

SPONSORSHIP PROPOSAL · SEASON 2027

JOB KANYACHAN #251

WEEKDAY PROFESSIONAL.
WEEKEND RACER.

Racing Car Thailand | RCT Academy · Single Cam | Honda Civic EG | Team ClubBFast | Bira Circuit, Pattaya

01 · WHO I AM

SAME DISCIPLINE. SAME PERSON.

WEEKDAY	Solution Architect: 7 years of solution design, process optimisation and automation.
SIM	iRacing: Top 50 in the world on the Ringmeister leaderboard, four seasons running.
2026	Rookie season in a real race car: Racing Car Thailand, car 251, team ClubBFast.
GOAL	Climb the Thai ladder to regional TCR, then the Nürburgring 24 Hours.



A TROPHY IN MY FIRST RACE.

P5

in class, class podium

P19/32

overall

1:21.395

best lap, Bira Circuit

~9 s

found in one weekend

self-timed, no data logger



MY AUDIENCE LOOKS LIKE ME.

AGE

18–24	7.8%
25–34	70.4%
35–44	16.1%
45+	5.5%

GENDER

Men	66%
Women	34%

COUNTRIES

Thailand	61.4%
Japan	7.5%
Vietnam	4.3%
Indonesia	3.9%
Malaysia	3.3%

CITIES

Bangkok	33.8%
Chonburi	4.7%
Singapore	3.2%

LANGUAGES

Thai	55.9%
English	28.8%
Japanese	7.2%

86.5% aged 25–44. Working-age motorsport fans, 1 in 3 in Bangkok, and 39% across South-East Asia and Japan.

Source: Instagram professional dashboard, @job_lifestyle, 30 days to 19 Nov 2026

SEEN FAR BEYOND MY FOLLOWERS.

43,024

Instagram views

+152.5% vs previous 30 days

11,778

people reached (viewers)

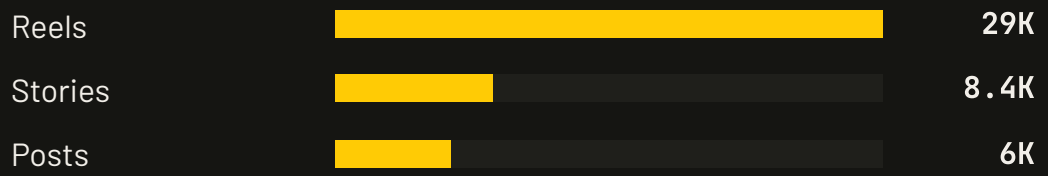
+179.2% · about 15× my follower count

3,535

followers on 3 platforms

IG 800 (Nov) · TikTok 2,409 · YouTube 326 (Sep 2026)

VIEWS BY FORMAT



REELS About 9 in 10 Reels views come from people who don't follow yet, on Instagram and Facebook. Your brand reaches new people every week.

STORIES 8.4K story views from about 800 followers. A loyal core that watches everything.

Instagram professional dashboard. TikTok and YouTube counts as of Sep 2026. Format split read from the dashboard chart.

REACH THE PEOPLE WHO BUY, NOT JUST THE PEOPLE WHO LIKE.

Working professionals who love motorsport

86.5% aged 25–44 and 66% men. Motorsport is a passion people spend on: parts, tyres, oil, track days, gear.

Bangkok first, then South-East Asia and Japan

Bilingual Thai and English content. 39% of the audience is outside Thailand, and 28.8% read in English.

Honest content people trust

Real lap times, real costs, and every partnership labelled. Your product is shown racing, not posed.

A partner who thinks like a business

A short results report after every event: placements, posts and views. And, if you want them, solution-design and automation skills for your team.

ON THE CAR. IN THE FEED. IN YOUR HANDS.

01
Livery placement
Your logo on car 251, photographed at every test and race at Bira.

02
Suit and helmet
On the driver in every podium, paddock and portrait photo.

03
Collab Reels
Co-posted with your account and labelled as a paid partnership. Thai with English subtitles.

04
Content you can use
Race-weekend photos and clips for your own channels.

05
Events
The 17 Jan 2027 livery reveal at Bira, plus track-day and paddock visits for your team or customers.

06
Report after every event
One page: where your logo appeared, the posts, the views. No guesswork.

THREE WAYS TO JOIN.

OFFICIAL SUPPLIER

Product or service partners · open

- Logo on the front fender, front lip or a bumper corner
- Product used and shown in real racing
- 1 Collab Reel per half-season
- Tagged in race-result posts
- Listed on the sponsor site

Product, service or cash

OFFICIAL PARTNER

Up to 4 brands

- Roof strip, rear-window strip, side skirt or bonnet edge + suit sleeve
- 1 Collab Reel every race weekend
- Photo pack each event for your channels
- Stories on every race day
- Report after every event

Price on request

PRINCIPAL PARTNER

1 brand only

- Roof centre panel (largest open space) + suit chest + helmet
- Monthly Collab Reel + LinkedIn feature
- Guests at the livery reveal and a race weekend
- 1 advisory day: solution design and automation
- First placement in every piece of content

Price on request

All packages can be shaped together. Every partner post is labelled as a paid partnership.

OPEN SPACES ON CAR 251.



Open **Reserved**

PRINCIPAL	Roof centre panel: the largest open space, seen in every overhead and grid shot
PARTNER	Roof strips, rear quarter-window strips, side skirts, bonnet edges
SUPPLIER	Front-fender stack, front lip, bumper corners front and rear

First come, first placed. Slots are confirmed in the order partners sign. The logo deadline for the 17 Jan reveal is 10 Jan 2027.

Livery design draft, Nov 2026. Final sizes are confirmed with each partner.

09 · SEASON 2027 · PLANS, NOT RESULTS

A NEW CAR COLOUR. A FULL SEASON.

DEC 2026
Test day 1

17 JAN 2027
New livery reveal at Bira, during the Sandwish Media Track Day

JAN–FEB 2027
Test day 2: target under 1:20

MAR 2027
Racing Car Thailand 2027 season opener, Bira

Sign by 10 Jan 2027 and your logo is on the car at the 17 Jan reveal, then all season.

iRacing Top 50 | **Racing Car Thailand · now** | PT Maxnitron | One Make Race | Regional TCR | Nürburgring 24h

BRANDS THAT ALREADY RACE WITH 251.

CLUTCH	BK Racing Clutch
TYRES	Yokohama A052
OIL	Millers Oils by Shinsiri
WHEELS	Cosmis Racing Wheels

11 · LET'S TALK

PUT YOUR BRAND ON CAR 251.

A two-line email is enough. I'll reply within 24 hours with last month's numbers.

EMAIL	aekkomchodthana.kanyachan@gmail.com
WEB	sponsor.job-kanyachan.com
SOCIAL	IG @job_lifestyle · TikTok @ninetifac · YouTube @job_lifestyle_th

Audience data: Instagram, 30 days to 19 Nov 2026. Updated monthly.