



Jenson O'Neill-Going

Partner with a rising star of British Motorsport

2026 TCR UK Partnership Proposal



About Jensen

Jenson O'Neill-Going is a 16-year-old British racing driver from Northamptonshire, recognised as one of the UK's most exciting young talents.

Known for his calm, intelligent approach and maturity beyond his years, he was awarded the 2024 Henry Surtees Foundation Teen Racer of the Year Award.

As a Motorsport UK Academy driver, Jenson has progressed rapidly through the ranks, demonstrating pace, consistency and a strong ability to adapt across different cars and championships. In 2026, he made history by becoming the youngest ever touring car race winner in the UK.

Off track, Jenson carries the same professionalism and focus, combining a grounded personality with the maturity and commitment expected of a driver competing at this level.





Why Partner with Jenson?

As the youngest ever touring car race winner in the UK, Jenson has already demonstrated exceptional potential and the ability to make an immediate impact on a national stage.

Jenson combines proven on-track success with a professional off-track presence, making him a credible and engaging brand ambassador. Competing in TCR UK provides valuable exposure through live-streamed race coverage, digital media, championship promotion, and growing fan engagement.

A partnership with Jenson delivers more than logo placement — it offers the opportunity to align with a rising talent, generate authentic content, and engage motorsport audiences both trackside and online while becoming part of an exciting journey from the very beginning.



Jenson's Career so far...



Karting

Competed in various karting championships across the UK, gaining vital race experience.

Began working closely with ARDS A instructors and BTCC, helping refine his racecraft and feedback skills.



2024 CHAMPION!

A dominant season in Fiesta Junior, winning:

- Overall Fiesta Junior Champion
- Mk6 Class Champion
- Rookie Cup Winner
- 11 Overall Race Wins

Henry Surtees Teen Racer of the Year Award



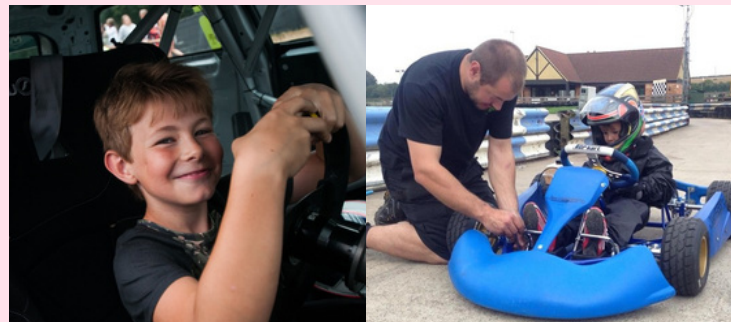
2025 TCR UK

Jenson became the youngest ever touring car driver, competing just weeks after his 16th birthday. Racing the Subaru WRX TCR, he delivered an impressive weekend and finished 1st in class.



Early Beginnings

Jenson grew up surrounded by motorsport and developed a passion for racing from an early age. He first got behind the wheel of a race car at just 7 years old.



2023 First Taste of Circuit Racing

Jenson made his debut just one week after his 14th birthday in the BRSCC Fiesta Junior Championship.

Endured a major accident in his debut race, rolling multiple times, but showed remarkable determination by returning at the next round to take his first podium.



2025 MINI CHALLENGE

After turning 16, upgraded his race licence and joined Jamsport Racing to compete in the MINI CHALLENGE. Immediately impressed with top-three pace across both weekends, showing his ability to adapt quickly to a new car and championship.



2026

After competing in the first round of TCR UK, Jenson made history as the youngest ever touring car winner in the UK.





Trophy Room

2026

- Youngest ever Touring Car Winner
- Currently leading TCR UK Championship Points

2025

- BRSCC BMW SuperCup - Multiple Podiums
- TCR UK - P1
- 750 MotorClub Plum Pudding - P1, P2
- Accepted for Motorsport UK Futures Academy
- Youngest ever driver to compete in TCR & MINI CHALLENGE.

2024

- BRSCC Fiesta Junior Champion
- BRSCC Fiesta Junior Mk6 Class Winner
- BRSCC Fiesta Junior Rookie Cup Winner
- Henry Surtees Teen Racer of the Year
- 24/25 Class Wins, Including 11 Overall Wins.

2022

- Tillotson T4 Junior Vice Champion
- BKC Tillotson T4 Winter Cup Champion



About Power Maxed Racing

4 Titles | 56.8K Followers | 1.8M National Media Exposure

Power Maxed Racing is one of the UK's most established and respected touring car teams, with a proven track record across multiple championships.

Known for technical expertise, strong driver development and race-winning performance, the team has built a reputation for operating at the highest level of British motorsport.

