

Jason Pribyl



2026 ~~PARTNERSHIP PROSPECTUS~~

THE OPPORTUNITY

Successful in the ultra competitive world of karting and having proved his speed in his first years in cars, Jason is now intent on climbing the motorsport ladder and becoming a professional driver, with the ultimate goal of racing in **F1**.

Partnering with Jason for the 2026 season will allow your brand to engage with **global audiences** throughout the year, providing a **multitude of opportunities** to enhance business performance across key pillars.

For 2026, Jason will be joining the **GB3 Championship**, an established single-seater series recognised as a key step towards competing in F1.



THE OPPORTUNITIES:

- ⌄ Align brand with a high-tech and dynamic industry
- ⌄ Engage with customers across multiple platforms and events
- ⌄ Provide memorable experiences for customers and internal stakeholder
- ⌄ Create compelling storytelling moments that bring to life brand messaging
- ⌄ Diversify B2B networks and expand sales pipeline opportunities

ABOUT Jason

#JasonPribyl

Jason Pribyl raced in the UK 2025 in GB4 and is coming back to Europe in 2026 to race in the prestigious GB3 Championship.

His career highlights include 17 Karting championships, SCCA Formula Enterprise, Champion with 2 wins and 6 podiums from 9 races, FF1600 second place, Team USA Scholarship nominee, SCCA Spec racer with 8 podiums inc 3 wins running older H pattern gearbox car!

UK United F Ford Championship 2024 2nd in Championship.

Without any wins in his first year in GB4 Jason nevertheless impressed, having done no testing before the season, and having no experience on most of the circuits, working with a new single car team (with no data!) he came forward during the year and was a genuine front runner by the end of the season.

He has now tested in the much more powerful GB3 car and was immediately on the pace!



GB3 CHAMPIONSHIP

The GB3 Championship is run by MotorSport Vision's racing arm, MSVR, and comprises 24 races across eight events.

The weekend format typically includes a 20 minute qualifying session and three 20 minute races. Such a format provides exciting racing, the opportunity for drivers to develop overtaking skills.

Every GB3 race is live-streamed on YouTube, the GB3 website and GB3 social media channels, making it incredibly easy for fans, sponsors and friends and family to follow all of the action. The race weekend shows will include pre-race build-ups and post-race analysis, and offer followers of each championship more depth and detail, live from the track, than ever before. There is also a highlights programme broadcast and repeated on SKY F1, aligning GB3 with F1, F2 and F3 and bringing coverage to a wider audience



GB3 CHAMPIONSHIP



ABOUT **GB3 CHAMPIONSHIP**

MSV has introduced a raft of major upgrades to the GB3 Championship car for the 2026 season onwards to enhance both the performance and its safety standards.

MSV's existing partner, Tatuus, has supplied a completely new chassis, the Tatuus MSV-025, which incorporates the halo and improved side-impact protection, plus revisions to the roll hoop, headrest, front anti-intrusion panel, seat and fuel cell areas.



PIRELLI



Fly-by-wire port throttle system



Chassis: Tatuus MSV-025



Two Litre, four cylinder normally aspirated Moutune engine: 290bhp at 8500 rpm



Sadev gearbox



Side **air-intake** and carbon airbox

THE CALENDAR



23-26 Apr
Silverstone
GP



28-31 May
Spa-
Francorchamps



2-5 July
Hungaroring



9-12 July
Red Bull Ring



30 July-2 Aug
Silverstone GP



3-6 Sep
Donington Park GP



25-27 Sep
Brands Hatch
GP



5-8 Nov
Circuit De Barcelona
GP

THE STAGE



OUR **PARTNERSHIP ECOSYSTEM**



**Brand
Exposure**



Experiential



**Network
Development**



Digital



**PR &
Comms**

Jason is able to provide partners with a supportive ecosystem in which to achieve **measurable business returns** from their association with Jason, the sport and team. We are able to offer a diverse range of rights across a full spectrum of key marketing pillars to ensure partners can **maximise a partnership's potential**.

The business challenges faced by each partner are unique, which is why we provide **tailored partnership packages** that include the relevant tools to meet set business objectives.

Our partnership philosophy:

- ⤵ Understanding our partner's business, its objectives and current challenges
- ⤵ Collaborative approach to setting partnership objectives
- ⤵ Providing relevant partnership package that aligns with objectives and budgets
- ⤵ Continual monitoring of partnership performance against objectives to identify further opportunities and address slow growth areas

BRAND EXPOSURE GB3

TWITTER

www.twitter.com/GB3Championhip

The GB3 twitter feed is a source of constant interaction, with images, news stories and videos shared here. During race weekends, live minute by minute text updates on all sessions, and other essential updates are shared constantly.

- 📍 10,500 followers
- 📍 Over 3.3 million impressions in 2021

Other info

Followers:
82% male, 18% female
61% UK followers
39% International followers

WEBSITE

www.gb-3.net

The official GB3 website receives a high level of traffic from across the world. Featuring regular news updates, driver interviews and information, the website has 424,000 unique users and almost 2.5 million page views since 2016, demonstrating massive awareness and reach for the championship and its participants.

