

MAHIKI
RACING

MAKE AN IMPACT



McLaren
CUSTOMER RACING

SHOW THE COMPETITION YOUR REAR! WHERE ENGINEERING MEETS EXCELLENCE

Welcome to the thrilling world of GT racing, where passion, precision, and performance collide on the track. As one of the most competitive and captivating motorsport platforms in Europe, our racing programme spans the GT Winter Series, the full-season British GT Championship, and selected rounds of the GT World Challenge Europe. Each series offers a unique opportunity to showcase your brand to a highly engaged audience of motorsport enthusiasts, business leaders, and decision-makers.

Partnering with our GT racing team offers new opportunities for your brand's visibility and reputation. With races broadcast to national and international audiences, prestigious venues across the UK and Europe, and extensive digital and social media coverage, your business will be positioned at the forefront of an exhilarating and dynamic sport.

This is more than sponsorship, it's a partnership built on speed, innovation, and the pursuit of excellence. Whether it's trackside branding, corporate hospitality, or exclusive networking opportunities, we're here to tailor a package that accelerates your brand to new heights. Join us as we push the limits of possibility and deliver unforgettable moments, both on and off the track. Together, we can make your brand part of the action, inspiring fans and forging lasting connections through the power of motorsport.



Steven Lake



MEET THE OWNERS

MAHIKI
RACING

STEVEN LAKE

Steven Lake owned and ran a junior kart team, circa 2005, and the team were one of the best, racing worldwide and picking up trophies along the way. Since then, Steven has become one of the most successful entrepreneurs in the country as an innovator in an ever-growing collection of industry sectors.



As a result of his successes and love for Motorsport, Steven decided to make it into a business, investing in a team of experienced and driven racers, debuting in one of the most renowned racing series in the UK and Europe: the British & European GT Championships.

JORDAN KERRIDGE

Jordan Kerridge started investing in cryptocurrency in 2013 and began making videos about his investments in 2016, since then, he has invested in over 400 Crypto Startups and has amassed a large portfolio of Crypto investments leveraging him the title of Number 1 Crypto Influencer in the UK.



Steven and Jordan Kerridge then decided to go into business together, sharing an investment in a team of experienced and driven young racers, debuting in one of the most renowned racing series in the UK and Europe: the British & European GT Championships.





2026 RACE PROGRAMME

Mahiki Racing's 2026 programme spans the GT Winter Series, British GT Championship, and selected rounds of the GT World Challenge Europe.

Mahiki offers high-impact exposure across elite circuits, broadcast coverage, and digital platforms, delivering performance where it matters most.



FIVE ROUNDS.
EUROPE'S MOST
ICONIC CIRCUITS.
A GRID ENGINEERED
FOR ENDURANCE,
PRECISION,
AND PODIUM
AMBITION.

2025 CALENDAR



1 PORTIMÃO
15 JAN - 18 JAN



2 ESTORIL
22 JAN - 25 JAN



3 PORTIMÃO
05 FEB - 08 FEB



4 VALENCIA
12 FEB - 15 FEB



5 MOTORLAND ARAGÓN
05 MAR - 08 MAR



6 BARCELONA-CATALUNYA
12 MAR - 15 MAR



YOUR BRAND WILL REACH MILLIONS...

* Strategic off-season timing ensures continuous audience engagement and sponsor visibility

* Professional race operations and scalable hospitality create high-value brand activation opportunities

* Expanding media and digital reach offers international exposure and alignment with motorsport excellence



BRITISH GT

The British GT Championship is a premier sports car racing series held in the United Kingdom. It features a range of high-performance GT cars competing in endurance races. The British GT Championship began in its current form in 1993 and has since become one of the most prestigious GT racing series in the UK. The championship attracts a mix of professional racing drivers, talented amateurs, and established teams, all competing for class and overall victories.

Overall, the British GT Championship is highly regarded within the motorsport community and continues to provide a captivating showcase of GT racing in the United Kingdom.

2026 CALENDAR

- 
1 Silverstone
25-26 April
- 
2 Oulton Park
23 & 25 May
- 
3 Spa-Francorchamps
20-21 June
- 
4 Snetterton
15-16 August
- 
5 Donington Park
5-6 September
- 
6 Brands Hatch
26-27 September

VIEWERSHIP & FOLLOWING

15M TOTAL LIVE VIEWERS

3M TOTAL PARTNER SOCIAL FOLLOWING

170M TOTAL STREAMING VIEWERSHIP

sky sports

YouTube





WORLD CHALLENGE EUROPE

The GT World Challenge Europe is one of the most prestigious GT3 racing series in the world, bringing together elite teams and drivers across iconic circuits throughout Europe. Featuring high-performance GT cars built to FIA GT3 specifications, the series delivers a thrilling mix of sprint and endurance formats through its Sprint Cup and Endurance Cup championships.

