

INTRODUCTION:

Thank you for the opportunity to discuss sponsorship opportunities related to Francis Aldrich's 2026 motorsport endeavours. We would like to share with you more information about who Francis is and what the value proposition and sponsorship activities could include. We are looking for sponsorship of any type, for example monetary support, goods provided, services rendered etc.

CONTACT DETAILS:

Francis Aldrich can be reached at:

- 082 406 9110 (phone, text or WhatsApp)
- fp_aldrich@icloud.com (note the _)

George Aldrich can be reached at:

- 082 494 5713 (phone, text or WhatsApp)
- galdrich@oranjemed.co.za



KEY VALUE PROPOSITION TO YOU:

Visibility and promotion of your brand in a sport related to the products/services you offer, and/or amongst individuals within a target audience you may want to attract. This visibility stretches from competitors, their families and supporters present at events, to the public who encounter the sport or clubs, be it during an event, track day, livestream, TV program or digital media channels (like Facebook, YouTube etc). See the section "Key Sponsorship Activities" later in this document for more information.

During 2026, the calendar (Regional Extreme Festival) includes 7 races. 4 races are at Zwartkops Raceway (Centurion), 2 at Red Star Raceway (Delmas), and 1 at Autódromo Internacional de Maputo (Mozambique).

ABOUT FRANCIS:

A lifelong motorsport fan, Francis showed talent from a young age and his dad poured much love, passion, and effort into creating opportunities for Francis to race until post-University meant Francis had to focus on building a life and career. A passion doesn't go away, so for a while Francis dove into sim racing, and he reignited this shared passion, this time also convincing his dad to first pick up sim racing and later to get into a race car himself.

Back to real-world racing since 2021, Francis initially competed in SuperHatch and won both Class A and Overall for the 2023 season, after which he stepped into VW Challenge Class B. After a successful 2-year stint driving a VW Polo 9N, finishing 2nd in Class B for 2025 (and 1st of the 2L naturally aspirated cars), Francis is stepping up to Class A of the VW Challenge championship with a 2L turbo VW Polo 6R for 2026.

Francis has a [YouTube](#) channel with onboard racing videos, and a [personal website](#) where he shares information for anyone looking to improve their driving, car development and race engineering.

Francis' racing history and achievements include:

- VW Challenge (2024+):
 - 2nd Class B and 6th Overall, 2025 (1st of the 2L naturally aspirated cars in Class B).
- SuperHatch (mid 2021-2023):
 - 1st Class A and 1st Overall, 2023.
 - 2nd Class C and 4th Overall, 2022.
 - Most Improved Driver, 2022.
- Nissan PlayStation GT Academy Competition (2012):
 - Reached the top 16 online (Gran Turismo 5 on PlayStation 3) and top 16 during the live competition at Kyalami Raceway (Gran Turismo 5 and a real Nissan 370Z).
- Formula Ford (2007):
 - Participation in select race events.
- Karting (2001-2006):
 - Free State Regional and Bloemfontein Club Champion, 2005 and 2006.
 - Rookie of the Year, 2001.
- On-Road Electric Radio-Controlled Cars (1998-2004; 2009-2012):
 - Multiple South African Champion, the last being in 2012 for the 1/12th scale Modified class.
 - Represented South Africa at 4 international events from 2000 to 2003, 3 of which were sponsored by a model manufacturer.

ABOUT VW CHALLENGE:

[VW Challenge](#) is a regional racing category with intense racing in standardised (and closely regulated) VW Polo cars. The category competes regularly at Zwartkops Raceway and Red Star Raceway, occasionally at Kyalami Grand Prix Circuit and at least once per season at an “away” coastal track (for example Cape Town). Class A is the top class (and fastest) of the club, with cars running the 2L Turbo engine found in the latest Polo GTI (and in VW Polo Cup cars), a 6-speed manual gearbox, 17 inch Dunlop semi-slicks and fully adjustable suspension

KEY SPONSORSHIP ACTIVITIES COULD INCLUDE:

- Space on the car for the placement of your logo and corporate identity. This may include part or most of the car body's “real estate” (Note that the clubs also have sponsors that must be placed and rules that must be adhered to).
- Listing you as sponsor in PR conducted by the clubs and event organisers. These include race programs, press releases and driver interviews (where possible).
- Visibility on livestreams and TV summary programs (if arranged by the organisers).
- Displaying your teardrop banner (or similar) in the pits at events.
- Branded T-shirts worn during events and Brand ambassadors.
- Hashtag mentions in Social Media posts pre- and post-events. Examples on [Francis' Facebook](#) page.
- Race reports on social media with sufficient mention of your brand and support.
- Logo and click-through placement on Francis Aldrich's [personal website](#) and [YouTube](#) channel.
- Written testimonial(s) to use in your marketing efforts.
- Supporting your marketing/PR events (e.g. displaying a vehicle at your event(s)).
- Branding placed on the service vehicles.
- Attend the club sponsors day for the opportunity to ride shotgun around Zwartkops Raceway.
- **If you have other needs, feel free to discuss them with me.**

CONTEXT TO QUANTIFY FINANCIAL BACKING:

To assist you in understanding “how long a piece of string” is, here’s an outline of typical costs over a year, to give you a tangible sense of how your support will assist us to stay on track.

NB: There is no expectation for a full monetary sponsorship, we are open to discuss any level/type of support!

CLUB AND MOTORSPORT SOUTH AFRICA (ANNUAL):

Item	Estimated need	Total est. cost
Club Fees	VW Challenge (Regional) membership	R 3,000
Motorsport South Africa competition license (incl. insurance)	Regional level racing license plus medical insurance	R 4,000
Car transporter to Maputo	Travel for the car to attend the Cape Town event	R 8,000
TOTAL		R 15,000

VEHICLE MAINTENANCE (ANNUAL):

Item	Estimated need	Total est. cost
Service	Plugs, oil and air filters, engine oil, brake fluid Twice annually: +-R 3,500	R 7,000
Maintenance & Repairs	Mechanical maintenance and fixes throughout the year due to breakages, bumps and crashes	R 25,000+
TOTAL		R 32,000

RUNNING COSTS (ROLLED UP TO ANNUAL):

Item	Estimated need	Est. cost per event	Total est. cost for year
Tyres	4 new for practice 4 new for first event 2 new per event thereafter (12 total) Dunlop 17" DZ03G R 3,000 per tyre	R 6,000 (2 tyres)	R 60,000
Fuel	+60L 95 Octane Unleaded (R21/L) per event	R 1,260	R 8,820
Entry Fee	Regional-level race entry per event	R 2,800	R 19,600
Sundries	Bots, nuts, cable ties, duct tape, cleaners & lubricants (engine oil, brake fluid)	R 500	R 3,500

Driver coaching and setup support	Track-side support from a professional racing team to optimise car setup and coach Francis on race weekends	R3,000	R21,000
Testing	4 track day events	R 650	R 2,600
Brake pads	4 sets for the season: +-R3,000 per set.	-	R 12,000
TOTAL			R 127,520

TOTAL:

Total estimated costs for Francis Aldrich in VW Challenge Class A:	R 174,520
---	------------------

NOTE: The above estimates exclude all personal travelling costs, accommodation, mechanical support at races, and storage.

GALLERY:

