



## 2026 Partnership Prospectus

Drive your business to new heights with marketing you never knew was possible



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# Introduction

Daryl De Leon Taylor, racing as **Daryl De Leon**, is a British-Philippine professional racing driver competing at the top level of motorsport.

In the 2025 British Touring Car Championship Daryl delivered a breakthrough season securing race wins, podium finishes, pole positions and the BTCC Rookie Championship. With over 12 years of racing experience, he has earned more than 200 trophies throughout his career.

For 2026, Daryl plans to return to the series and **make history** by becoming the youngest ever BTCC Champion. This programme is designed not only to compete at the highest level and progress his career, but also to create meaningful value and growth for commercial partners.

The championship offers strong media coverage, large audiences and international reach which provides an effective platform for brands looking to grow their presence. We are now seeking partnerships with ambitious companies that share a drive for success, and we invite you to consider the following proposal.



# Daryl's Timeline

2008: First kart experience at age 3

2013 to 2021: Returned to karting + 8 years of success at the highest level both national and international (Iame, Rotax, Honda Cadet)

2021: Car racing debut in Radical SR1 Championship

2022: Radical British & World Champion, GB4 Podium, X2 Asia Touring Car Podiums

2023: Overall British Endurance Champion (Porsche 911.1 Cup Car), Scholarship Winner, BTCC Debut

2024: BTCC with Unlimited Motorsport, Multiple Rookie Podiums

2025: BTCC with BMW/ West Surrey Racing, Rookie Champion, Maiden race win + podiums & pole positions, BRDC Rising Star, Porsche GB Junior Finalist

2026: BTCC with West Surrey Racing

**World  
Champion**

**3x British  
Champion**

**BRDC  
Rising Star**

**12+ years in  
Motorsport**

# The Opportunity

By partnering with Daryl, you will support his goal of becoming the youngest ever BTCC Champion.

With Daryl returning to race in the BTCC, partners will benefit from **strong investment value** and global exposure. There is also **long term opportunity** by partnering with Daryl, as he aims to compete in world championships and major events such as WEC, IMSA, Le Mans and Daytona.

The British Touring Car Championship represents the pinnacle of UK circuit racing, which is one of the reasons it is the most followed motorsport series in Great Britain.

Are you an ambitious business looking to grow your brand and support us as we aim to **write history** in motorsport?



# The Championship

There is no better championship in the UK to boost your business other than the prestigious **British Touring Car Championship**.

The BTCC is the premier Car Racing Championship in the United Kingdom. The championship also uses **100% sustainable fuel** meaning you will be associating your brand with the one of the few eco-friendly championships available. With a grid of over 20 cars and now **40 races per season** held at the UK's most iconic circuits, the championship provides a thrilling spectacle for fans and competitors alike. At any 1 of the 10 fantastic BTCC rounds, there is an average of **38,700 + live spectators** (387,000 live spectators annually).

Associating your company with the BTCC would give your brand exposure to a large and engaged audience, as the championship attracts thousands of spectators to each race and MILLIONS more watch on television or online. By aligning your brand with this high-profile event, you will have the opportunity to reach a new audience, increase brand awareness, and enhance your brand's reputation.

See the next slide for key statistics about the BTCC





## **BTCC Key Statistics**

- United Kingdom's premier racing series
- 40 races per season with decent grid size
- 10 different circuits
- 15 million annual tv and streaming audience
- 53.8 million viewer hours
- 538k social media hours
- 55 million projected driver and team social views
- ITV, YouTube and Racer Network coverage
- 275 hours of total UK broadcast time
- 100% sustainable fuel
- 558 million global reach
- 2L turbocharged engines (400 bhp)
- 387,000 live trackside audience per season
- VIP hospitality with B2B opportunities



# The Team



Founded by **Dick Bennetts** in 1981, **West Surrey Racing** is the most successful team in the history of the BTCC and has also secured five **British Formula 3 Championship** titles. With decades of success at the highest level of British motorsport, WSR continues to be a team consistently fighting at the front of the grid.

