

2025

RACE SEASON

MARKETING & PARTNERSHIP OPPORTUNITIES



ASHLEY GREGORY

Ashley Gregory's passion for racing began with quad bikes at the age of 7 before graduating to car racing at just 10 years old in Junior Ministox.

Despite competing against older drivers and an accident in which she rolled her car in just her third race, Ashley proved her speed and competitiveness in the series.

By 2019, Ashley had delivered three championship titles, winning three of the blue-ribboned races and adding more than 100 trophies to her collection.

This resulted in the step up to the Junior Saloon Car Championship where she has secured podium finishes and established herself as a consistent front runner.

In 2021, Ashley secured her first win and fastest lap honours in the championship.

Now, Ashley is competing in the highly competitive MINI Challenge UK Trophy series, which supports the British Touring Car Championship and is broadcast on ITV4.

She has secured rookie class wins, made the overall podium and impressed the BTCC paddock with her race craft.

Ashley has her eyes firmly set on the overall MINI Challenge Trophy title for 2025 and is looking to be one of only a few female racing drivers to break into the MINI Challenge John Cooper Works (JCW) for some guest rounds before a full campaign in 2026.



2025 SEASON

As the 2025 season quickly approaches, Ashley is gearing up to compete in either the MINI Challenge JCW or the MINI Trophy, two prestigious series known for delivering thrilling, wheel-to-wheel racing and excellent opportunities for brand exposure.

Both of these championships are integral parts of the BTCC package, which ensures they benefit from a high level of live television coverage throughout race weekends, reaching a wide and engaged audience.

The MINI Challenge JCW and the MINI Trophy are not only renowned for their competitive racing but also for their growing communities of dedicated fans.

These championships have seen a significant rise in popularity, with active and vibrant social media channels that keep fans engaged and connected to the action both on and off the track.

This dynamic online presence further amplifies the visibility of teams and drivers, offering brands a unique platform to reach a passionate and diverse audience.

By partnering with AGR Racing, your brand will be positioned to capitalise on this exposure, benefiting from the extensive coverage these series offer.

The partnership will provide valuable opportunities for brand visibility, not only during live broadcasts but also through a variety of promotional activities and fan engagement efforts.

Aligning with AGR Racing means your brand will be associated with the excitement and prestige of these high-profile championships, making a lasting impact both on the track and beyond.



MINI CHALLENGE TROPHY CALENDAR 2025

SNETTERTON
12-13 APRIL



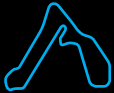
BRANDS HATCH INDY
10-11 MAY



THRUXTON
07-08 JUNE



CROFT
28-29 JUNE



DONINGTON PARK
30-31 AUGUST



SILVERSTONE
27-28 SEPTEMBER



BRANDS HATCH INDY
01-02 NOVEMBER



JCW CLASS GUEST ROUNDS

SILVERSTONE
20-21 SEPTEMBER



BRANDS HATCH GP
04-05 OCTOBER



The MINI Challenge Trophy Championship takes place at some of the most iconic circuits across the UK, offering extensive opportunities to connect with fans and showcase your brand.

With events spanning entire weekends, there are numerous chances to present your message, brand, and products to thousands of potential customers.

The motorsport industry excels at maximizing these opportunities, ensuring your brand reaches a broad and engaged audience.



2025

AGR
-RACE TEAM-

PARTNERING WITH AGR

Partnering with AGR Racing goes far beyond simply placing a sticker on a car—it's about aligning with a winning team dedicated to elevating your brand both on and off the track.

AGR Racing's goal is not only to secure victories but to ensure your brand is highly visible across multiple platforms.

Your brand can be prominently featured on racewear, team apparel, garage walling, and, of course, on the race car itself. These are just a few of the ways AGR Racing can amplify your brand's presence during race weekends.

Beyond the track, Ashley can serve as a brand ambassador, actively promoting your company across various channels and enhancing your brand's reach.

AGR Racing also offers exclusive VIP trackside experiences, putting you and your team right in the heart of the action for an unforgettable, one-of-a-kind experience.

Additionally, the team can bring the race car to your events or promotional activities, providing a powerful and engaging way to connect with your audience.

Motorsport has a long-standing reputation as one of the most effective avenues for brand promotion, with a proven history of driving significant exposure.

By partnering with AGR Racing, you're tapping into this legacy, leveraging the power of motorsport to build and expand your brand's visibility.



EXPOSURE

As part of the BTCC support races the JCW MINI Challenge & MINI Trophy Championship benefits from the extensive exposure that comes with being included in the prestigious TOCA package.

These support races are integral to the race weekend, holding their own alongside the main BTCC events.

The result is a thrilling, action-packed weekend of racing that continues to draw increasing numbers of fans each year.

The growing attendance and viewership highlight the importance and popularity of these series, proving that they are just as crucial to the race weekend experience as the headline BTCC rounds.

TV AUDIENCE

14.83m

RADIO AUDIENCE REACH

78.4m

BTCC.NET VISITORS

233,000

ONLINE AND SOCIAL MEDIA

500k

NATIONAL AND
INTERNATIONAL MEDIA VALUE

£19.3m

PROJECTED DRIVER AND TEAM
SOCIAL VIEWS

55m

AVERAGE YEARLY TRACK
ATTENDANCE

386,400



2025

AGR
-RACE TEAM-

PARTNERSHIP PACKAGES

Becoming a racing partner with the AGR Race Team is an opportunity to go beyond just putting your logo on our car.

It's about building a powerful collaboration aimed at amplifying your brand's visibility and reach.

Throughout the entire race season, our team will work closely with your marketing department to develop and execute a tailored strategy designed to maximise exposure to a wide and diverse audience.

Through engaging content, impactful promotions, and customised fan experiences, we'll ensure your brand connects with our fan base, on and off the track. Together, we'll drive recognition, loyalty, and memorable experiences for your brand.

Our partner packages start from from £1000.00 and increase up to £80,000.00, these can be tailored to suit your budget.



JOIN US

If you're ready to be part of our exciting motorsport journey and want to join something truly unique, we'd love to hear from you. Reach out to us, and we'll be happy to provide more details and discuss how we can tailor a partnership to fit your brand perfectly.

Judith Gregory
Marketing Manager

+44 7870 993189

judith@ashleygregoryracing.com

Ashley Gregory
Racing Driver

+44 7497 889748

ashley@ashleygregoryracing.com



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SEE YOU AT THE TRACK!



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