

GT CUP SPONSORSHIP PROPOSAL 2027

Ginetta G55

This proposal outlines an opportunity for a brand to become the Sponsor of a GT racing programme for the 2027 season in the GT Cup Championship.

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My story

Coming from a modest background, I learned early the value of hard work and determination.

At 14, I launched my first business to fund my passion, which allowed me to purchase my first sim rig in late 2019.

Since then, I have dedicated myself fully to the pursuit of becoming a professional driver.

By 2026, this commitment has led me to drive three real race cars, compete in multiple karting championships, and participate in several high-level esports competitions.

Learn more about my story in the “My Story” section of www.kodicosford.com

The Opportunity

The partnership would centre around:

- A full GT racing season
- Branding on a professional race car
- Race weekend hospitality opportunities
- High-quality marketing content
- Social media promotion throughout the season
- Brand visibility through livestream broadcasts

The sponsor's brand would become the primary visual identity of the race car and programme, appearing across the vehicle, driver equipment, and all digital content created during the season.

This allows the sponsor to benefit from both real-world event exposure and digital marketing reach.



The Championship

The GT Cup Championship is one of the most established and respected GT racing series in the United Kingdom.



The series is known for:

- Competitive racing
- A professional yet friendly environment
- Access to the UK's top racing circuits
- A diverse grid of GT race cars

Key specifications of the G55 GT4:

- 370 Brake Horsepower
- Weight: 1,080 kg
- No traction control or ABS
- Developed for GT4-level competition
- Exceptional power-to-weight ratio

Unique Marketing Story

One of the most powerful aspects of this programme is the story behind it.

The transition from esports racing to real-world motorsport is becoming increasingly recognised within the industry.

However, very few drivers successfully make this transition.

This programme provides a brand with the opportunity to become part of a unique and modern motorsport narrative:
From esports competition to real-world GT racing.

This story naturally generates engaging content across social media platforms and can be used to create behind-the-scenes content, race weekend stories, and marketing campaigns that connect with modern audiences.

Major Event Exposure

The championship races at some of the most prestigious motorsport venues in the United Kingdom.

These include:

- Silverstone Circuit
- Donington Park Circuit
- Brands Hatch Circuit
- Snetterton Circuit

These circuits regularly host major motorsport events and attract large audiences, providing strong brand visibility for sponsors.



Live Streaming

Every round of the GT Cup Championship is broadcast live via YouTube.

Each broadcast features:

- Professional commentary
- Multi-camera race coverage
- Live timing graphics
- Post-race highlights



Media Exposure

These broadcasts are shared across multiple social media platforms including Facebook, Instagram, and X (Twitter), allowing fans to follow the championship from anywhere in the world. Sponsors benefit from consistent brand visibility during race broadcasts and online content.

Audience Reach

The GT Cup Championship continues to expand its digital audience each season, delivering strong visibility for teams and sponsors across multiple platforms.

Each broadcast features:

- Professional commentary
- Multi-camera race coverage
 - Live timing graphics
 - Post-race highlights

Combined, the GT Cup delivers over 2.5 million annual digital impressions, providing significant exposure opportunities for partner brands.

Digital Engagement

YouTube:

- 102,000 race broadcast views
- 1,800 new subscribers

Facebook:

- 1.2 million video views
- 26,400 interactions

Instagram:

- 513,000 views
- 13,800 interactions

TikTok:

- 93,000 views in the first season
- 15,700 likes

Website:

- 109,000 new users annually
- 53,000 active users

2026 Calendar

This is for use as an example of
what the 2027 calendar could be - based on the
2026 season



11-12 April

Donington Park Circuit (GP)

16-17 May

Snetterton Circuit (300)

27-28 June

Donington Park Circuit (GP)

1-2 August

Silverstone Circuit (GP)

19-20 September

Brands Hatch Circuit (GP)

10-11 October

Snetterton Circuit (300)

Why Motorsport Works for Business

Motorsport provides a unique and powerful marketing platform

It combines:

- High-performance brand association
 - Live sporting events
 - Digital media exposure
- Content creation opportunities
- Corporate hospitality experiences

Sponsorship allows brands to connect with audiences in an authentic and engaging environment.

Few marketing platforms offer the same combination of live events, storytelling, and digital engagement.

Sponsorship Opportunity

Your business would receive prominent branding throughout the racing programme.

This includes:

- Primary branding on the race car
- Branding on the driver's race suit and helmet
- Integration into all social media content
- Branding in promotional materials
- Brand association with race results and announcements

This ensures the sponsor becomes the central brand associated with the programme.

Custom Livery

The Ginetta G55 can be fully wrapped in a custom livery designed around the sponsor's branding. Subject to team approval.

This creates a striking race car that becomes a mobile marketing platform.

A well-designed livery ensures the sponsor's brand is visible:

- on track
- in race photography
- during livestream broadcasts
- across social media content

The car effectively becomes a high-performance advertisement competing at major motorsport venues.



Branding Locations

Potential areas for sponsor branding include,
Subject to team approval:

- Bonnet / hood
- Door panels
- Rear quarter panels
- Rear wing
- Front bumper
- Driver race suit
- Helmet
- Gloves

These branding locations ensure the sponsor's logo is visible in race footage, photography, and paddock environments.



Corporate Hospitality

Motorsport provides an exceptional environment for client entertainment and networking.

Sponsors can invite guests to attend race weekends and enjoy the paddock environment.

Hospitality packages may include:

- Access to the paddock and team garage
 - Catering and hospitality areas
 - Meet the driver experiences
 - Race viewing areas
 - Post-race celebrations

This provides a unique environment for hosting clients, partners, and employees.

Marketing Value of the Partnership

The racing programme will generate consistent marketing content throughout the season..

This includes:

- Race weekend photography
- Behind-the-scenes video content
 - Social media promotion
- Sponsor-focused marketing campaigns
 - Race results and event updates

This content can be used by the sponsor throughout the year for marketing and promotional purposes.

Season Investment

There are many package options based on the budget and needs of the sponsor.

Estimated costs based on 2026 season pricing:

Total cost for the season: £100,000

Programme Cost Breakdown:

Team fee for car, consumables, entry fees, etc. - £70,000

Driver Equipment & Branding - £5,000

Insurance excess - £15,000

Testing - £10,000



Marketing Value Comparison

Traditional advertising often requires significant spending for limited exposure.



Motorsport sponsorship combines multiple marketing channels within a single investment.

These include:

- Live event exposure
- Livestream broadcasts
- Social media reach
- Visual brand presence on a race car
- Content creation opportunities
- Corporate hospitality experiences

This combination creates a far greater long-term marketing value compared to traditional advertising alone.

Next Steps

If you would like to discuss the opportunity further, I would be delighted to arrange a meeting to explore how we can build a successful partnership together.

Contact me

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