



James Sherrington

Driver Brochure

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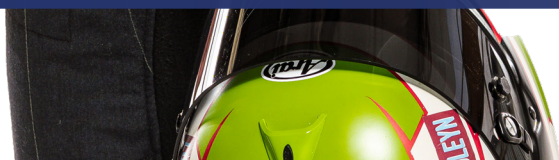


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Welcome

Motorsport enjoys a very varied demographic and remains one of the most thrilling forms of sport in the world combining skill, bravery and technology in a fast-paced format.

With the huge growth of "one to one" communication possibilities offered by digital communications, sporting partnerships remain one of the most powerful forms of brand communication.

These two facts create a demand for sports partnership opportunities for brands that offer a combination of the right demographic, a good reach across a range of platform and, of course, a good value proposition. While not the right solution for every brand, we believe that a partnership with James Sherrington offers a fantastic balance of all of these points.

James is very much at the start of his racing career but his talent has already started to shine through.

James is currently competing in the Junior Saloon Car Championship (JSCC) and has a number of options for his next steps in his career. While the preferred option at the moment is GT-class racing, James' experience in the JSCC opens him up to the huge range of saloon car, touring car and GT-based racing series in the UK and beyond.

With so many future options for James as a driver, a partnership with him could offer long-term benefits in pretty much any region of the world, something that only a handful of motorsport opportunities can offer.

This document provides an introduction to James and his future plans as well as an overview of how his partnerships are approached and structured.



James Sherrington: An Introduction

James Sherrington, a talented 15-year-old racing driver from Ascot, embarked on his motorsport journey from an incredibly young age.

His passion for racing was ignited at just 6 weeks old as he watched his father race at the renowned Spa Francorchamps circuit in Belgium, from then on James was captivated! He has since spent most of his weekends at a track, competing or spectating.

At 9 years old his Father bought him a GoKart and James' motor sport journey began. They ran as a father & son team in Honda Cadet, then moving into MiniMax. His karting endeavors showcased early success at a club level in Minimax category, frequently gracing the podium. James' tenacity and skill were further highlighted in the Kartmasters Grand Prix, after an initial setback in the Semi Final round meaning he would start the Grand Final from the back. In the Grand Final he adeptly maneuvered his way up the ranks, making up an impressive 20 places, and thoroughly enjoying the race!

It was always the plan for James to transition to car racing and on his 14th birthday James got a Citroen Saxo VTR to compete in the Junior Saloon Car for the 2023 Junior Saloon Car Championship season.

Despite budget constraints limiting his participation to 6 out of 10 rounds, James displayed remarkable skill and determination, securing a commendable 14th position out of 38 competitors and an impressive 5th place among 23 rookies. His consistent performance led to 9 rookie podium finishes out of 14 completed races. By the end of the season, with James' development and car improvements, James knew he was a serious contender for the 2024 season.

With the dawn of the 2024 season, James geared up with aspirations of claiming the top spot in the JSCC championship. The season commenced on a promising note with two podium finishes at the opening round in Brands Hatch. However, like most race seasons, you have to be prepared for the unexpected, the following 3 rounds proved challenging, despite great qualifying results, events outside of our control such as mechanical failures have resulted in mixed results.

Currently James is 6th out 30 competitors in the championship overall. James enters the second half of the season with determination to secure more podium positions and break into the top 3 by season's end.

The route to top-level international motorsport



Career Path

Age: 15
Nationality: British
Currently Racing In: JSCC
Ultimate Racing Goal: WEC/Le Mans

While James is only just starting out on her career in motorsport, he is already very clear on what path he wants to take.

He has already completed a number of sessions in a professional GT-racing simulator and has posted incredibly impressive times for his level of age and experience. James is currently looking to secure partners for an entry into the British GT Championship in 2025.

From there, James would look to continue his racing in GTs but on an international stage. This would lead to the eventual goal of competing in the legendary World Endurance Championship and the iconic 24h of Le Mans endurance race.

We invite you to be a part of James' journey and to help him establish himself at the leading edge of competitive international motorsport.



The latest in a growing line of motorsport opportunities targeted exclusively at finding the next generation of motorsport talent.



JUNIOR SALOON CAR CHAMPIONSHIP

MORE THAN JUST A JUNIOR RACING CHAMPIONSHIP

The Junior Saloon Car Championship (JSCC) provides motorsport for young adults between 14 and 17 years with exciting close racing at a low cost.

Junior Saloon Car Championship: **At A Glance**

The popularity of the Saloon Car/Touring Car format of racing worldwide cannot be overstated. From the entry-level JSCC, to the might of the Australian V8 Supercars Championship, racing based on everyday road cars retains its popularity with audiences of all backgrounds around the world.

The JSCC provides an entry point to the world of Saloon Car/Touring Car racing for those starting out on their motorsport journey. The 2023 JSCC season proved to be very competitive yet again with performance very close between a number of the competitors.

It is important, even at this early stage, to ensure fairness and sportsmanship within the field. With this in mind, the championship has taken on board the Motorsport UK Race With Respect campaign to get these young drivers on the right track.

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Drivers3
Female Drivers9
Events8
UK Circuits

Premium motorsport
featuring some
of the world's most
desirable automotive
brands - a truly
aspirational series.



The best GT racing in
the world today.

Building on a heritage of some of the most impressive race cars ever built, the modern world of GT racing takes what are already aspirational road cars and catapults them to an altogether different level of performance. Combining the familiarity of recognisable brands and road cars with the highest levels of performance endows GT racing with an incredible level of fan loyalty.

