

Jimmy Piszcyk
Racing Driver



Racing is life. Anything that happens before or after is just waiting.

Steve McQueen as Michael Delaney in the movie Le Mans (1971)

WHY SPONSOR A RACING DRIVER?

Motorsport is a passion.

It's a dramatic fulfilment of a desire to be faster, to compete, and to win.

What's in it for the business minded?

- **Brand Awareness** – Drivers receive media attention both on and off-track and can amplify brand visibility through channels such as streaming, radio, print and social media.
- **Brand Association** – Associating with a successful driver can increase the prestige and credibility of a brand, while reflecting values, such as innovation, precision and excellence.
- **Customer Engagement** – Motorsports fans are highly engaged and passionate, offering opportunities to increase engagement and loyalty through shared marketing activities.
- **Employee Engagement** – Employees often take pride in their company's support of a driver, leading to an increase in motivation and morale.

What's in it for the motorsport fan?

- **Personal Involvement** – Ride the highs and lows with your very own driver!
- **Inside Access** – Get inside the team and see what it takes to win!
- **Enjoyment** – It's racing. We'd be lying if we said it wasn't fun!

What makes Jimmy special?

- A proven race winner
- Media-savvy with TV and radio experience
- Skilled in engaging with clients and VIPs



I will win the crowd. I will give them something they have never seen before.

Russell Crowe as Maximus in the movie 'Gladiator' (2000)

THE BUSINESS OF MOTORSPORT

Motorsport is a business, with an estimated worldwide audience of over 500 million people per year. Marketing opportunities range from branding on cars and drivers, through trackside signage, to fan engagement via in person appearances and social media campaigns.

THE PATH TO THE TOP

Motorsport is a high-stakes, high-reward arena. The financial barrier to entry is steep, and it takes years of relentless effort to break into the top-tier series. For young Australian drivers, the challenge is even greater – they must prove their talent on the international stage.

Premier racing series will promote drivers through a 'ladder' system, a series of categories designed to prepare drivers for competition at the highest level. The most basic F1 ladder is as follows:

F4 → FIA F3 → FIA F2 → F1

Drivers may spend multiple years in a category or participate in an alternate or intermediate category to gain experience.

Jim is currently at the level between F4 and FIA F3. In a perfect world, he would be looking to race in the intermediate GB3 or FREC series and then move on to FIA F3.

Whoever said money can't buy happiness, never bought the right car.



SERIES OPTIONS

Can Jim make it all the way to the top? We certainly think so.

Unlocking Jim's potential on the world stage is our mission, and we need your support to make it happen. Partner with us, and when the world recognizes Jim's achievements, your brand will shine alongside him.

Join us in fuelling Jim's journey to the podium!

When planning, the available budget will determine where Jimmy can race. Approximate series budgets:

Europe - GB3 or FREC - \$1,500,000 to \$2,000,000

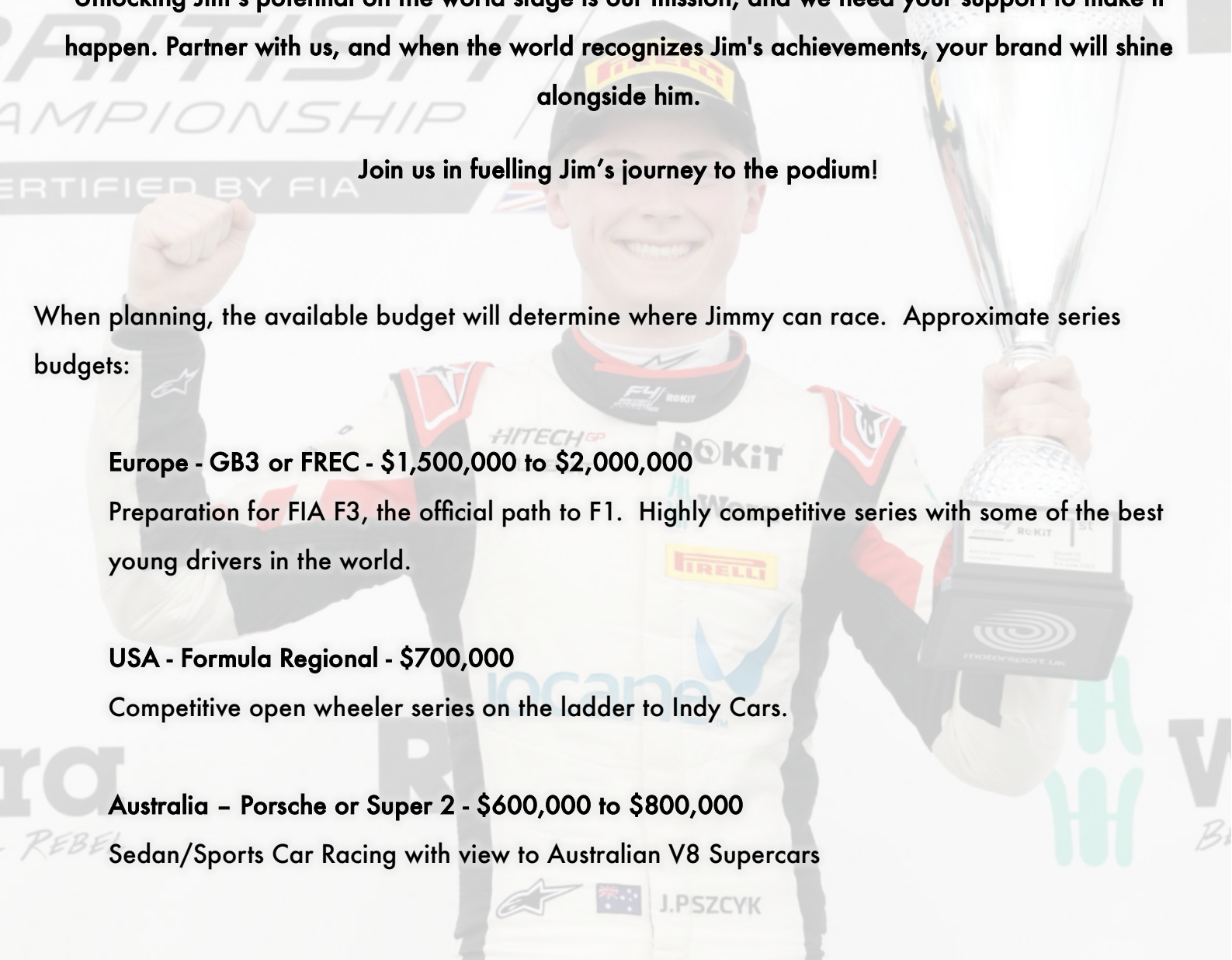
Preparation for FIA F3, the official path to F1. Highly competitive series with some of the best young drivers in the world.

