



MINI
CHALLENGE



LOUIS HARVEY

PARTNERSHIPS





LOUIS HARVEY BRITISH RACING DRIVER

Louis' passion and drive for motorsport is truly inspiring. His unwavering commitment to the sport is evident in his dedication to reaching the top. As a talented athlete, he sets the bar high and is a true ambassador for the sport both on and off the track.

His commitment to his own development is admirable. Taking every opportunity to improve his skills, engaging in all available training sessions and seeking out access to high-level coaching. His determination and adaptability make him well-equipped to take on any challenge that comes his way.

With his immense potential and unyielding drive, Louis has the opportunity to progress through the motorsport pathway to the highest levels.

It's clear that he is willing to put in the hard work and make sacrifices to achieve his goals. The future looks bright for Louis as he continues to pursue his passion and make a name for himself in the world of motorsport.



EXPOSURE

A highly competitive championship with close racing and drivers pushing hard to impress in the hope of future progression to the BTCC, British Touring Car Championship. As part of the TOCA Support package, the MINI Challenge will be broadcast via ITV.

15.8 MILLION TV VIEWERS

27% FEMALE TV AUDIENCE

384,000 TRACKSIDE SPECTATORS

70 HOURS OF LIVE TV PER WEEKEND

3 MILLION SOCIAL MEDIA REACH IN 2023

**MINI
CHALLENGE**



 **25K FOLLOWERS**

 **9.4K FOLLOWERS**

 **6K FOLLOWERS**

Packages to suit any budget

All packages & pricing can be customised to suit your marketing budgets & objectives.

PACKAGE 1

Call Claire on 07969 392928 for prices

80% car livery for the full season

Race suit & Visor sticker

Driver & family team kit branding

Garage boarding

Social media announcements & tags

4 Public appearances

12 VIP passes to use over rounds of your choice



PACKAGE 2

Call Claire on 07969 392928 for prices

Bonnet and door stickers

Race suit in brand colours

Visor sticker & Driver clothing

Social media announcement & tags

Public appearance x2

8 VIP passes to 1 round of your choice

Packages to suit any budget

All packages & pricing can be customised to suit your marketing budgets & objectives.

PACKAGE 3

Call Claire on 07969 392928 for prices

Branding to wings and rear quarter

Full race suit in brand colours

Visor sticker

Social posts & tags

4 VIP passes to a round

PACKAGE 4

Call Claire on 07969 392928 for prices

Bumper stickers front and rear

Name on race suit

Social media tags

Announcement post



ACHIEVEMENTS

2014

Most Improved Honda Driver
Best Endeavours Trophy

2018

Nigel Mansell Trophy
SuperOne Junior ROK Inaugural UK Race Winner

2019

John Payne Memorial Trophy
Rissington Junior TKM Champion

2020

British Kart Champion, Junior TKM
Shennington Junior TKM Vice Champion
Shennington Driver of the Year

2021

Young Citizen of the Year
Motorsport UK Academy, Team UK Futures programme
5th in Seniors, Ultimate Karting Championship

2022

Senior Rotax Champion, Ultimate Karting Championship
Peoples Choice Award, Ultimate Karting Championship
Perpetual Trophy, Ultimate Karting Championship

2023

MSVT Trackday Trophy, Class C, Vice Champions
MSVT EnduroKA Indy 500 Champions





MARK HIGGINS

3 times British Rally Champion and Stunt Driver

After meeting Louis Harvey and racing in the same team with him in junior karting with my son I have followed his racing career with interest and watched his progress in the different classes. He has a real passion for Motorsport with a focus to reach the top. He has a great determination and talent to progress in the sport and if he can secure the funding required for 2024 JCW Mini Challenge, I believe he should be one of the drivers to beat. I wish him every success and hope he is able to obtain the funding required.



RON MEADOWS,

Sporting Director, Mercedes AMG Petronas Formula One Team

I have been closely monitoring Louis's racing career for a couple of years now and after his win in British Junior TKM I was excited to see him progress into Seniors. Instantly Louis showed great pace, fighting for points and podium positions against some very tough competition. Louis is a determined, adaptable, and humble young man and with the right financial backing could go far in his Motorsport career.



AMG
PETRONAS
FORMULA ONE TEAM



KATIE BALDWIN

Competitors Pathway Manager, Motorsport UK

Louis has graduated from the Motorsport UK Academy, Team UK Futures programme, the development pathway for the UK's most talented motorsport competitors. Louis has been an excellent athlete and ambassador for the sport, and has shown dedication to his development, engaging in all academy sessions, 1:1's and individual performance profiling. Louis has had access to high level coaching through the Academy programme and has potential to progress through the sporting pathway to the highest levels.



PAST

Louis, who is only 19 years old, has already accomplished a great deal in his career. His many accolades in karting have set him on the path towards success, and now he's ambitiously driving at the front of the grid in cars.

PRESENT

Louis has had a successful season in the MSVT track day championship. He secured podium finishes in four out of five races, including prestigious circuits such as Silverstone and Brands Hatch GP.

FUTURE

Get ready for some intense competition! Louis is set to compete in the final round of this year's JCW Mini series at Brands Hatch in October. The JCW Mini series is renowned for its highly competitive nature, with drivers vying for a chance to progress to the prestigious British Touring Car Championship (BTCC). Expect close racing and impressive displays of skill as drivers push themselves to the limit.





LOUIS HARVEY

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SCAN ME

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