

SEB10 RACING

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DRIVER PROFILE

# SEBASTIAN CRUICKSHANK

Let's accelerate together...  
one corner, one podium, one dream at a time.

# ABOUT SEBASTIAN

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Sebastian is a dynamic karting driver who thrives in both indoor and outdoor circuits, competing at local and national championship levels with a reputation for delivering fast, aggressive and thrilling performances that captivate audiences and competitors alike.

Defined by his unwavering commitment to never giving up, Sebastian consistently pushes beyond limits, turning setbacks into opportunities and proving his resilience under pressure.

What sets him apart in the world of karting is not only his fearless driving style but also his ability to combine raw speed with strategic precision, making him a standout contender and an exciting ambassador for any brand seeking energy, determination and excellence on and off the track.

## WHY I RACE

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*"I race because I love the thrill of the speed and I want to be in F1, lifting the champions trophy"*

## MY PHILOSOPHY

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My racing philosophy is built on discipline, resilience and a relentless pursuit of improvement. I prepare with focus and precision, training both physically and mentally to ensure I'm ready for every challenge on the track.

When not racing I love making friends with other racers, learning from them and expanding my knowledge of racing.



# ON TRACK PERFORMANCE

The 2025 season marked Sebastian's first step into competitive karting, a year we initially approached as a learning curve, focused on gaining experience and building confidence on track. What began as a foundation year quickly evolved into a breakthrough campaign, with strong performances, growing consistency and results that exceeded expectations. Each race brought valuable lessons, but also tangible success, proving Sebastian's ability to adapt, compete and shine against seasoned drivers.

This momentum has created a brilliant platform for the future. With the experience and achievements of 2025 now behind him, Sebastian enters 2026 not just as a learner, but as a contender, ready to challenge for more wins, elevate his racing profile, and deliver even greater impact for partners and supporters.

## LAST SEASONS RESULTS

A snapshot of Seb's racing performance in 2025

<b>BRITISH INDOOR KART CHAMPIONSHIPS 2025</b>	<b>2<sup>nd</sup></b>	Qualified 2 <sup>nd</sup> overall for the Local Finals. Qualified in 4 <sup>th</sup> for the Final Race. 2 <sup>nd</sup> in the Final Race & qualified for Regionals.
<b>KNE SPRINT CHAMPIONSHIP</b>	<b>3<sup>rd</sup></b>	3 <sup>rd</sup> overall Cadet after 9 rounds of racing at KNE. Highlight was a race win by over 30sec. One of the youngest racers in the championship.
<b>TEAMSPORT SPRING RACE LEAGUE</b>	<b>3<sup>rd</sup></b>	3 <sup>rd</sup> overall after 5 rounds of racing at TeamSport Advanced Race Academy. First Race League.
<b>TEAMSPORT WINTER RACE LEAGUE</b>	<b>1<sup>st</sup></b>	1 <sup>st</sup> overall after 4 rounds of racing at TeamSport. Qualified on pole and won every round. First Race League Win.
<b>F.A.T. KARTING RACE LICENCE</b>	<b>Passed</b>	Qualified to race at F.A.T. Karting events in the UK and USA after 3 rounds of intense assessment days. Invited to race in the 2026 Pro Championship.
<b>TEAMSPORT GRID RACE SERIES</b>	<b>3<sup>rd</sup></b>	3 <sup>rd</sup> overall after 6 rounds of racing at TeamSport Advanced Race Academy.

# 2026 SEASON OBJECTIVES

In 2026, Sebastian will be focusing on sharpening every aspect of his racecraft to build on the success of his debut season. Key improvements include refining qualifying pace to secure stronger grid positions, developing consistency across longer race formats and elevating overtaking strategy to convert opportunities into podiums. He is also committed to improving physical conditioning and mental preparation, ensuring he can sustain peak performance throughout multiple championships. Together, these enhancements position Sebastian to challenge for more wins and deliver an even greater impact on track.

