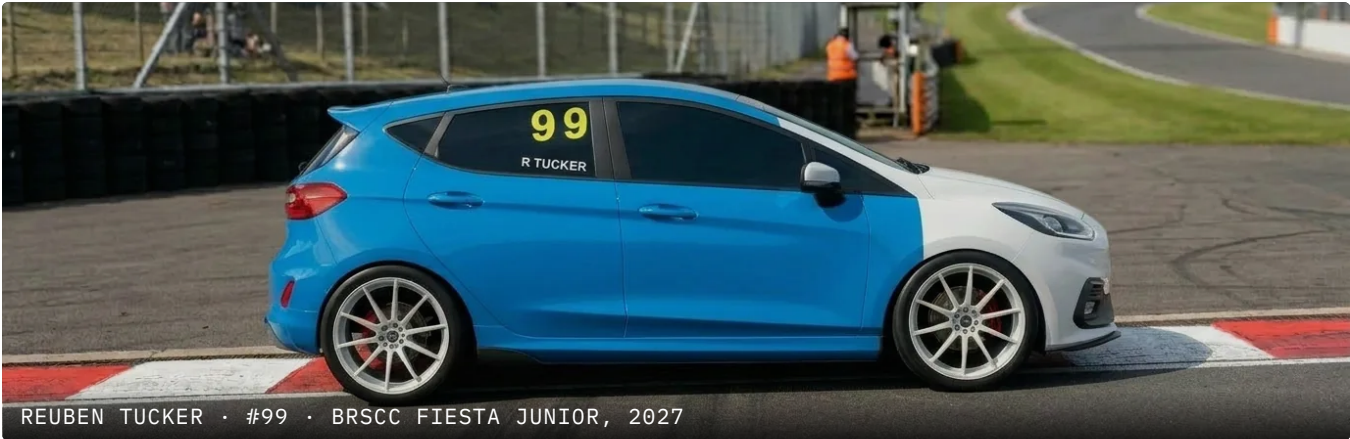


# The next British WEC driver is fourteen.

A summary of the partnership opportunity — what it is, why the timing matters, and what a partner receives at every stage of a published, five-stage route to the FIA World Endurance Championship.



| AGE | LICENCE     | LICENSED AT  | CURRENT SERIES | ENDURANCE        | CARS FROM        |
|-----|-------------|--------------|----------------|------------------|------------------|
| 14  | ARDS · 2026 | Mallory Park | Club 100 Rotax | Daytona 24H kart | 2027, Fiesta Jr. |

Reuben Tucker passed his ARDS test at Mallory Park in 2026 and races karts at the sharp end — part of the youngest-ever team to enter Daytona's 24-hour endurance kart race, and a current Club 100 Rotax competitor, one of the UK's most competitive owner-free championships. In 2027 he steps into cars with a full BRSCC Fiesta Junior campaign: the first rung of a five-stage, published climb — Fiesta Junior, Mazda MX-5, Porsche Cup, GT3, WEC Hypercar — with every step designed to be backed by the same long-term partners who join at the start. Partners aren't backing a single season — they're backing the driver Reuben is becoming.

## Why motorsport partnership works

### Motorsport converts

Racing sponsorship isn't logo placement — it's hospitality that closes B2B deals, content with built-in drama, and association with measurable performance. It's why fuel brands, watchmakers, logistics firms and software companies renew these deals decade after decade.

### Entry price is set once

Every rung of a driver's career resets the market rate for backing them. A partner joining at Fiesta Junior locks in today's price — and, with first-refusal terms, keeps it as the driver and the audience grow around them.

### The story is told once

Audiences remember who backed the beginning, not who joined once the outcome was obvious. The brand on the car at round one is part of the story in every season preview, profile and retrospective that follows.

## THE ENTRY POINT

## Fiesta Junior, 2027

Fiesta Junior is the proving ground of British junior tin-tops: identical, sealed-spec Ford Fiestas, full BRSCC race weekends, real circuits. It's the stage where 14–17-year-olds build the record that touring-car and GT teams actually read — and where Reuben's car-racing career begins. Sealed-spec machinery means the driver is the only variable, so every result is a clean read on ability. It is also, by design, the earliest and most visible seat on the entire ladder — the lowest cost of entry a partnership with Reuben will ever have.

- Livery placement on car, suit and helmet from round one
- Season-long content — raw footage and social material, cleared to use
- Paddock access at BRSCC race weekends
- First refusal on every rung that follows



## The road to WEC

|    |                                                       |                                                 |
|----|-------------------------------------------------------|-------------------------------------------------|
| 01 | <b>Fiesta Junior</b><br>BRSCC · sealed-spec tin-tops  | 2027 · NEXT                                     |
| 02 | <b>Mazda MX-5</b><br>BRSCC · rear-wheel drive         | One of UK club racing's biggest, tightest grids |
| 03 | <b>Porsche Cup</b><br>International · the shop window | Live ITV4/ITVX · 13M+ UK TV reach <sup>1</sup>  |
| 04 | <b>GT3</b><br>GT World Challenge · Pro-Am             | Spa 24H, Bathurst, Rolex 24 — factory audition  |
| 05 | <b>WEC Hypercar</b><br>Le Mans · the destination      | GOAL                                            |

## Partnership tiers · 2027 season

|               | FOUNDING<br>£50,000        | TEAM<br>£25,000        | ASSOCIATE<br>£15,000  |
|---------------|----------------------------|------------------------|-----------------------|
| Livery        | Bonnet & roof, full season | Doors & rear quarter   | Helmet & suit         |
| Content       | Full package + documentary | Season content package | Season social content |
| Hospitality   | Every round                | Selected rounds        | On request            |
| First refusal | Locked, every future rung  | Next rung              | —                     |

## Start the conversation

This is a summary. A full partnership proposal — with audited audience data and packages — is available on request.

Email [partners@reubenracing.uk](mailto:partners@reubenracing.uk)

Social [@reubenracinguk](https://www.instagram.com/reubenracinguk)

Web [reubenracing.uk](https://reubenracing.uk)