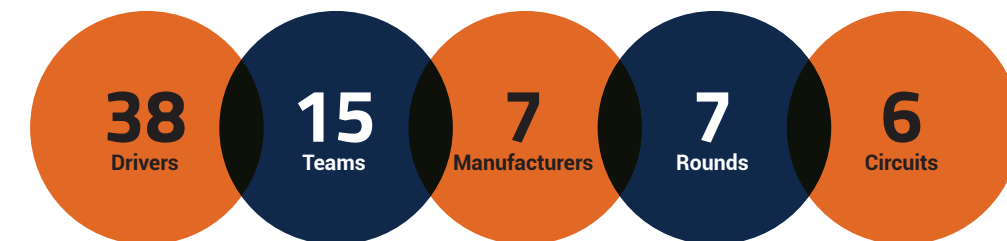
British GT Championship: At A Glance

For more than 30 years the British GT Championship has formed an intrinsic part of the UK's national motorsport fabric. But, having undergone a number of changes throughout those that quarter-century, it's difficult to envisage an era more competitive than the current GT3/4 format.

In that time, the British GT has established itself as the world's foremost domestic

GT series. GT4's arrival and subsequent expansion currently sees two classes running on the same track at once, an important aspect of GT competition that enables a driver to prepare for international endurance racing, while the option to also field GTC entries remains a possibility.

Traditional British sportscar manufacturers have always featured heavily in the series: Lotus, TVR, Marcos, Darrian, Lister and, more recently, Chevron, Ginetta, Aston Martin, McLaren and Bentley have underlined the championship's unique British spirit.



British GT Championship: Facts & Figures

The British GT Championship celebrated its 30th Anniversary in 2023 and has experienced consistent growth in all aspects of the championship in recent years. The championship has a strong and growing social media presence across all of the major platforms and a strong broadcast package in place for the 2024 season.

128,000	44,586
YouTube Video Views	Facebook Likes
47,700	56,500
Twitter Followers	Instagram Followers

Television Coverage

For many years, television has been motorsport's most powerful medium and the British GT Championship Series makes sure to capitalise on this with a strong television coverage package.

In 2018, the championship expanded its broadcast offering to include live streaming of all of the UK events on the championship's Facebook page and Website. The same coverage was also featured on *Motor Trend On Demand* and

SRO's *GT World* YouTube channel.

There was still a terrestrial broadcast package courtesy of Channel 4 as well as highlights on both Motors TV and BT Sport, but the move towards an online/streaming solution shows that the championship understands the current a future state of the sports media market as the world moves more towards a "1 to 1", digital content market.



British GT Championship: 2024 Race Calendar

01.

Oulton Park

30 March 2024
02.

Oulton Park

01 April 2024
03.

Silverstone 500

28 April 2024
04.

Donington Park

26 May 2024
05.

Spa Francorchamps

23 June 2024
06.

Snetterton

13 August 2024
07.

Snetterton

14 August 2024
08.

Donington Park

08 September 2024
09.

Brands Hatch

29 September 2024



Wide-ranging packages of assets and benefits



Partnerships Overview

All partnerships will be developed on a case-by-case basis to ensure that each partner receives the best possible program to meet their brand objectives.

We start the process by consulting with the potential partner and gaining an understanding of the brand and its goals, objectives and obstacles to success. We then suggest an assets and benefits package which will best address the unique situation of the brand.

There is a standard starting point for the pool of assets and benefits that the

partnership will be based on but our approach allows us to shift the balance of assets in a particular direction if it would be more beneficial to a given partner to do so.

In addition to the standard assets and benefits offered by the partnership, we will (if requested) work with you to develop an activation program or unique and bespoke content which can be integrated into the overall brand marketing campaign.

At the end of each year of the partnership we will conduct a thorough review with you to determine where adjustments could be made in any following years to further increase the partnership value to you.



01 **BRANDING**
See your brand brought to life through the excitement of high-speed, high-action racing where passion meets performance in the quest for victory.



04 **CONTENT**
Develop unique content which engages customers/clients or which uses the partnership to deliver powerful and impactful brand messaging.



02 **HOSPITALITY**
Let your staff, clients or guests get "up close and personal" to motor racing and enjoy the day's action from the thrilling and unique perspective of a VIP Hospitality Experience.



05 **EXPERIENCE DAYS**
From "Hot Laps" and Track Days to "one to one" tuition from James himself, we can create any number of unique track-focused activities for your staff or clients/customers.



03 **SOCIAL MEDIA**
We will work closely with you to develop an engaging social media strategy to maximise the impact and reach of the partnership in the digital and social realm.



06 **BRAND AMBASSADOR**
As a part of any partnership, James will make himself available to fulfill promotional and marketing objectives and/or campaigns for his partners (subject to availability)

A typical package of assets and benefits will include many of the items listed above.





Summary

For the right brand, a partnership with James Sherrington provides a huge range of benefits. We will work closely with any potential partner to create an opportunity that is exclusively tailored to them.

We hope that the information contained in this document gives a good overview of the benefits of such a partnership and an indication of exactly what the partnership could involve.

We appreciate that every brand has unique needs so we would value the opportunity to learn more about your brand, its history, its plans for the future, and the potential obstacles that it faces which a partnership with James Sherrington could help to overcome.

We will then take that information on board and, in conjunction with you, develop a specific partnership outline for your consideration. We are also more than happy to provide additional detail or information which you may require.

We look forward to working with you to build a very beneficial relationship for all concerned.

Thank you for your time and consideration in reviewing this document.



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