



Jazmine Sherrington

Driver Brochure

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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 partnerships 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 Jazmine Sherrington offers a fantastic balance of all of these points.

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

Jazmine is also very fortunate that the appetite for women in motorsport has never been higher. So much so, in fact, that there are a number of racing opportunities targeted exclusively at women to aim to overcome the historic imbalance between men and women at the leading edge of the sport.

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

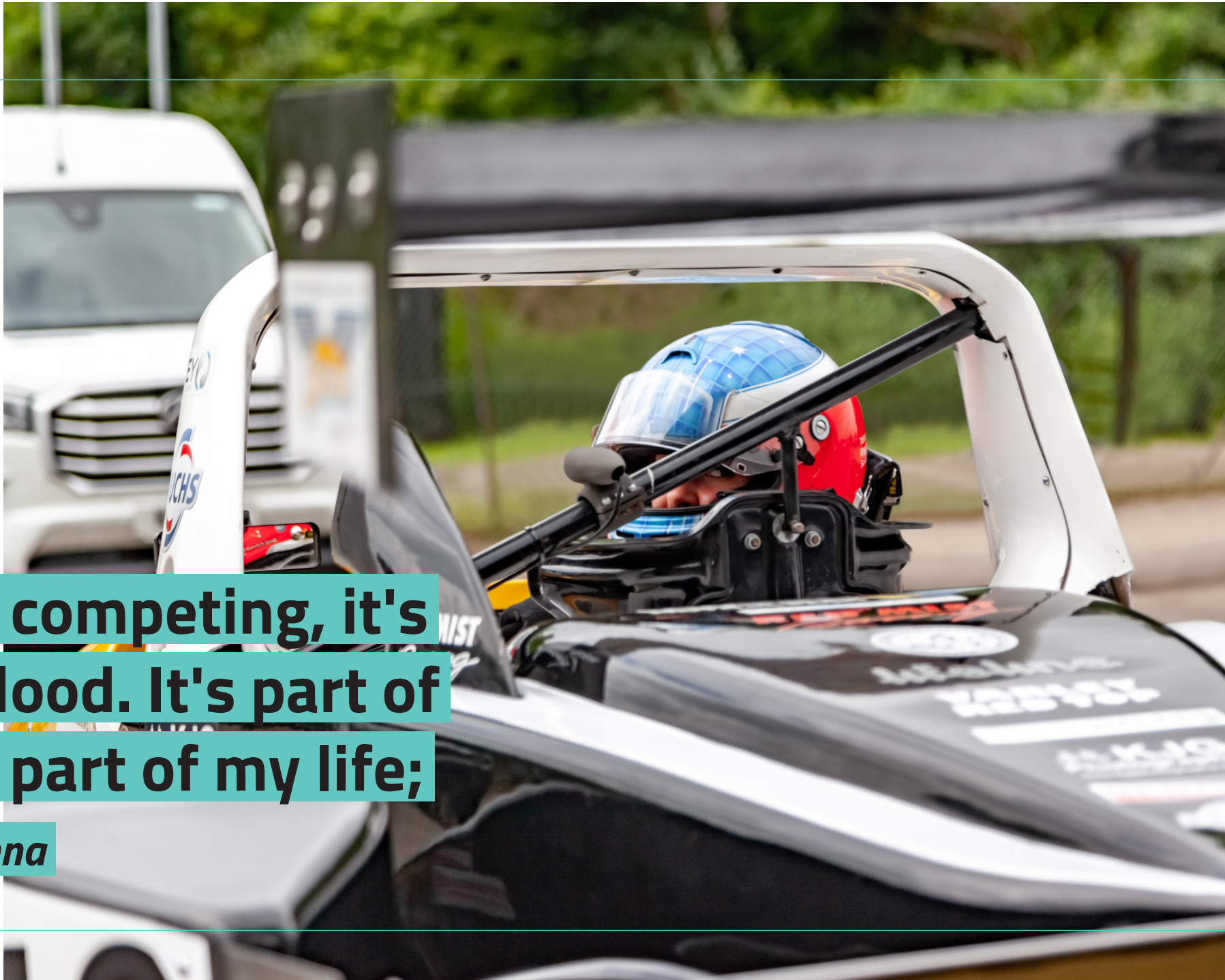
This document provides an introduction to Jazmine and her future plans as well as an overview of how her partnerships are approached and structured.





