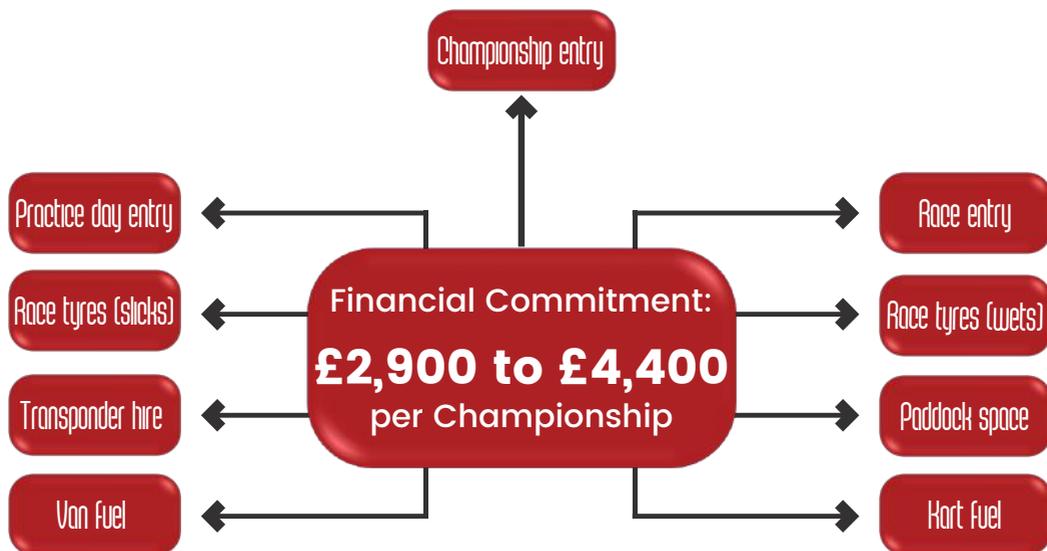
Only launching at the back end of 2023, the Honda Intermediate R200 is a very new class. There is an active group of us who are working together to focus class entries in one main championship in the first instance.

## Where there are clashes

Our focus for 2025 is the Teesside Sprint Series. It is a technical track and race weekends are always well attended. From the interest so far we expect the R200 grid for 2025 to be interesting and competitive.

## What we can afford

Karting can quickly become an expensive hobby, especially when driven to race and excel. Certain parameters have to be met for each championship and each has its own specific financial commitment.



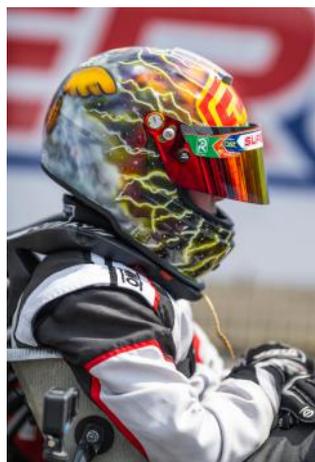
Any support is appreciated – whether that’s paying for a weekend of **race fuel (£30)**; buying a set of **race gloves (£75)**; providing a set of **race tyres (£170)**; right up to sponsorship of a full championship as above – and would be gratefully received and used to its full advantage.



Proper protective equipment is one of the most important investments in being able to kart.

To keep Peter safe whilst racing requires:

Practice helmet	£300
Race helmet (custom)	£850
Neck brace	£120
Rib protector	£110
Race suit	£150
Wet weather suit	£55
Wet weather gloves	£115
Dry weather gloves	£75
Race boots	£150



Running and repairing the kart itself is an added cost, some of which can be budgeted for (engine maintenance and rebuilds); some of which is almost impossible to predict. One particularly costly weekend at a Club round in 2024 resulted in the following damage:

New rear axle	£78
4 x wheel bearings	£12
2 x track rods	£17
4 x track rod ends	£17
1 x stub axle	£93
1 x floor tray	£75

## £292 repair bill

To maintain optimal performance, engine oil is changed every two hours; using a specific race-tuned oil. Additionally, the engines are returned after 15 hours' running for a rebuild.

## £384 twice a year per engine





## PLEASE GET IN TOUCH

We very much hope to hear from you with any questions you may have, and would welcome any opportunity to discuss opportunities available to you and your business and to Peter and his racing. Peter in particular is always delighted to discuss his passion with the wider world.



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