



FunCup
ENDURANCE
CHAMPIONSHIP

MARKETING
PACK 2025

THE UK'S BEST ONE
MAKE ENDURANCE
CHAMPIONSHIP



Fun Cup Endurance Championship

THE UK'S BEST ENDURANCE RACING

Fun Cup offers the excitement, drama and passion of long distance endurance racing, with a team of like minded drivers.

The tension of the start ...fuel stop strategy...driver changes...refuelling...and the drama of dealing with racing incidents...just a small part of the adrenaline rush which goes with this type of racing, whether behind the wheel, or working in the pits.

It has been born out of a passion to provide motor racing which is enjoyable for everyone concerned. A fun based championship, but with some of the closest, most competitive and affordable racing you'll find anywhere!



Fun Cup Endurance Championship

WHAT IS A FUN CUP ENDURANCE RACE CAR?

Fast, Fun and Ultra Reliable – Built without compromise to provide an exciting, safe and an incredibly rewarding driving experience.

A Fun Cup race car is a purpose built, single seater race car with controlled parts specifically designed for endurance racing

The cars are race designed, with a super strong space frame chassis. They are powered by an 1800cc, 133 bhp VW/Audi petrol engine, with the ultra reliable Sadev sequential gearbox with paddle shift. Pit-to-car radio are also available as optional extras and they all feature race brakes and fully adjustable suspension.

All cars are identical in specification, with no performance modifications, creating some of the closest racing in motorsport.

“Fun Cup is by far the best racing I’ve done. There’s lots to learn and its invaluable for drivers wanting race experience”. - **Marcus Clutton, British GT Champion**



Fun Cup Endurance Championship 2026 RACE CALENDAR

7 RACE WEEKENDS

10 RACE EVENTS

31 HOURS OF RACING

5.5 HOURS OF QUALIFYING

14 HOURS OF EXCLUSIVE TESTING

ALL RACING IDENTICAL CARS



1 X 4 HOUR

APRIL 11TH - Oulton Park International

1 X 4 HOUR

MAY 9TH - Snetterton 200

2 X 3 HOUR

JUNE 13th - Anglesey Coastal

1 X 1 HOUR 1 X 3 HOUR

JULY 18TH - Donington Park National

1 X 4 HOUR

AUG 15TH - Brands Hatch Indy

1 x 4 HOUR

SEPTEMBER 19th - Silverstone National

1 X 1 HOUR 1 X 4 HOUR

OCTOBER 17TH - Oulton Park International

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ACCELERATE YOUR BUSINESS

The Fun Cup Endurance Championship is an incredible place to generate fantastic networking opportunities. We host a large amount of like minded entrepreneurs at every single race weekend; some race the cars, some attend as guests of various teams - but all come together in the Fun Cup's superb hospitality suite to enjoy the thrills and spills from the race weekend.

Enjoy the Live Stream and experience all of the race action from the comfort of our hospitality suite. Enjoy the fabulous cuisine on offer from our French chefs, along with a few glasses of complimentary wine or beer as you watch all the action unfold.



Want to be a bit more in the action?

Fun Cup has some of the fastest pit stops outside of Formula One, with a full driver change often being done in less than 10 seconds - Come and see it for your self; We encourage you to get in and around the garage to support your teams and see the live pit stops from just a few metres away!

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THE UK'S BEST ENDURANCE RACING



The Fun Cup Provides:

- Unlimited access to the paddock, cars, teams, drivers & pit garage
- Exciting pre-race grid walks
- Incredible VIP paddock experience for people of all ages
- Fantastic hospitality for all to enjoy
- Up close access to watch the action live, including in-race pit stops from within the team garage
- Extensive, professional produced, live coverage with commentary, driver/team interviews
- Incredible Social media coverage

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MAKE YOUR BRAND STAND OUT

INTERESTED IN PARTNERING UP WITH A TEAM?

OUR CARS PROVIDE AMPLE OPPORTUNITY TO SHOW OFF YOUR BRAND...



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THE UK'S BEST ENDURANCE RACING

LIVE STREAM



We have partnered with Alpha Live for our premium Live Stream coverage. The coverage is headed by a excellent team of presenters and commentators who know the series incredibly well.

The coverage includes a pre race build up, driver interviews, grid walk, the race along with the pit stops and of course the all important podium and prize giving.

Along with our Live Stream team, we also have a professional team in Chris Hartley Media who produce high quality content for our social media channels with a mix of driver and team interviews, on board race footage and anything else fun that comes along!



Fun Cup Endurance Championship

TAKE ADVANTAGE OF OUR EXPOSURE

Digital Marketing Stats 2024

Total Impressions - 5,907,124

Total Reach - 5,596,633

Total Likes - 188,355

Average Viewership on Long form videos -
23:41 minutes



Impressions - 1,561,677



Impressions - 2,581,475



Impressions - 213,077



Impressions - 247,002

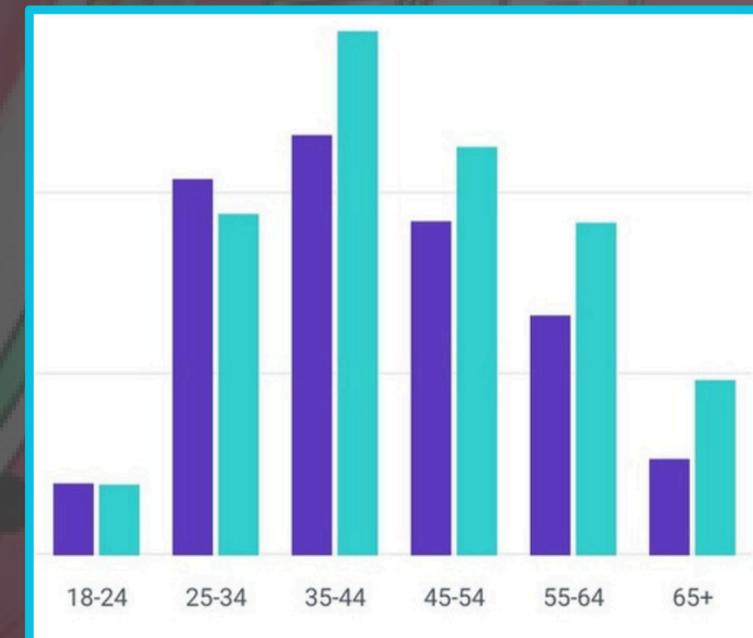


Impressions - 803,881



Sponsored Content

Video Views - 500,012



Viewer Age Demographic

Championship Contacts

Instagram - @_funcup_

Website - funcup.co.uk

Tik Tok - @funcupracing

Facebook - Fun Cup Endurance Championship

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The central graphic features a white silhouette of a racing car in profile, facing right. Behind the car is a stylized Union Jack flag. Below the car, the text "FunCup" is written in a large, bold, italicized font, with "Fun" in white and "Cup" in blue. Underneath this, the words "ENDURANCE" and "CHAMPIONSHIP" are stacked in a white, all-caps, sans-serif font, separated by thin white horizontal lines.