STEVEN DAILLY RACING

2027 PARTNERSHIP PROPOSAL

Racing Drives Mone



A NEW CHAPTER. THE LEGEND JOURNEY.

New Car. New Championship. New Challenge.

THE NEXT CHAPTER

A MESSAGE FROM STEVEN

A NEW CAR. A NEW CHAMPIONSHIP. A NEW CHALLENGE.

A heartfelt thank you for taking the time to learn a little more about the next chapter for Steven Dailly Racing.

After many successful years in motorsport, 2027 marks a completely fresh challenge as I make the move into the Scottish Legends Cars Championship.

After getting my first taste of a Legend, I knew immediately that this was something I wanted to pursue. The cars are raw, fast, lightweight and demanding - and the racing is exactly the kind of close, competitive motorsport that excites me.

We have now taken the biggest step and purchased our own Legend race car. The goal is simple: learn, develop, compete at the front and build a new chapter that supporters and commercial partners can genuinely be part of from the beginning.

This venture will be about more than results. I want to bring people closer to the team through testing, race weekends, behind-the-scenes coverage, social media and YouTube - giving our partners a platform that goes far beyond a logo on the car.

THE CAR HAS BEEN BOUGHT. THE CHALLENGE HAS BEEN ACCEPTED.

NOW THE WORK BEGINS.



STEVEN DAILLY RACING

THE NEXT CHAPTER

A PROVEN RECORD

From rookie success to national championships, the results behind the next chapter have been built over more than a decade in motorsport.

2014 – RISING STAR

SMRC Recognised Rising Star. 2nd in the Scottish Championship in my rookie car-racing season.

2015 – UNBEATEN

Scottish Champion – undefeated with 15 wins from 15 races. BMRC Champion of Champions.

2016 – NATIONAL DEBUT

Pole position and a race win at Brands Hatch on my National BMW Compact debut. 3rd in the championship.

2017–2021 – FIVE STRAIGHT TITLES

Five consecutive Nankang Tyre BMW Compact Cup Championships.

2017 • 2018 • 2019 • 2020 • 2021

GINETTA GT5 – WINNING DEBUT

Pole position and victory on debut, racing live on ITV4 in front of a major trackside audience.









A PROVEN CAREER. NOW A COMPLETELY NEW CHALLENGE.

WHY LEGENDS?

RAW. FAST. UNPREDICTABLE.

- Incredible close racing
- Lightweight, powerful and demanding to drive
- Rear-wheel drive - a completely new challenge
- Huge visual and spectator appeal
- A championship built around exciting racing



NOT HERE TO MAKE UP THE NUMBERS.

The aim is to learn quickly, develop throughout the season and put ourselves in a position to fight at the front.

OUR 2027 WEAPON

THE CAR IS HERE

OUR OWN LEGEND.

We have taken the major step of purchasing the car that will form the centrepiece of the 2027 campaign.

From preparation and testing to setup changes, race weekends, repairs and results, this car gives us a story to tell from day one.

For a partner, that means the opportunity to join the project before the first championship race and grow with it throughout the season.

BE THERE FROM THE BEGINNING.



STEVEN DAILLY RACING

STEVEN DAILLY RACING

BEYOND THE CIRCUIT

MORE THAN A LOGO

For 2027, the Legend journey will be documented through social media, video and YouTube - covering preparation, testing, race weekends and the reality of running a race car.

Partners can be integrated into that content through mentions, features, branded visuals, tagged posts and bespoke promotional ideas.

The aim is to create a relationship that gives your business useful exposure rather than simply selling sticker space.

SOCIAL
Tagged posts and partner features

VIDEO
YouTube and behind-the-scenes

WEBSITE
Partner profile and links

STEVEN DAILLY RACING

BRING PEOPLE CLOSER

TEAM HOSPITALITY

A partnership with Steven Dailly Racing can be much more personal than seeing your logo on the car.

Selected packages can include team hospitality and race-day experiences, allowing partners to bring clients, employees, friends or family into the heart of a race weekend.

Meet the team, see the Legend up close and experience the atmosphere from behind the scenes.

CLIENT ENTERTAINMENT

A memorable day for customers and business contacts.

STAFF REWARDS

Give employees an experience that feels genuinely different.

BEHIND THE SCENES

Get closer to the team, car and race-weekend operation.

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COMMERCIAL PARTNERSHIP

WHAT CAN WE BUILD TOGETHER?



A partnership with Steven Dailly Racing goes beyond traditional branding.
Together, we can create value, engage audiences and achieve shared goals.

