



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.

**384,000 TRACKSIDE SPECTATORS**

**70 HOURS OF LIVE TV PER WEEKEND**

**15.8 MILLION VIEWERS**

 **25K FOLLOWERS**

 **9.4K FOLLOWERS**

 **6K FOLLOWERS**

**MINI  
CHALLENGE**





Packages to suit any budget  
Sponsor a race from £2000 or the whole season from £15,000.  
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 2024 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  
Sponsor a race from £2000 or the whole season from £15,000.  
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





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# PARTNERSHIPS

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LOUIS HARVEY





# 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

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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

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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

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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.







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# LOUIS HARVEY

CONTACT

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*SCAN ME*