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# Sport Endorse appointed by Power Maxed Racing

**Sport Endorse to help exciting British Touring Car Championship team, Power Maxed Racing, as a strategic sponsorship advisor.**

**/24-7PressRelease/** -- Leading British racing team Power Maxed Racing (PMR) that competes in the British Touring Car Championship (BTCC) has appointed Sport Endorse as a strategic sponsorship advisor.



Sport Endorse will assist PMR to further develop and secure long term commercial partnerships, underpinning its goal to win the BTCC. Holding strong relationships across the globe, and with the Sport Endorse platform now available in 175 countries, the agency's footprint is continuing to expand.

BTCC is the most popular form of UK based motorsport, with only Premiership Football ranking higher in live spectator numbers and fan engagement. ITV provide free-to-air BTCC coverage viewed by over 15.6 million people across 251.4 hours of broadcasts in the UK, and the total news value generated by the BTCC in 2020 was £24.89 million.

Head of Communications & Partnerships for PMR, Si McNally, explained "To keep PMR competing at the top level in the BTCC with exciting drivers like Jason Plato, the Most Successful

Touring Car Driver Ever, takes a massive team effort, and we are grateful to have excellent sponsors supporting us. Our social media reach over a season is a snip under 4 million at 3.95 million, and that is sure to grow this season with our partnership with Fast Car Entertainment, who's social media following exceeds 5 million people, helping drive that reach up.

"With an eye on growth, we are excited to be working with Sport Endorse to help fuel our race to become the best funded team on the track, so we become habitual winners of the BTCC".

Co-founder of Sport Endorse, Declan Bourke, said the agency's work would build on the already strong sponsorship foundations in place, to help PMR maximize its commercial potential through key current and future partnerships.

"We are delighted to have the opportunity to work with Si and PMR, to help introduce new brands to an exciting championship in the BTCC and a team that is definitely putting its foot on the accelerator. Sport Endorse operates at speed for our clients and PMR knows all about speed, but equally we are both teams that aim to deliver consistent high-performance year in year out."

## **ABOUT PMR**

Starting as title sponsor of the single car team of Chris Stockton's TEAM BTC Chevrolet in 2014, in 2015 the decision was made to form Power Maxed Racing. After just four years competing in the BTCC, PMR had become one of the top teams in the championship and achieved a joint second in the Team's Standings in 2018, along with two Jack Sears Trophy titles. Two-time-champion and BTCC-legend Jason Plato signed with the team in 2019, and is looking to score his record breaking 100th race win during 2021. The team has two confirmed entries for the season, and is well positioned for 2021. The team core management include Automotive Brands owner Adam Weaver (Team Principal), motorsport industry veteran Martin Broadhurst (Team Manager & Technical Director), and Si McNally's (Head of Communications & Partnerships)

## **ABOUT Sport Endorse**

Sport Endorse is a sports management company specializing in sports sponsorships, endorsements and commercial partnerships working with leading brands, rights holders, and elite talent. Headquartered in Dublin, Ireland with team members in the UK, USA, and Ukraine. The Company is on a mission to transform the sports representation industry using smart accessible technology. Sport Endorse counts over 500 elite sporting talent, 130 brands, and some sport-based rightsholders among its' clients. Sport Endorse Limited was co-founded by Trevor Twamley & Declan Bourke.