Competing in TCR UK, Power Maxed Racing provides Jenson with a professional and competitive platform to continue his development and challenge at the front of the grid.



About TCR UK



TCR UK is one of the UK's leading touring car championships, featuring highly competitive racing with manufacturer-backed machinery and professional teams.

The championship brings together experienced drivers and rising talent, delivering close, high-quality racing at some of the UK's most iconic circuits.

With live-streamed events, extensive digital coverage and growing media exposure,

TCR UK provides a strong platform for drivers, teams and partners, and is recognised as an important pathway within international touring car racing.



TCR UK in numbers...

TCR UK is one of the UK's leading touring car championships, delivering strong exposure both trackside and across digital broadcast platforms.

With live-streamed race coverage, growing spectator attendance and an expanding online audience, TCR UK provides brands and partners with valuable visibility to a highly engaged motorsport fanbase throughout the season.



YouTube Views **510,000+**



Live Stream Audience **50,000+**



Ticket Sales **25,000+**



Social Media Reach **445,000+**

2026 CALENDAR

Every round of TCR UK offers branded content opportunities, digital media exposure and guest hospitality, ensuring partners benefit from consistent visibility and engagement throughout the season.



4-5 April
Brands Hatch Indy



5/6 September
Donington Park GP



2-3 May
Croft



3 October
Oulton Park



11/12 July
Snetterton



31/1 November
Brands Hatch Indy

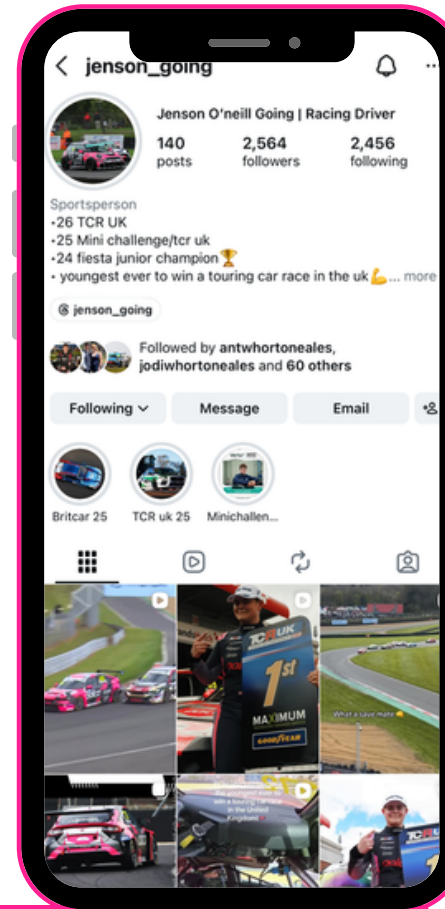


8/9 August
Donington Park





AUDIENCE & REACH



6.7K+

FAN BASE
engaged followers

890K+

VIEWS
across all social
platforms

**LOCAL &
GLOBAL**

Supporters across all
age groups

1.2M+

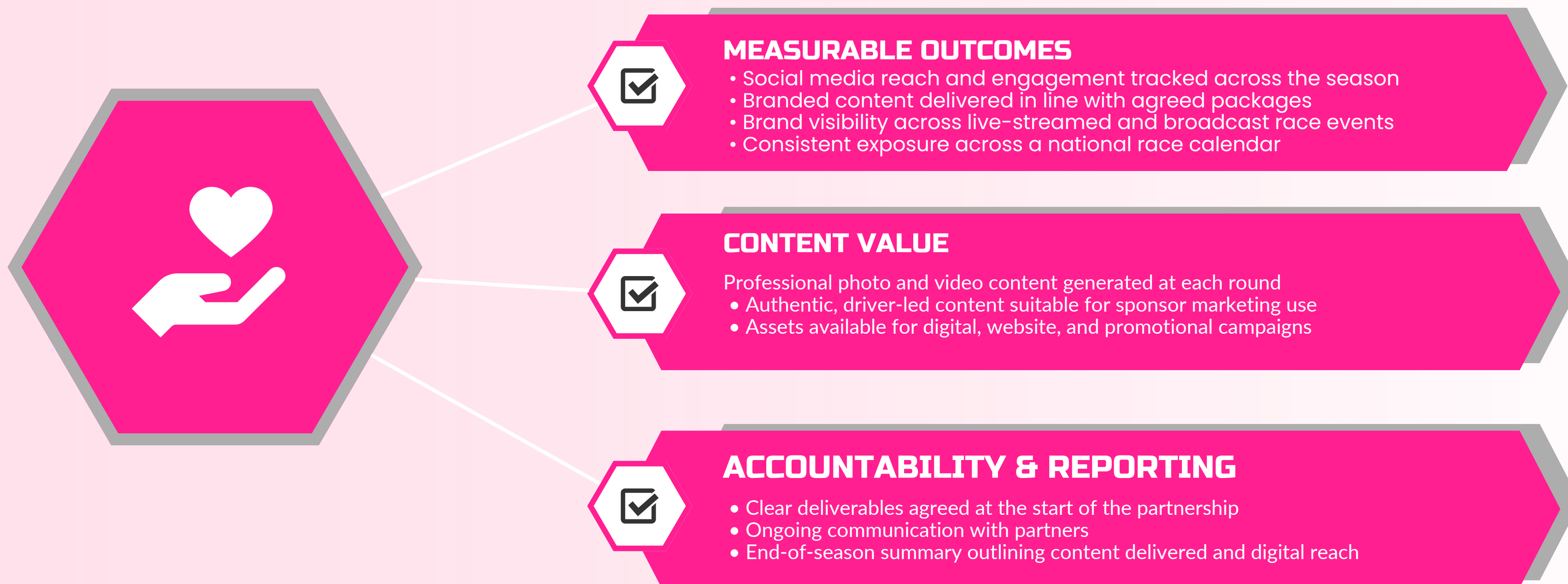
**SOCIAL MEDIA
IMPRESSIONS**
in 2025





Return on Investment

A partnership with Jenson O'Neill-Going is structured to deliver clear, trackable value throughout the season.





Jenson's Professional Support Network

Most sponsorships rely on a single driver posting content. This partnership is different. Jenson is supported by the Driven Group ecosystem, a motorsport network spanning teams, events, venues, media, and technology. That means your business gains more touchpoints, more content capability, and more routes to market than a typical driver deal.

Jamsport Racing

Professional Race Team

- Driver coaching, data analysis, and race engineering support
- Hands-on mechanical and technical knowledge
- Car setup understanding, race preparation, unlimited simulator access

Benefit to Jenson: Enhances driver performance, technical understanding, and consistency on track.

Jamsport Media

Motorsport Content Specialists

- Professional social media strategy and content planning
- High-quality photography and videography
- Interview training and brand-aligned storytelling

Benefit to Jenson: Builds a strong personal brand and delivers consistent, high-quality exposure for partners.