**Racing, competing, it's
in my blood. It's part of
me, it's part of my life;**

- Ayrton Senna



Jazmine Sherrington: An Introduction

My love for motorsport first began when I was 6 weeks old, at Dijon in France watching my dad race Formula Vee. Ever since then I have been at a race track most weekends of my life.

When I was younger I focused mainly on netball, reaching county, junior academy and top club level standard so I didn't have much time to race myself as this was taking up most of time.

However, when I turned 15 we bought a Citron Saxo for my brother to race in the Junior Saloon Car Championship and after a couple of test days I decided that I wanted to start racing myself. I progressed quickly to compete in one of the JSCC rounds at Silverstone. I did really well for my first race weekend, with my lap times being on par with the mid-pack, which was a big improvement!

In 2024, I entered a scholarship competition with Formula Woman to win a season in a Radical. In Round One, I came 2nd out of 80 competitors, after being assessed on driving, media skills, fitness and reaction times. In the second round, I was selected as one of the final 30 competitors and I then reached the Top 15 Shootout Final. Even though I didn't quite manage to win the main prize, following my performance in the Formula Women Scholarship, I was asked to consider entering the Formula Woman Nations Cup in Dubai in December 2024. I have commenced training for the event and am actively looking for sponsors to partner with on this journey.



The route to
top-level
women's
racing



Career Path

Age: 18
Nationality: British
Currently Racing In: MSVR Miata Trophy
Ultimate Racing Goal: F1 Academy/GT

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

With an increasing number of options for women in motorsport, Jazmine's next step will be taking part in the 2026 MSVT Miata Trophy before moving on to higher classes of racing.

While she is yet undecided on her ultimate aim, she is considering both single seaters and GT racing with F1 Academy certainly being of great interest. In terms of GT racing, the ultimate goal would be either the GT World Challenge series or even the World Endurance Championship (in the GT class)

We invite you to be a part of Jazmine's journey and to help her establish herself at the leading edge the ever-growing women's motorsport industry.



MSVT Miata Trophy: An Introduction

Miata Trophy is an exhilarating Mazda MX-5 Championship brought to you by MSVT Racing, the organising team responsible for managing a portfolio of successful championships and series (such as Trackday Trophy and Trackday Championship).

Each race event will kick off with an innovative qualifying format, that sees the top five fastest qualifiers in each class take on 'SuperPole' – a winner takes all shootout for the front of the grid. Once the grid is completed competitors will vie for victory across two sprint races, providing plenty of thrilling on-track action. The starting grid for race two is determined by the results of race one.

About The Miata Trophy

Jinba ittai, meaning horse and rider in perfect harmony, is the Japanese principle on which the MX-5 was conceived. Manufactured by Mazda in Japan, the MX-5 has become the best-selling two-seat convertible sports car of all time, and a staple roadster worldwide. Nothing over-complicated, just well designed and made.

Now, with the creation of the brand-new Miata Trophy, third and fourth generation MX-5s will do battle in a fierce competition that offers drivers plenty on and off the track. The classification for

cars fighting for the championship derives from the two-letter manufacturer chassis codes. NC class will provide the platform for third generation MX-5s to compete, with ND offering the same for fourth generation vehicles.

Used around the globe as an alternative title for the Mazda MX-5, the word 'Miata' derives from the Old High German for 'reward' and both NC and ND class drivers will be well-rewarded in success, with a number of prizes offered throughout the campaign.



MSVT Miata Trophy: 2025 Race Calendar

- 01/02.