BRAND EXPOSURE

Car and team branding, website and promotional material.

DIGITAL REACH

Race content, social media and YouTube integration.

PARTNER CONTENT

Photography, video and material for your own marketing.

BRAND ADVOCACY

A genuine relationship with cross-promotion opportunities.

HOSPITALITY

Race-day experiences for clients, staff, friends or family.

BESPOKE ACTIVATION

Ideas tailored to your audience, goals and investment.

STEVEN DAILLY RACING

MAKING A SEASON HAPPEN

WHAT YOUR SUPPORT MAKES POSSIBLE

RACE ENTRIES	Putting the Legend on the grid throughout the season.
TESTING	Essential seat time to learn and develop a completely new car.
TYRES / FUEL	The core consumables required to run competitively.
TRANSPORT	Getting the car, equipment and team to every event.
PREPARATION	Maintenance, repairs and keeping the package reliable.
MEDIA	Creating content that tells the story and promotes our partners.



EVERY PARTNER BECOMES PART OF THE TEAM.

2027 PARTNERSHIP PACKAGES

Choose a starting point. Every partnership is tailored to the business and the season.

STEVEN DAILLY
RACING | #64

BRONZE

£500–£1,000

SUPPORTING PARTNER

- Small car logo
- Website link
- Social-media shout-outs
- Race-day photos
- End-of-season thank-you

SILVER

£1,000–£2,500

TEAM PARTNER

- Larger car placement
- Regular social content
- Dedicated sponsor feature
- Professional race photos
- Agreed driver appearance
- Selected race-day hospitality

GOLD

£2,500–£5,000+

OFFICIAL PARTNER

- Prominent livery position
- Team-clothing branding
- Dedicated social campaign
- Behind-the-scenes content
- Customer hospitality
- Sponsor visit / driver appearance
- Professional race photography
- End-of-season presentation

CATEGORY PARTNER TITLE

Automotive / Engineering / other

A CLEAR STARTING POINT. A PARTNERSHIP BUILT AROUND YOUR GOALS.

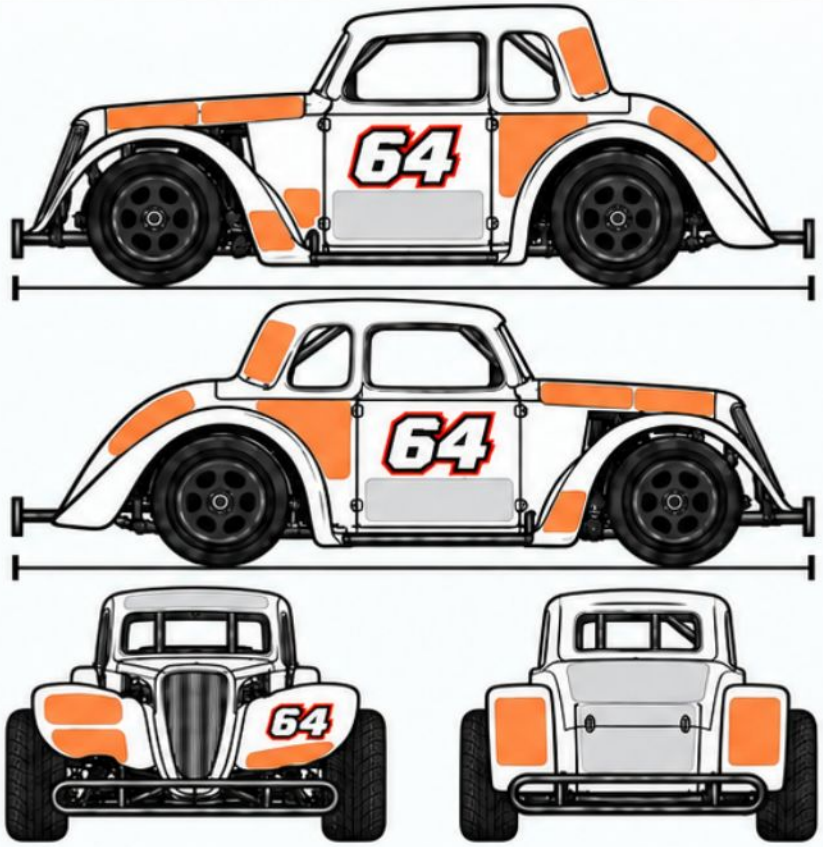
Placement, category titles and activities are agreed in writing and subject to availability.
Merchandise and staff incentive days can be scoped and priced separately.