USA - Formula Regional - \$700,000

Competitive open wheeler series on the ladder to Indy Cars.

Australia - Porsche or Super 2 - \$600,000 to \$800,000

Sedan/Sports Car Racing with view to Australian V8 Supercars



The best time to plant a tree is 20 years ago. The second best time to plant a tree is now.

SPONSORSHIP OPTIONS

Whether the goal is to enhance your reputation through community support, increase visibility of you or your products, or build a direct conduit to customers through social media, Jim and his team will work with you to provide the best value for your investment.

Listed below are some possible options for sponsorship engagement.

Tier	Legendary	Platinum	Gold	Silver	Bronze
Investment	Full Series Budget	60% of Series Budget	\$100,000	\$50,000	\$10,000
Benefit					
Association with Driver Brand	Yes	Yes	Yes	Yes	Yes
Sponsor directed Social Media Posts – Regular	Custom	1 per week	1 per month	1 every 2 months	1 every 3 months
Sponsor directed Social Media Posts - Events	Custom	Minimum 1 per race event	Minimum 1 per race event	1 per race event	Where possible
Driver attendance at sponsor events	Custom	5	2	1	Availability
Access to driver at race events	Guaranteed	Guaranteed	Availability	Availability	Availability
Car Signage	Primary	Primary	Secondary	Yes	Yes
Apparel Signage	Primary	Primary	Secondary	Yes	No
Memorabilia (Trophies, suits, etc)	Yes	Yes	Negotiable	No	No
Support an up-and-coming talent	Yes	Yes	Yes	Yes	Yes
Be bestowed the title of 'Legend'	Yes	No	No	No	No

*I have no idols. I admire work,
dedication and competence.*

Ayrton Senna



RACING EXPERIENCE

F4 /// 2023 -> Present

2025 British F4 Championship (2nd in Championship)

2024 Australian F4 Championship (1st in Championship)

2023 British F4 Championship (5th in Championship)

Formula Ford /// 2021 -> 2022

2022 Australian Formula Ford Championship (2nd in Championship)

2022 NSW Formula Ford Championship (1st in Championship)

PROFILE

Jim started racing Go Karts in 2014 when he was 7 years old. In 2016 he began competing in the Australian National Championship, racing against the best young racers in the country.

By 2018, he was consistently at the front of the field, winning multiple heats, a round of the championship, and finishing 3rd in the championship overall.

In 2020, Jim was leading the Australian National Karting KA2 championship when it was cancelled due to COVID 19.

In 2021, at the age of 14, he moved from Go Karting into Formula Ford. In 2022, in only his second season racing cars he was leading the Australian National Formula Ford championship going into the final round. Jim missed the final round of the Championship, ultimately finishing 2nd in the series.

In 2023, Jim was offered the opportunity to join the Hitech GP F4 team for the British F4 series, where he finished 5th in the Championship and won 2 rounds.

In 2024, Jim competed in, and won the Australian F4 Championship.

In 2025, Jim returned to the UK to once again compete in the British F4 series, taking 4 pole positions, 6 race wins and numerable podiums on his way to 2nd in the championship.



*You miss 100% of the
shots you don't take.*

Wayne Gretzky

JOIN THE TEAM

☎ +61 479 149 831

✉ James.Piszcyk@icloud.com

📷 <https://www.instagram.com/jimmypiszcyk>

📘 <https://facebook.com/JimmyPRacing>

*Twenty years from now you
will be more disappointed by the
things that you didn't do than
by the ones you did do.*

Mark Twain