Motorsport Mentor

Driver Management & Mentorship

- One-to-one career planning and motorsport guidance
- Sponsorship support and partner management
- Media, public speaking, and personal branding development

Benefit to Jenson: Provides clear direction, accountability, and professional focus throughout his motorsport journey.

Motorsport UK Academy

Futures Programme

- Elite driver development and performance coaching
- Physical, mental, and professional education
- National recognition within the UK motorsport pathway

Benefit to Jenson: Confirms him as a recognised young talent and supports progression to higher levels of competition.



Jenson's Professional Support Network

Team Karting

Indoor Kart Track

- The starting point for over 60,000 drivers every year with a footfall of 150,000 people per year
- Venue with a vast footfall for physical brand adverts
- Large customer database for emails & app push notifications
- An ideal consumer environment for product visibility
- Provides early stage brand affinity and mass awareness

X-RACING



Futures Professional support, development, and progression

- Full race team operating across karts and cars
- A bridge from amateur karting to professional competition
- Work with over 30 driver who can create UGC videos product referrals from X-Racing with add creditably within motorsport

On Track Marketing



Full in house motorsport marketing agency

- Supports drivers with content, brandbuilding, sponsorship, and deliverables
- Provides coordinated digital campaigns and commercial amplification ensuring every partner message is consistent and ROI driven

The Kart Championship (TKC)

The largest national karting championship in the UK

- Open to some of the best drivers in the uk aged 5 to 16+
- Approximately 250 competitors per round, 8 events per year
- Access to the event to demo products and host competitions in front of the ideal target audience fulfils a large part of the awareness & engagement campaigns



Driver Coaching & Performance Development



Jenson is a driver coach who works closely with drivers to improve on-track performance through clear communication, practical feedback and data analysis. His experience across both karting and circuit racing supports a structured, results-focused approach to driver development.

- Experience coaching drivers in both karting and circuit racing
- Extensive in-car coaching experience, delivering live, on-track feedback
- Has coached a wide range of senior and junior drivers
- Strong background in data-led driver development
- Experienced using VBOX and Cosworth data systems
- Focused on clear communication and measurable performance improvement



LET'S CREATE A WINNING FUTURE TOGETHER

Your brand has the opportunity to become a genuine part of Jenson's race weekend journey, creating a natural and authentic partnership.

Together, we can build a strong and recognisable presence in British motorsport while positioning your business in front of drivers, teams, families and fans across the UK.

CONTACT



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