Snetterton 300

15 March 2025
- 03/04.

Silverstone GP

06 April 20205
- 05/06.

Brands Hatch GP

17 May 2025
- 07/08.

Donington Park GP

19 July 2025
- 09/10.

Oulton Park International

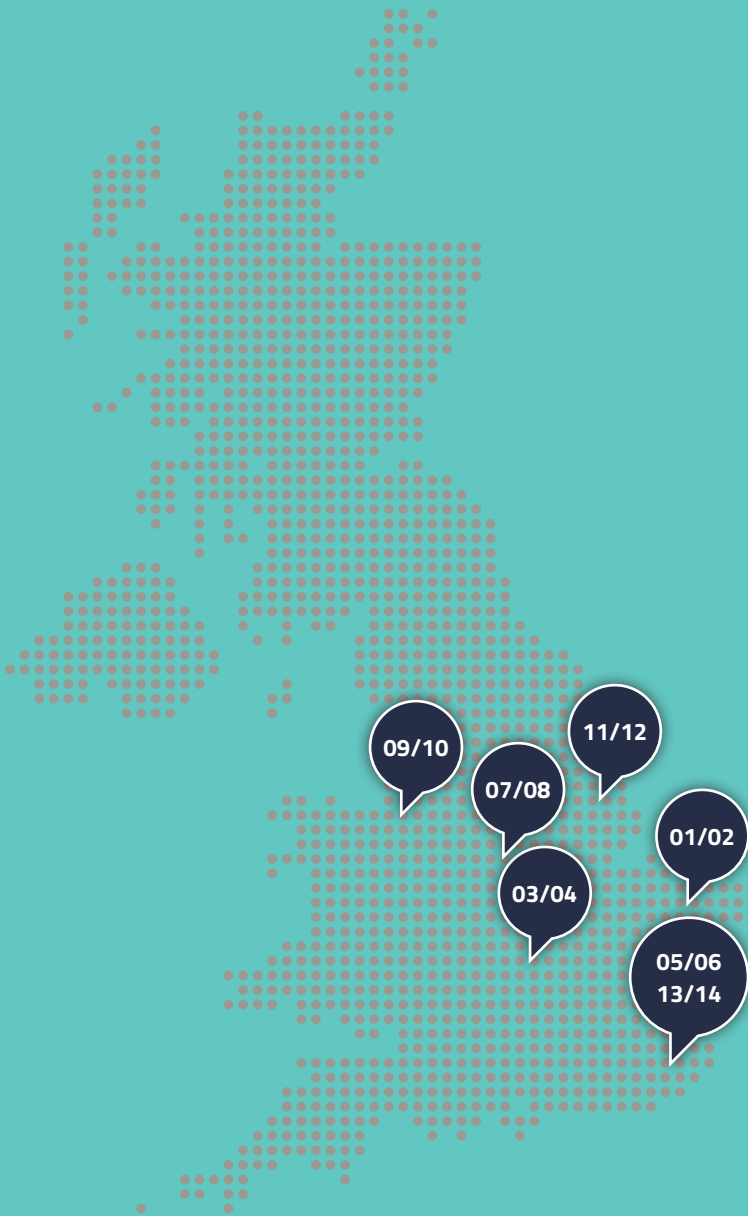
09 August 2025
- 11/12.

Cadwell Park Full

06 September 2025
- 13/14.

Brands Hatch Indy

15 November 2025



The latest in a growing line of motorsport opportunities targeted at advancing women in motorsport.



Mission Statement

To find and nurture the next generation of female racing talent by providing them with the necessary experience and support to progress to higher levels of motorsport, ultimately aiming for more women to enter Formula 1®.

F1 Academy: At A Glance

Finding the next generation of talent, on and off track.

F1 Academy is here to champion the next generation of female talent to explore their own motorsport journeys. By breaking down barriers to entry on track in the F1 Academy Racing Series and through grassroots initiatives such as F1 Academy Discover Your Drive, we hope to make motorsport more diverse, inclusive and accessible.

The current F1 Academy calendar includes support races to Formula 1® events in China,

Saudi Arabia, USA (Miami and Las Vegas), the Netherlands, Canada and Singapore.

Drivers compete in cars backed either by F1® teams or major global brands with the teams underwriting half of the cost of the championship campaign, further lowering the barrier of entry of cost and opening the championship up to young female drivers who get an opportunity to showcase their talents on the global stage and in front of the very teams that they could aim to move up to in the higher categories such as F3®, F2® and, ultimately F1®.



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 Jazmine herself, 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, Jazmine will make herself available to fulfill promotional and marketing objectives and/or campaigns for her 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 Jazmine 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 Jazmine 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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