Since its inception in 2014, GT World Challenge Europe has earned global recognition for its competitive depth, manufacturer involvement, and professional standards. It attracts top-tier talent from across the motorsport spectrum, offering a compelling showcase of international GT racing at the highest level.



2026 CALENDAR

TEST		CIRCUIT PAUL RICARD - PROLOGUE TEST	07-08 APRIL
R1		CIRCUIT PAUL RICARD ROUND 1	10-12 APRIL
R2		BRANDS HATCH ROUND 2	02-03 MAY
TEST		SPA-FRANCORCHAMPS - PROLOGUE TEST	19-20 MAY
R3		MONZA ROUND 3	29-31 MAY
R4		SPA-FRANCORCHAMPS ROUND 4	24-28 JUNE
R5		MISANO ROUND 5	17-19 JULY
R6		MAGNY-COURS ROUND 6	31-02 JUL-AUG
R7		NÜRBURGRING ROUND 7	28-30 AUGUST
R8		ZANDVOORT ROUND 8	18-20 SEPTEMBER
R9		BARCELONA ROUND 9	02-04 OCTOBER
R10		PORTIMAO ROUND 10	16-18 OCTOBER



SOCIAL MEDIA - WHERE EVERY IMPRESSION IS PERFORMANCE DELIVERED

From the intensity of the garage to the adrenaline of race day, Mahiki Racing's media channels bring fans behind the scenes and into the heart of the action. We capture the raw, real moments that define our team, building an authentic connection with our audience and showcasing the spirit, precision, and passion that drive everything we do. Behind this is a dedicated social media team, ensuring our partners are part of the journey and their involvement is highlighted in a way that fits naturally within our racing story.

For our partners, this means a chance to connect with an audience that is not only growing but also highly engaged, with your brand positioned at the heart of the action both on and off the track.



OUR MEDIA REACH CONNECTS YOUR BRAND WITH HUNDREDS OF THOUSANDS; DRIVING AWARENESS, ENGAGEMENT, AND GROWTH.



OUR OFFER TO YOU

Corporate Networking and Hospitality

Use race-day events to host clients, employees, and stakeholders in an electrifying environment. Create unforgettable experiences that foster stronger relationships and align your business with the thrill of high-performance racing.

Engagement with a Targeted Audience

Motorsport enthusiasts are a highly engaged and diverse demographic, offering your brand access to affluent, tech-savvy, and brand-loyal consumers. This is a chance to build genuine connections with a captive audience that shares your passion for excellence.

Association with Innovation and Excellence

Motorsport is synonymous with cutting-edge technology, teamwork, and precision—values that mirror your commitment to quality and performance. As a partner, you'll be part of a sport that represents progress and achievement, positioning your brand as a leader in its field.

By partnering with us, you'll unlock an exciting opportunity to grow your business, engage your audience, and leave an indelible mark in the world of GT3 racing. Together, we'll build a winning collaboration that drives measurable results both on and off the track.



Brand Visibility

- Exposure in all marketing, social media, and events that we host
- Hospitality unit displays
- Access to thousands of potential customers at every race weekend and networking event
- Logo placement on key areas of the car
- Branding featured on all race team clothing

Exclusive Customer Experiences

VIP access tickets for high-net-worth individuals, offering:

- Private meetings with drivers,
- Personal tours of the garage,
- The chance to sit in race cars,
- Team branded clothing

Complimentary team track days also available.

Event Benefits

- Tickets to GT race events including entry and grid walk passes
- Behind-the-scenes access to meet the team and watch the race from the garage, trailer, or on event TVs
- Targeted advertising opportunities to connect with high net-worth individuals.

HOSPITALITY PACKAGE



EXCLUSIVE EVENT ACCESS

- Receive tickets for each round of all events with complimentary access throughout the day.
- Enjoy lunch and drinks on us.
- Includes grid walk passes and access to the team garage.



TRACK DAY EXPERIENCE

- Events for guests to attend a thrilling track day.
- Guests can experience fast laps with professional drivers and, for the adrenaline seekers, take the wheel themselves with driver coaching.



All of this, plus a range of additional tailored benefits to meet your specific requirements.



PRIVATELY HOSTED EVENTS

- Attend private events with up to 20 people for each factory tour.
- Includes lunch and a private tour of the historic F1 facility, showcasing brand history, trophies, and memorabilia.
- Experience an unforgettable chance to pilot cars on the factory's private test track.



PROMOTIONAL SUPPORT

- Benefit from the use of drivers and the team to assist with promotions at your events.

YOUR BRAND PLACEMENT



Our race car offers prime branding opportunities across all sides. Key locations include the driver's side, passenger's side, hood, roof, and rear. Each placement is designed for maximum exposure, whether on the track, in media coverage, or during fan interactions. Showcase your brand where it will be seen by millions and make a lasting impact.



