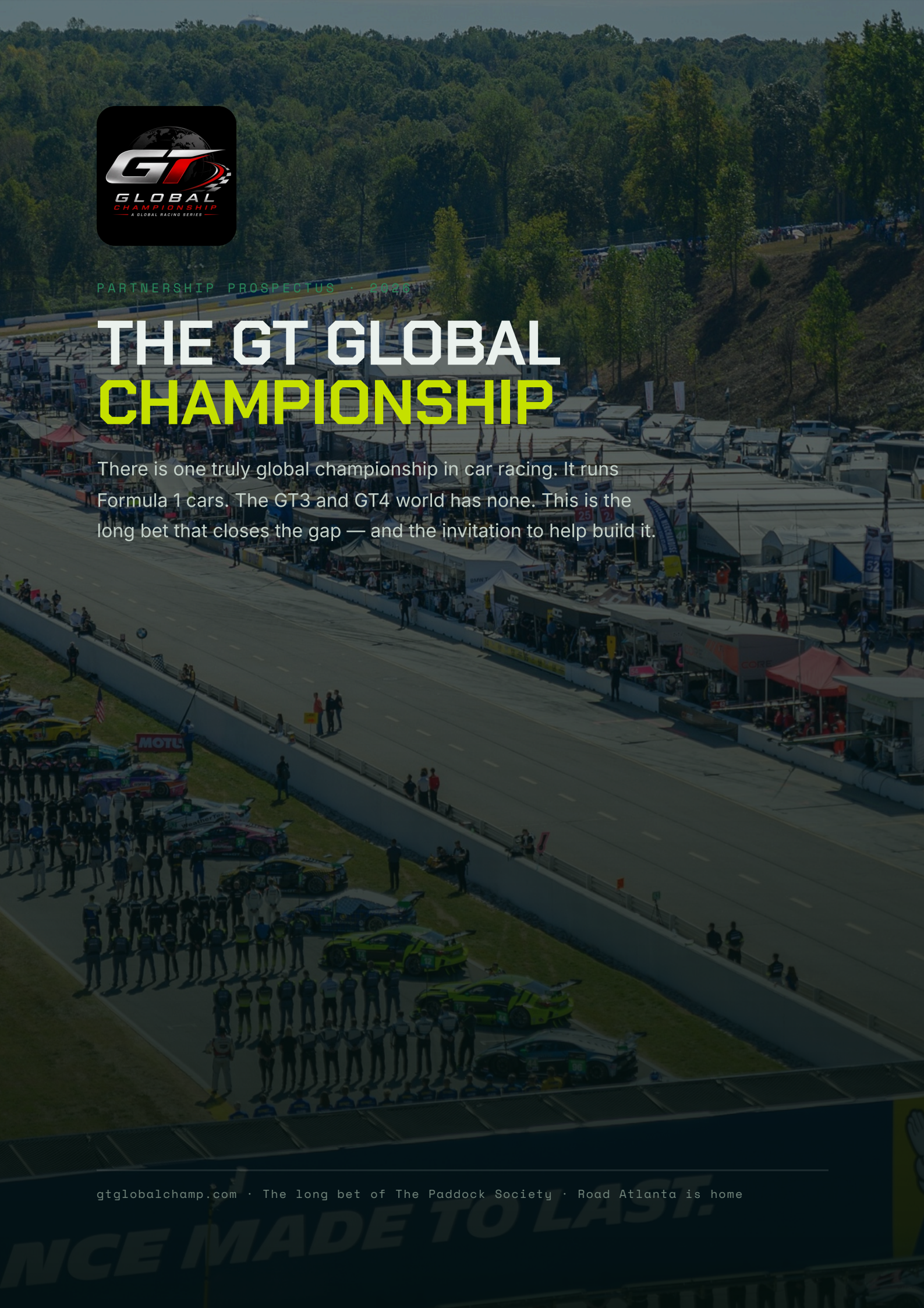

PARTNERSHIP PROSPECTUS · 2026

THE GT GLOBAL CHAMPIONSHIP

There is one truly global championship in car racing. It runs Formula 1 cars. The GT3 and GT4 world has none. This is the long bet that closes the gap — and the invitation to help build it.

