

CHASING THE CHEQUERED FLAG



Headline achievements

Peter's room is a shrine to his karting years so far - trophies, medals, certificates, posters.

Winning in motorsport is hard: only one can be crowned the winner and as such this sport often courts disappointment far more so than joy. We find the wins wherever we can and celebrate any and all achievements.

Lap Record

Clay Pigeon Raceway 2025: Honda R200 record: 38.029s

Championship

SuperOne 2024: R200 National Champion

Lap Record

TeamKarting: First Junior to officially set a sub-27s lap.

Championship

Teesside Motorsports 2025: Honda R200 H Plate Winner

Recognised Achievement

Teesside Motorsports 2024: Commentators' Choice

Championship

UK Kart Series 2025: Honda R200 P4

Championship

TeamKarting 2023: Junior Champion

Championship

Hooton Park 2023: Honda Cadet P4

Championship

TeamKarting 2022: Junior Champion

The Story of "The Fiscal Wizard"

Every year Tom & I have the honour of handing out our commentators choice award. Previous winners include Buddy Hugo, Sebastian Parreira, Aimee Frame & Melissa Adrian.

We look for a driver who has stood out for both on & off the track.

At the start of the 2024 a new name graced the Teesside Championship, and not a name you would expect to see in a class of 8-12 year olds according to my esteemed colleague Tom Butterworth.

He sounds like he should have a proper job, like an accountant, and from then on the legend of the fiscal wizard was born.

Buying into what could have been a throw away comment, he arrived at the next round with money stickers on his kart & engine and he quickly became known as the lad to go to if you wanted to lower your VAT bill.

On track they've improved pretty much every time we've seen him & he took his first competitive Teesside podium a few weeks back at Three Sisters. Which is amazing at this time of year considering how busy he'll have been doing tax returns.

On a more serious note he is one of the most polite, affable kids in the paddock & he's an absolute credit to his parents.

Your 2024 commentators choice. The fiscal wizard, the accountant, PETER WEBSTER!!



A brand icon
different to most

David Sullivan

Sullivan Media, Commentator for Teesside Motorsports, SuperOne and The Kart Championships.



Championship opportunities - Sprint



National Championship

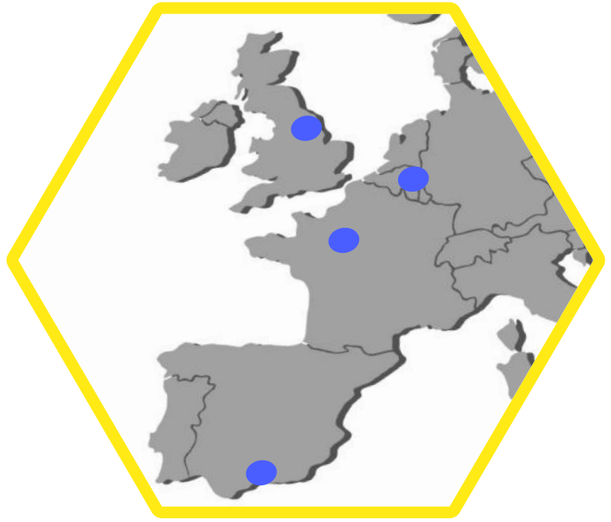
- Nine rounds over nine weekends
- The only national four-stroke Sprint Championship
- Over 20 entrants in the Junior Pro Kart class
- Over 100 entries across all classes
- Competitors from Scotland to the South Coast
- Circuits visited include;
  - Fulbeck (Lincolnshire)
  - Shenington (Oxfordshire)
  - Clay Pigeon Raceway (Dorset)
  - Hooton Park Circuit (Cheshire)
  - Whilton Mill Go Karting & Activities (Northamptonshire)
  - Cumbria Kart Racing Club (Cumbria)
  - Llandow Kart Circuit (South Wales)
- 2026 has seen the biggest Junior Pro Kart grid in the history of the Championship

Club championship



- Nine rounds over seven weekends
- The largest Club-level four-stroke Sprint Championship
- Over 30 entrants in the Junior Pro Kart class
- 2026 sees the biggest Junior Pro Kart grid in the history of the Championship
- Held at Teesside Motorsports - home of the longest kart racing circuit in the country and second longest in the world.
- Attracts racers from Scotland to the South Coast
- Over 100 entries across all classes
- Home of the 24 hour karting championship, racing internationally
- Arguably the most competitive four-stroke karting in the country
- Main track base of Lucas Racing - one of the most well established; most successful Pro Kart teams in both Sprint and Endurance racing.