INSTAGRAM

[@gb3championship](https://www.instagram.com/gb3championship)

6,300 followers



YOUTUBE

1.5 million + views

Live races, plus interviews and driver features are all available on the growing MSV TV YouTube feed, while archive footage is available on the GB3 YouTube channel.

FACEBOOK

www.facebook.com/GB3Championship

The GB3 Facebook page contains no paid for likes, all growth is organic and the product of interaction with fans, teams and drivers.

Content includes news story links, image and video shares, interviews with drivers and live race coverage.

- 📍 9,100 Followers
- 📍 85% male, 15% female
- 📍 45% UK followers
- 📍 62% of fans aged between 18 and 44
- 📍 Videos were watched for a total of 73,800 minutes in 2020

LIVE STREAMING/TELEVISION

The GB3 Championship has a class-leading live broadcast for all its races, with full buildup and post-race coverage from leading presenters and commentators. The live streams can be viewed on the GB3 Championship website and Facebook pages, plus the MSV TV YouTube channel from around the world. GB3 also has dedicated coverage on Sky Sports F1 in the UK, with one-hour highlight shows broadcast a week after each event.

BRAND **EXPOSURE** - GB3

KEY STATISTICS



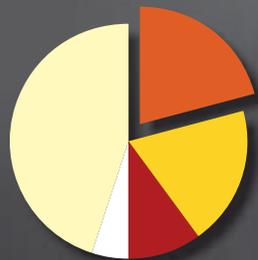
PERSONAL INCOME

- 15%** - <£30,000
- 40%** - £30,000 - £45,000
- 31%** - £45,000 - £65,000
- 14%** - £65,000 +



SOCIAL CLASS

- 33%** - AB
- 55%** - C1
- 6%** - C2
- 6%** - DE



NATIONAL NEWSPAPERS READ

- 21%** - Daily Mail
- 19%** - The Sun
- 10%** - The Telegraph
- 5%** - Express
- 45%** - Other





Guided tour of the cars



Hospitality



Q & A with drivers



Guided paddock tours



Guest experience videos

EXPERIENTIAL - **RACE WEEKENDS**

Providing **unique experiences** that engage guests with the partnership at race weekends. Bring the excitement of motorsport to customers, staff and key stakeholders through exclusive activities during the race weekend with branded touchpoints and authentic opportunities to demonstrate the partnership narrative.

EXPERIENTIAL

The workshop is the beating heart of the team's motorsport operations. Centrally located firmly in the UK's famous "Motorsport triangle", the facilities include race bays for car preparation, as well as meeting rooms and parts storage.

Partners are provided **exclusive access** to the team's facilities for hosting external meetings, or entertaining guests away from the race circuit. Visitors are able to gain first-hand insights into the running of a professional race team, the preparation of the cars and stories from competing in the top flight of racing.

Bring your events to life with the inclusion of race display assets and activities. Weave partnership messaging into company event with the use of Jasons' branded GB3 race car, suit and helmet.

Provide guests with **unforgettable experiences** with race tuition from Jason on state-of-the-art simulators or host competitions to beat the best lap time.

The **ultimate motorsport experience**. Invite VIP guests to drive a race car around a legendary UK race circuit. Our team are on hand to help partners organise a bespoke Corporate Event to entertain clients or for internal engagement with staff and stakeholders.



Guided workshop tour



Track days



Race simulator experiences



Display car

NETWORK **DEVELOPMENT**

Develop business pipelines through our race partner network facilitating relevant **targeted introductions** across multiple industries.

The diverse selection of brands involved within the sport provide partners with ample opportunities to develop their network beyond typical industry circles.

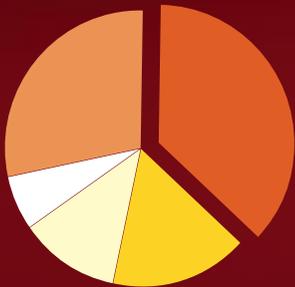
- ⌄ Provision of Paddock passes providing **'access all areas'** to the inner workings of a race weekend
- ⌄ Provision of **hospitality passes** allowing access to the race lounge for meetings during a race weekend
- ⌄ Access to annual championship conferences providing opportunities to **meet other partners** involved in the sport

DIGITAL

With the **continued growth** of Jasons and GB3 Championship digital channels, partners are able to benefit from access to engaged fans.

We are dedicated to creating authentic content throughout the season that **engages and informs** fans across a plethora of digital channels.

Our Key Audience Demographics



21.8% - 13-17
36.1% - 18-24
20.1% - 25-34
13.2% - 35-44
6.1% - 45-54

Average Engagement



Instagram Audience
GB3 6.3k followers
Jason – 1.8k Followers

Gender



Website



PR & COMMUNICATIONS

Jason maintains a **constant and relevant presence** in motorsport, automotive and wider sports media.

With an extensive media list across national print, TV and online publications, Jason is able to **support partners** with enhancing their outreach for promotions and product launches.



Media engagement events



Press relations



Race reports

NEXT STEPS

We would be delighted to arrange an introductory call to understand how Jason could support your **business objectives** moving forward.

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