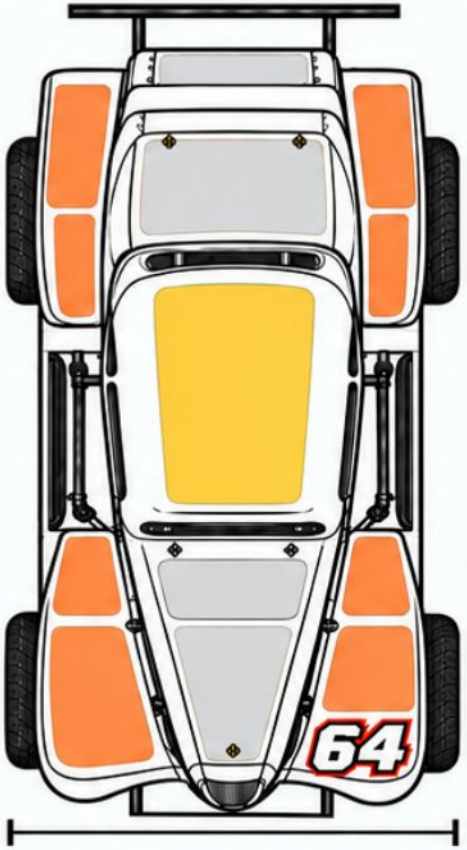
PARTNER PLACEMENT

YOUR BRAND ON THE LEGEND

A clear view of the key body panels available for partner branding throughout the 2027 season.

This schematic highlights the main areas of the Legend car that can be used for partner branding. From the doors and rear quarters to the bonnet, roof and front wings, each panel offers a different level of visibility and impact. Package size and position can be tailored to suit your budget, objectives and preferred level of exposure.





LEGEND RACE CAR - 34" COUPE - FULL

Template / Schematic

FLEXIBLE OPTIONS. HIGH VISIBILITY.
A PACKAGE BUILT TO FIT YOUR BUSINESS.

RACE PEOPLE BRANDS FURTHER

TEAMWEAR BRANDING

BLACK JACKETS. EXTRA VISIBILITY.

Take your brand beyond the car with team jackets that keep your business visible in the paddock, at events and across media coverage.

Selected partners can also feature on Steven Dailly Racing team jackets and racewear throughout the 2027 season. This creates added visibility in the paddock, during media appearances, in the workshop and across social content — helping your brand become part of the team, not just part of the car.



FRONT VIEW



BACK VIEW



LEFT ANGLE



RIGHT ANGLE

PARTNER BENEFITS

PADDOCK PRESENCE
Your brand seen trackside with the team.

TEAM IDENTITY
Align with a professional and growing racing team.

MEDIA VISIBILITY
Exposure during interviews, photos and broadcasts.

EVENT DAY EXPOSURE
Worn at race meetings, public events and hospitality.

SOCIAL CONTENT INTEGRATION
Featured across team social media channels.



QUALITY TEAMWEAR. LASTING IMPACT.

CAR • TEAMWEAR • DIGITAL • PADDOCK

YOUR BRAND. PART OF THE TEAM.

RACE
PEOPLE
BRANDS
FURTHER

STEVEN DAILLY RACING

BE THERE FROM THE BEGINNING.

The car has been bought. The challenge has been accepted. Now we're building the team around it.

If your business would like to be part of the Steven Dailly Racing Legend journey, we'd love to hear from you.

BECOME A PARTNER

NEW CAR. NEW CHAMPIONSHIP. NEW CHALLENGE.



STEVEN DAILLY RACING / OCTOBER 2026 UPDATE

Legends debut. Ready to build.

Knockhill / 10-11 October 2026

Ninth overall and Driver of the Day on Saturday after starting at the back of the grid. Sunday brought ninth from the back in race one, a recovery after a spin in race two, and encouraging battles with front-running drivers in a disrupted final race.

Featured by Knockhill and the Dunfermline Press

“One of Britain’s top national racing drivers” - Knockhill Racing Circuit

Both publications covered Steven’s move into Legends ahead of the debut. This coverage complements the 2027 partnership opportunities: car branding, teamwear, social content and race-day involvement.

146 races / 76 wins / 121 podiums / 7 championships

Five consecutive National BMW Compact Cup titles.

Read the coverage: www.stevendaillyracing.co.uk/media
Discuss a partnership: www.stevendaillyracing.co.uk/contact