Championship opportunities - Endurance







- Four 24-hour races across Europe
- Teams of 4-6 drivers
- Hire kart racing. With up to 68 karts on the grid
- Circuito Internacional De Karting, Campillos, Spain 7th - 9th May
- Le Mans Karting International, France 9th - 11th July
- Teesside Autodrome, Middlesbrough, UK 6th - 8th August
- RACB Karting Spa-Francorchamps, Belgium 3rd -5th October



Audience & Reach

Whilst Pro Kart does not have the flair and the kudos of two stroke racing, the growth of the four stroke grids suggests that people are now eschewing the world of Rotax for more accessible racing opportunities. For a predominantly digital audience away from the track there is little differentiation when it comes to age or series: all competitors are welcome to share their successes, trials and tribulations across a number of platforms; meaning valuable exposure can be obtained for Peter and for his supporters.

6,000*
Race day stream views

12,000*
Post views across all PFW Racing Social Media platforms

53,000*
Social Media share audience potential (local)

9,000*
Individual Social Media viewers

87,000*
Social Media share audience potential (motorsport)

87%*
Proportion of viewers that do not follow our accounts

On-site audience per race weekend **> 300**

Who & Where...?

- Motorsport & automotive enthusiasts
- Mid to high earning
- Large proportion of business owners
- Parents of racers: 30+ years old - confident to make choices and strong buying power
- National support network

** Figures taken in June/July 2026*



One current sponsor gets "stuck in" during a race weekend

Looking to local connections

Many grassroots sports would fall by the wayside without local businesses getting involved. Throughout Peter's cricketing years the support of local companies really bolstered the provision that was offered.

Grassroots motorsport is no different. Whilst Peter may not race in the immediate local area, his story offers a meaningful connection with the local community as he is a proud Yorkshire resident with friends and supporters in the Calder Valley and beyond.

Much of Peter's audience is local; but equally he elicits support from an audience that is both national and international which brings a much wider reach of recognition to many traditionally regional businesses.

Sponsorship opportunities

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.

Full year media coverage

Once the Summer Series conclude, Winter Series and Testing take their place. Racing can happen at least once a month all year round.

Positive brand engagement

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

Increased digital engagement

Digital content is shared locally and nationally and gives your business something new and unique to use too; setting you apart from competitors in this increasingly social world.

New networking opportunities

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

Unique experiences

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

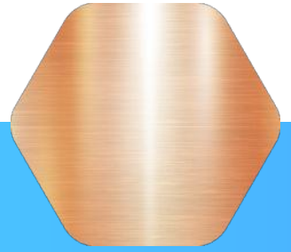
Meet and greet

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

Race the Racer

Fancy challenging Peter yourself?
Why don't we book on an arrive and drive somewhere and we can see who comes out on top.

Corporate sponsorship packages



Bronze

Do you have a product or service that could help to ease the financial pressure on the overall budget in other areas without any outlay on your part?

Fitness training, van maintenance, holistic therapies



Silver

Help cover some of the costs on a one-off basis. There are numerous items that can provide a tangible benefit for Peter as a racer and for you in terms of seeing exactly what your investment has purchased

Race fuel, race entry, race tyres, kart consumables



Gold

Sponsor a full race weekend in either one of Peter's Club or National Championships; with all costs covered (not including spares / repairs).