<b>ON TRACK OBJECTIVES</b>	
<b>F.A.T. KARTING</b>	<ul style="list-style-type: none"><li>• Podium Finishes</li><li>• Qualify for World Championship Finals</li><li>• Race in the USA</li></ul>
<b>B.I.K.C. 2026</b>	<ul style="list-style-type: none"><li>• Win the Local Final</li><li>• Qualify for National Final</li><li>• Finish Top 10 in Nationals</li></ul>
<b>KNE SPRINT CHAMPIONSHIP</b>	<ul style="list-style-type: none"><li>• Cadet Champion</li><li>• Race A Winner</li><li>• Race A Pole Position</li></ul>
<b>TEAMSPORT RACE LEAGUES</b>	<ul style="list-style-type: none"><li>• 90%+ Race Win Ratio</li><li>• 90%+ Pole Sitter</li><li>• Win both Spring &amp; Winter Leagues</li></ul>

<b>OFF TRACK OBJECTIVES</b>	
<b>GROW DIGITAL FOOTPRINT</b>	In 2026 we will deliver regular, high quality content across all our social media platforms by combining race insights, branded racewear, games and interactive fan engagement. The aim is to continue to grow the number of followers and more engagement.
<b>LEARN KART MECHANICS</b>	By learning the fundamentals of kart mechanics, Sebastian will equip himself with the knowledge to better understand how setup choices directly affect performance on track. This will also benefit feedback to race engineers and track mechanics.

# MEDIA PRESENCE

Through the Seb10.Racing brand, Sebastian has built and continues to build a strong social media presence that extends beyond race day. With high quality dynamic and current content covering his races, his experiences of karting around the world and also his passion for motorsport, especially F1, his reach spans countries and age ranges.

Sebastian has been featured on other social media outlets; Newcastle International Airport for example, to help drive his brand to new audiences outside of karting.

## ACTIVE PLATFORMS

Seb10.Racing maintains a strong and professional digital presence across Facebook, Instagram, X, and YouTube, ensuring sponsors benefit from maximum visibility and engagement.



## CONTENT FOCUS

Our team produces dynamic, engaging content across social media that brings fans and sponsors closer to the action. From thrilling race footage and highlight reels to behind-the-scenes moments that showcase preparation, teamwork and mot of all, Seb's infectious personality.

Sponsor features are integrated seamlessly into our posts, ensuring brand visibility in a professional and authentic way.

# DIGITAL PERFORMANCE

A snapshot of our digital performance in November 2025

**Seb10.racing has built a strong and growing digital presence since August 2025 with Facebook and Instagram serving as the primary platforms for fan engagement and sponsor visibility.**

On Instagram, the account has steadily increased its following, with posts featuring branded racewear, off track content and race highlights generating an above-average engagement rate compared to typical motorsport profiles. Facebook complements this reach by amplifying race reports, event updates and sponsor mentions to a broader community audience, ensuring consistent visibility across both platforms. Together, these channels deliver measurable reach and impressions, translating on-track success into digital impact.

Total followers

**110**

Instagram

70 Followers

**16.5%**

Engagement Rate

**1.5%**

Industry Average

Total Views

**37,881**

Facebook

30 Followers

**9.5%**

Engagement Rate

**0.5%**

Industry Average

Total Engagements

**22,845**

Tik Tok

10 Followers

**21.5%**

Engagement Rate

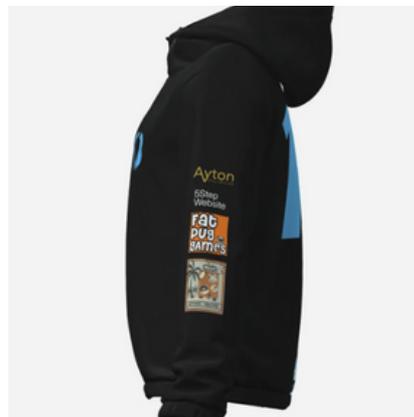
**2.5%**

Industry Average

# OUR OFFER

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Our sponsorship partners have consistently seen strong returns from their involvement in our karting program, with brand visibility extending far beyond the track. Branded racewear ensures logos are front and centre in every competitive moment, while curated social media posts deliver engaging content to a growing audience. Press mentions and event coverage further amplify sponsor presence, creating measurable impact across digital and traditional channels. Together, these elements provide sponsors with both immediate exposure and lasting content value that drives recognition and results.



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## EXPOSURE SUMMARY

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**WEBSITE** - The Seb10.Racing website has a dedicated section to highlight and thank our partners. It includes a business showcase section and active links to social media and websites.

**RACE REVIEW** - Every race of the 2026 season will have a post review in the form a blog on Seb10.Racing. At the end of every blog post will be a 'Thank you to my sponsors' paragraph with active links to websites or social profiles.

**RACEWEAR** - Sponsors logos can be added to Sebastian's race suit which are seen by hundreds of people on a weekly basis.

**TRACK WEAR** - All track wear is branded with Seb10.Racing and partner logos; from t-shirts, hoodie, coats, flip flops and even umbrellas. This is worn during traveling to and from events so can be seen by wider than the karting community.

**SOCIAL MEDIA** - All social media is sent with a 'Thanks to Sponsors' line with links to pages / profiles.

# GET IN TOUCH

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