Over the years, WSR has played a role in the careers of some of the most iconic names in motorsport, including **Ayrton Senna**, Nigel Mansell, Mika Häkkinen, Jonathan Palmer, Rubens Barrichello, and Tom Kristensen, among many others. In 2025, Daryl added his name to that prestigious list by competing in the BTCC with WSR in a **BMW**.

Looking ahead to 2026, the objective is clear: return to the BTCC with WSR and compete for the overall championship.





# 2026 CALENDAR

	<b>DONINGTON PARK</b> 18-19 APR	<b>1</b>	<b>2</b>	<b>3</b>
	<b>BRANDS HATCH INDY</b> 09-10 MAY	<b>4</b>	<b>5</b>	<b>6</b>
	<b>SNETTERTON</b> 23-24 MAY	<b>7</b>	<b>8</b>	<b>9</b>
	<b>OULTON PARK</b> 06-07 JUN	<b>10</b>	<b>11</b>	<b>12</b>
	<b>THRUXTON</b> 25-26 JUL	<b>13</b>	<b>14</b>	<b>15</b>
	<b>KNOCKHILL</b> 08-09 AUG	<b>16</b>	<b>17</b>	<b>18</b>
	<b>DONINGTON PARK GP</b> 22-23 AUG	<b>19</b>	<b>20</b>	<b>21</b>
	<b>CROFT</b> 05-06 SEP	<b>22</b>	<b>23</b>	<b>24</b>
	<b>SILVERSTONE</b> 26-27 SEP	<b>25</b>	<b>26</b>	<b>27</b>
	<b>BRANDS HATCH GP</b> 10-11 OCT	<b>28</b>	<b>29</b>	<b>30</b>

# Branding Opportunities

Imagine your business logo seen by **millions worldwide**. The car, overalls and the helmet are only just some of the key branding opportunities available as the possibilities are truly endless.

This is your chance to become part of the story.



# Partnership Benefits

Every partnership is customised to meet your requirements. If there's anything we can do to provide you with return on investment, we are happy to discuss how we can make that happen.

## The Benefits Typically Include

- *Display of business branding on the car, garage boarding, race trucks, toolboxes, pit equipment, water bottles, you name it*
- *Business logo on driver overalls, race suit, helmet, social media graphics*
- *B2B connections*
- *Tour and use of WSR's legendary workshop, as well of use of boardroom and facility to host events/ meetings*
- *Dedicated social media posts*
- *High quality media packages and content creation*
- *Corporate track experiences can be organized for company employees and clients*
- *VIP hospitality at the race meeting can also be organized. (This includes circuit entry, pit lane tour, grid walk, food and drink)*
- *Passenger rides around famous racing circuits*
- *Media coverage in ITVX, ITV1, ITV4, ITVSport, Youtube, Tiktok, Racer Network, Motorsport magazines etc*

## Partnership Info

By becoming a partner with me, you are positioning your business in the **spotlight of UK motorsport**. From the start of the season at Donington Park to the Championship finale at Brands Hatch, you will be there for every step of the journey.

I will make sure there's clear and consistent **communication** with all my partners and with the support of a dedicated marketing manager, you will be well looked after both at the circuits and away from them.

Whether you are interested in a starter package or full title sponsorship, we can work together to craft an effective marketing campaign that aligns perfectly with your **business goals**.





## ***Partnership Opportunity***

Thank you for taking the time to review this prospectus. Should you have any questions, please feel free to reach out to myself or my marketing manager using the contact details I have provided below:

 (E) [race.daryldeleon@gmail.com](mailto:race.daryldeleon@gmail.com)

 (E) [partnerships@daryldeleonracing.com](mailto:partnerships@daryldeleonracing.com)

 (T) Daryl: +44 7413 465014