Fuel, transportation, oil, tyres, race entry fees



Platinum

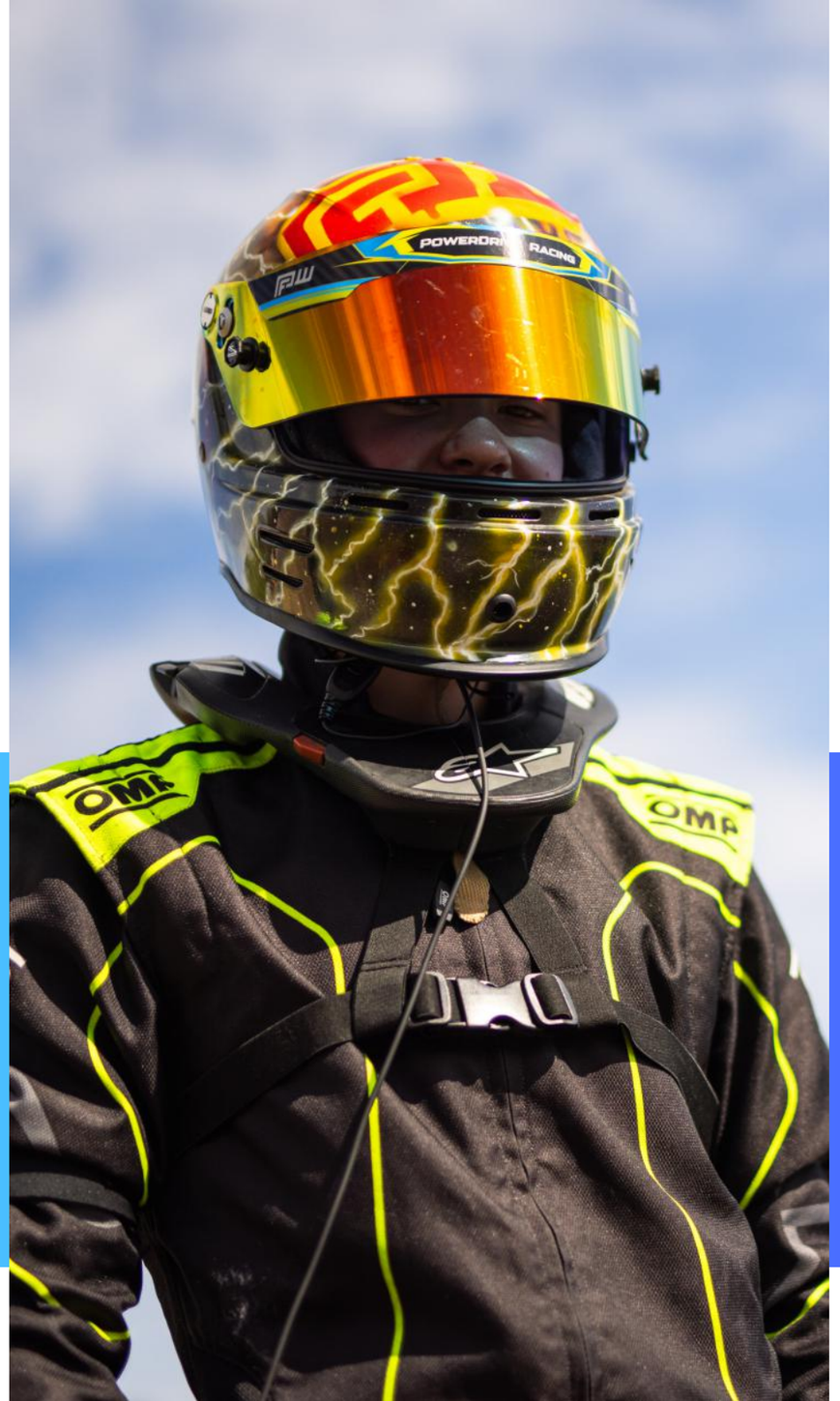
Sponsor a full Championship Year, covering certain aspects of the cost, or the whole bundle.

Full breakdown of costings is available upon request

No one package is completely set in stone: these are merely indications.

Any support we can gather in for Peter is gratefully received as we work to further his motorsport journey.

In terms of representation, exposure can be completely tailored to suit from graphics on the kart to racewear and teamwear logos, to a brand-specific channel plan to include brand-driven media alongside brand inclusion on regular posts / communications.



Introducing Team Twenty Five

Support from friends, family and individuals

Motorsport in any category is expensive, even grassroots karting.

As a family, we're doing all we can to ensure Peter has the best chance of success on and off the track. With further opportunities presenting themselves for 2027, our investment will no doubt increase.

Peter will hopefully revert to the number 25 (certainly at Teesside Motorsports, and run a derivative at UK Kart Series), surrendering his claim to the H Plate at the end of the season.

Peter chose 25 as his race number back in 2022 as a nod to his love of Pokemon, and Pikachu in particular.

What £25 will bring

A simple, one-off donation of £25 will go a long way to supporting Peter over the course of a race weekend: practice fuel, additional engine oil, restocking the nuts and bolts that we carry as spares... and every contribution towards these costs frees up much-needed funding to cover entry fees, tyres and servicing.

Each donation Peter receives will be name-dropped across his social media channels on a race weekend (if you're happy for him to do so) and acknowledged by a glittery Pikachu on our race van.



Committed to Excellence



Peter is passionate about pushing himself to achieve excellence. And this is not just in racing. Born in 2012, even as a baby the sights and sounds of the motorsport world drew his attention

At nine years old he decided that an education at the local comprehensive High School would not push him enough academically and so embarked on a programme to ensure his entrance to an out of catchment Grammar - earning him a place at Bacup & Rawtenstall Grammar School, as well as a conditional offer from North Halifax Grammar School.

Now embarking on his GCSE years at BRGS, Peter is excelling at school; predicted 9s across the board.

In early 2026, he visited Myerscough College to discuss their Motorsport programme and has his sights firmly set on Further Education that would lead into a degree in Motorsport Engineering from the likes of Oxford Brookes, or University of Manchester.

When you partner with Peter, you don't just get a racing driver, you get someone who lives and breathes all aspects of motorsport.



THANK YOU

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