MAHIKI
RACING

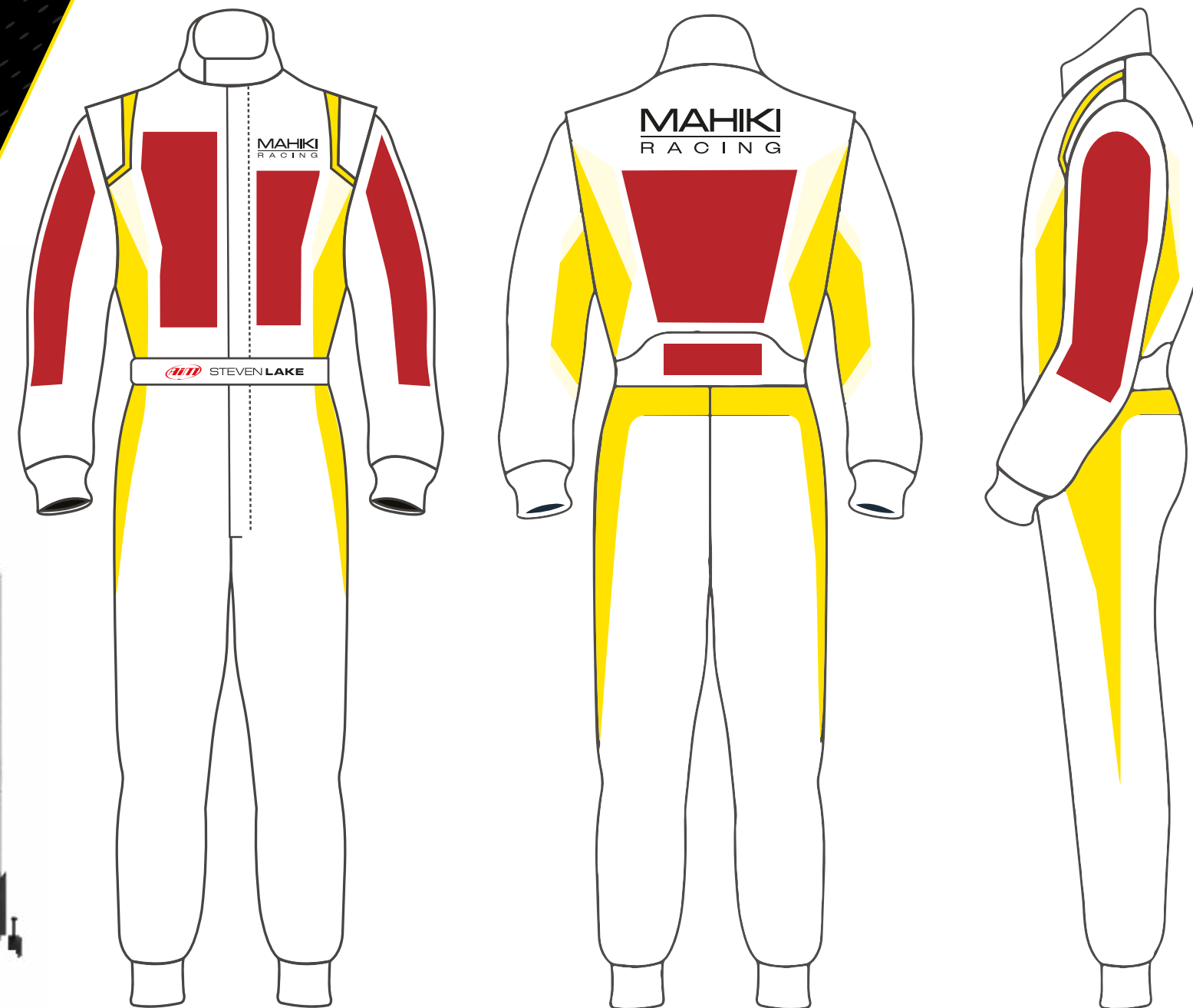
YOUR BRAND PLACEMENT CONT.

Expand your brand's reach with premium placement on both the driver's race suit and our transport truck.

On the race suit, key branding areas include the chest, arms, back, and collar, ensuring maximum visibility during media interviews, podium celebrations, and fan engagements.

On the transport truck, your brand will be featured prominently on the sides, rear, and roof, turning it into a mobile billboard seen by thousands on the road and at events.

These placements ensure your brand is front and center both on and off the track.



Chest Placement: High-visibility area perfect for your logo, prominently featured during interviews and photos.

Shoulder and Collar Placement: Ideal for smaller, impactful logos seen from all angles during close-up shots.

Arm Placement: Prime vertical branding space visible during driver movements and podium celebrations.

Back Placement: Large surface area offering maximum visibility during driver appearances and fan interactions.