01 · THE BET

ONE WORLD CHAMPIONSHIP. NONE FOR GT3.

Formula 1 runs the only truly global car-racing championship — roughly twenty-four rounds across five continents, three of them in the United States. GT3 and GT4, the fastest production-based classes on earth, have no equivalent an American can drive in at home. Intercontinental GT Challenge dropped its US round. The World Endurance Championship's LMGT3 class does not race in the United States. GT World Challenge fragments into regional series that never share a grid.

The defensible gap is specific: global, includes America, and open to owner-drivers — not only FIA-rated professionals. The GT Global Championship is the long bet that this gap closes, built one country at a time, with Michelin Raceway Road Atlanta as home.

WHY IT'S BUILDABLE

This is the way customer GT3 racing has always been funded: the owner-drivers put the cars on the grid. The Championship is the long-term project of The Paddock Society, a private motorsports club — a portion of every membership funds the build. The cars, the network and the patience already exist. What's open now is the ground floor.

02 · THE OPPORTUNITY

A NAME ON THE BET — NOT A LOGO IN THE PACK.

9	6	GT3+GT4	Yr 1
ROUNDS · 2028 GOAL	COUNTRIES · 5 CONTINENTS	MULTI-CLASS	FOUNDING ERA

A Formula 1 title sponsorship runs into nine figures. A NASCAR Cup program, tens of millions. An IMSA entry, single-digit millions — for a logo on someone else's car in a mature, crowded field. A founding partnership here buys something legacy series cannot sell twice: **defining-era association with a global championship being built from scratch.**

The first partners are woven into the story for decades, not added to a grid later. Brand, livery, technical and circuit positions are all open for their founding partner.

WHAT PARTNERS GET

Series and category association · livery position on the grid · hospitality at every round · co-branded media and films · product proof-ground · destination storytelling · and the standing of having been first.

NINE ROUNDS.
SIX COUNTRIES.

The destination — a twelve-month season from the Americas to Oceania. **Only Road Atlanta is confirmed;** every other round is the ambition the calendar grows toward.

R1	Sebring International Raceway	Florida, USA	PROVISIONAL
R2	Michelin Raceway Road Atlanta	Georgia, USA	CONFIRMED · HOME
R3	Canadian Tire Motorsport Park	Ontario, Canada	PROVISIONAL
R4	Silverstone Circuit	United Kingdom	PROVISIONAL
R5	Spa-Francorchamps	Belgium	PROVISIONAL
R6	Korea International Circuit	South Korea	PROVISIONAL
R7	THE Magarigawa Club	Japan	PROVISIONAL
R8	Interlagos	Brazil	PROVISIONAL
R9	Mount Panorama, Bathurst	Australia	PROVISIONAL

Continent spread: two USA, one Canada, one South America, two Europe, two Asia, one Australia. The cars: GT3 and GT4, raced together as a single multi-class field.

04 · PARTNERSHIP

FOUNDING TIERS.

TIER 01

FOUNDING PARTNER

Series presenting association · naming presence · livery on the grid · hospitality at every round · co-branded media. One founding slot.

TIER 02

OFFICIAL PARTNER

Official category status · circuit & broadcast branding · paddock access · content integration.

TIER 03

TECHNICAL PARTNER

Product on the cars · engineering credit · a proof-ground for your technology.

TIER 04

CIRCUIT PARTNER

Host a round · venue & regional activation · build the calendar with us.

BECOME A FOUNDING PARTNER

Founding-partner conversations are open now. Activation is built around your brand — the tiers are frameworks, not a fixed menu.

partners@gtglobalchamp.com

gtglobalchamp.com/partners