

PORSCHE CARRERA CUP ITALIA · DUTCH GRAND PRIX · PARTNERS

ONE SEASON. ONE HOME RACE. ONE INNER CIRCLE.

Paul de Prenter — 2026 Porsche Carrera season



THE OPPORTUNITY

A SEASON YOU CAN USE

In 2026, I'll be racing a full season in the Porsche Carrera Cup Italia. Everything is building towards one moment: racing on the same circuit and during the same weekend as the Dutch Grand Prix, the final Formula 1 race in the Netherlands.

I work with a small group of partners each year. The focus is on access, experience, visibility, and what we can build together.



THE MOMENT

DUTCH DRIVER DUTCH TRACK DUTCH STORY

Zandvoort. During Formula 1.

As part of the programme, I'll be racing on the same circuit and during the same weekend in the Porsche Supercup.

For partners, this is about visibility and being there together in a unique setting, moments around the race, time spent together, an environment that feels different from the usual.

DUTCH GRAND PRIX · PARTNERS



THE SEASON

WHERE IT COMES TO LIFE

ZANDVOORT IS THE MOMENT. ITALY IS THE SEASON.

The year takes shape in Italy. Six weekends and twelve races spread across the season, a rhythm you can join whenever it suits you. Some come along once. Others return more often.



6

Weekends

12

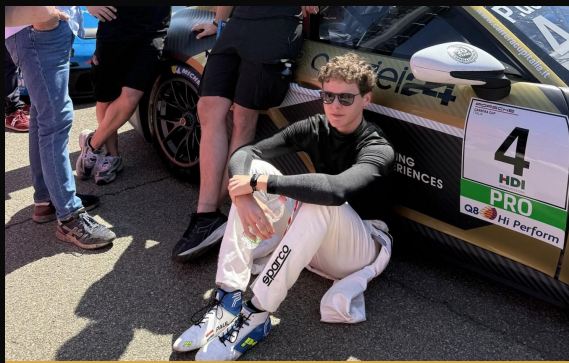
Races

IT

Carrera Cup Italia

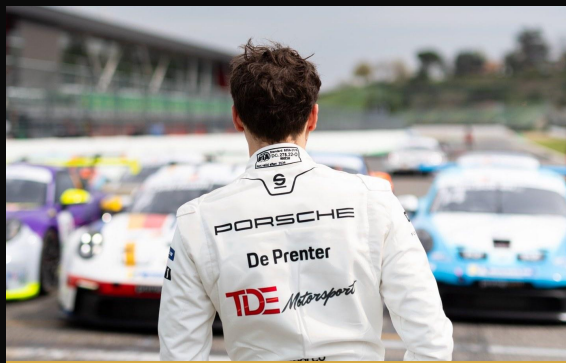
ACCESS ■ VISIBILITY ■ CONTENT

Every partnership takes its own shape. Three elements are always present



ACCESS

- Bringing people into a different environment
- Experiencing moments in the Paddock
- Direct contact with the team and driver



VISIBILITY

- On Car and Apparel
- Broadcast and Digital



CONTENT

- Capturing moments throughout the year
- Building a story together
- Using the setting as a stage

VISIBILITY

FOR MY PARTNERS

THE FINAL DUTCH GP

21–23 August 2026 · 305,000 attendance · Sat/Sun sold out (dutchgp.com)

Porsche Supercup = F1 support race.

*Supercup Zandvoort: 497M global reach / 80+ TV channels / €375M communication value
(‘Porsche Mobil 1 Supercup, 2024 season’ Global Communications Insights, April 2025)*

PORSCHE CARRERA CUP ITALIA

20 seasons of TV history (2007–2026); DAZN distribution since 2024

*Italian motorsport trade press (Italiaracing, Autosprint, Motorsport.com Italia, SportEconomy)
coverage.*

YEAR AROUND SOCIALS

Growing community on Instagram and YouTube

*14.5k followers, 1.1m views monthly (Source: Paul de Prenter Instagram & YouTube, rolling
30-day average, May 2026)*

At least 5 weekly posts, throughout the year



3 YEARS 4 LEVELS UP

2023

SIM

Self started. From home.

2024

FIRST SEASON

First couple of races, P2 as a rookie

2025

BREAKTHROUGH

3× Dutch champion in the BMW, 15 wins in 18 races

2026

NEXT STEP

Full season Porsche Carrera Cup Italia · Racing during the F1-weekend in Zandvoort · Selected for the 2026 Porsche Carrera Cup Italia **Talent Pool**, one of 8 young drivers. Coached by Larry ten Voorde.



PARTNERS

A SMALL GROUP CLOSELY INVOLVED

I work with a limited number of partners

TITLE PARTNER (1 available)

One partner. Closely involved throughout the year.

Visibility on car and apparel · Priority access in Italy and Zandvoort · Content collaboration.

CORE PARTNERS (up to 4)

A small group that actively engages with the year.

Access in Italy · Bringing clients along · Visibility · Content collaboration.

SUPPORTERS

For those who want to follow the journey.

Basic visibility · Involvement throughout the year



ONE SEASON – ONE GROUP

LET'S TALK

I build every partnership personally. If it feels right for both sides, we'll create something that fits.

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G
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