Waist Placement: A sleek location for subtle yet effective brand exposure, blending seamlessly into the suit design.

MAHIKI

Mahiki are the ultimate destination for extraordinary events, bold flavours, and unforgettable experiences. They collaborate with some of the most prestigious names in the world of entertainment and sport, from Cheltenham Races and Silverstone F1 to the Henley Royal Regatta, as well as the US and Australian Opens, among many others. They've infused their legendary reputation with fresh flavours, blending adventure with taste, introducing a line of refined spirits, crafted to embody the essence of the Mahiki party spirit.

IMPACT DETECT

Impact Detect provides leading impact detection and monitoring technology in partnership with the FIA, enhancing safety across various industries. The FIA IDR device is compact, durable, and battery-operated, offering a two-year lifespan. When attached to a motorsport vehicle chassis, it accurately records impact data, accessible via the FIA IDR mobile app. It is a very cost effective solution giving lots of vital data, ensuring maximum safety in sports.

DISRUPTIVE

Disruptive Ltd is an end-to-end creative agency specialising in graphic design, 3D design, web design and development, social media marketing, paid online advertising, search engine optimisation, and B2B/B2C marketing. With years of industry experience in various sectors, Disruptive Ltd have a team of talented individuals under one roof working to give brands in need of direction the strategic marketing strategies and bold creative design they need to increase awareness, growth, visibility and credibility.

EVERYTHING MOTORSPORT

Everything Motorsport is a leading global facilitation and classifieds business, boasting a thriving community of over 15,000 active registered users and growing. Their consistent growth is fuelled by a robust social presence and content-driven marketing strategy covering news, listings, search functionalities, and racing results.

aimshop.com

Aim Shop serves as the official retail outlet for Aim Technologies, trusted by thousands of teams, competitors, driver coaches, vehicle builders, and enthusiasts worldwide. Aim products, including dataloggers, lap timers, onboard cameras, PDMs sensors, and aftermarket digital displays, are widely recognised as the industry standard for motorsport, offering a comprehensive range of products for road, track, off-road, and all other motorsport applications.

ACTIPH

Actiph is the UK's leading alkaline ionised water brand, driving growth through a strong retail presence, expanding global reach, and a loyal health-conscious community. Powered by digital campaigns, influencer partnerships, and wellness-focused content, Actiph is cementing its position at the forefront of functional hydration.

EVIE AUTONOMOUS

EVIE Autonomous Group (EAG) is a climate aware innovation company delivering advanced autonomous systems that enable vehicles to operate efficiently, sustainably, and safely across agriculture, logistics, and mobility sectors. Our mission is to decarbonise high-emission, low-efficiency operations by replacing them with intelligent, electric, and autonomous vehicle platforms. From precision farming that drastically reduces chemical use, to electrified airport logistics, EAG provides scalable solutions that align with global net-zero goals.

CRYPTO SAVING EXPERT

Crypto Saving Expert is the go-to source for cryptocurrency education in the UK. With a mission to simplify the world of digital currencies, they provide clear guides and unbiased insights. Their platform empowers individuals to understand, invest, and navigate the crypto landscape with confidence. Join their community for expert advice and stay informed about the latest crypto trends. Crypto Saving Expert is your key to cryptocurrency success.

KEY STAKE HOLDER DIRECTORY



Founded in 1963 by racing visionary Bruce McLaren, the brand has grown from a small team of dreamers into one of the most iconic names in global motorsport. With victories across Formula 1, Le Mans, IndyCar, and more, McLaren's legacy is built on relentless innovation, speed, and a passion for pushing boundaries.

Join a community united by performance, precision, and prestige. Whether behind the wheel or trackside, once you experience McLaren, you're part of a legacy that never stops chasing the next win.



Aim Technologies sets standards within the motorsport industry, constantly innovating to improve data analysis for drivers, coaches, and enthusiasts. They progress as a forward thinking business, servicing the advanced technologies market, and pushing boundaries when it comes to developing new concepts.

With a wealth of knowledge and combined experience, Aim Technologies Group allow their operations to go above and beyond. Through Aim Shop, they provide dataloggers, lap timers, onboard cameras, PDMs, sensors, and aftermarket digital displays to thousands of teams, competitors, driver coaches, vehicle builders, and enthusiasts worldwide.





MAHIKI CLUB #PERFORMANCE DELIVERED

THE CLUB

PERFORMANCE. DELIVERED

We offer brand positioning in front of a large and diverse audience, we can provide a hospitality unit as an ideal setting for showcasing products and services in a relaxed and animated setting. To enhance the experience, members of your company can be on hand to manage interest and sales, ensuring personalised attention and an exciting experience for potential customers.

MAHIKI
RACING

**DON'T GET
LEFT BEHIND**

VISIT US AT [MAHIKIRACING.COM](https://www.mahikiracing.com) TO STAY UP TO DATE

