

NH NICK HO

SPONSOR GUIDE |
SEASON 2026





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Nick Ho, a 20-year-old student of International Business at the Erasmus University of Rotterdam, began his motorsport journey at a young age, starting with karting and quickly developing a strong passion for racing. He participated in various international karting championships, including the European and World Championships, where he gained valuable experience and honed his skills. In 2021, Nick reached a significant milestone by becoming the champion in the lame X30 senior class of the GK4 kart series, showcasing his talent.

He made his debut in car racing during the Zandvoort 500 endurance race, where he and his teammate Wouter Boerekamps achieved a victory in the GT4 class. This experience gave him the confidence to pursue further opportunities in motorsport.

Nick then decided to switch to sprint racing, joining the Porsche Sprint Challenge Benelux championship. Here, he dominated driving a Porsche Cayman 718. Winning every race in class led to the decision to progress to the Porsche GT3 cup car, offering new challenges and opportunities.

In 2024, Nick took another step forward in his career by competing in the Porsche Carrera Cup Benelux with the PG Motorsport team. In 2025 he continued in the series, achieving multiple overall podiums and his first race win, marking a major breakthrough. These results underline his progression, and Nick looks forward to further developing his skills in this competitive environment. He aspires to climb the Porsche Motorsport Pyramid and eventually participate in iconic races such as the 24 Hours of Le Mans, Nürburgring and Spa.





NICK HO

The transition to the Porsche 992 Cup car has been a significant challenge, as it is known for being one of the most difficult cars to master due to its pure nature. The Porsche 992 lacks ABS, traction control, and stability control, making it a true test of skill. Despite these challenges, Nick has made substantial progress throughout the season, increasingly holding his own against more experienced drivers in the field.

To maximize his limited track time, Nick ensures he is as prepared as possible before each race weekend. He focuses on the factors he can control by training 4 times a week to stay sharp and fit, incorporating running and CrossFit into his routine. In addition, he engages in daily simulator work using software developed by Motorsport in Motion, a company specializing in creating the most realistic simulation of his racing class, the 992 Porsche Cup car.

Mental preparation is also crucial for Nick, and he works with a mental coach to ensure he is psychologically equipped for the pressures of racing. On the track, Nick benefits from the guidance of his circuit coach, Wouter Boerekamps, whose vast experience in motorsport provides invaluable insights that help Nick refine his driving techniques and racecraft.

Looking ahead, Nick is planning an ambitious 2026 program, including a full campaign in the Porsche Carrera Cup Germany, the Porsche Sprint Challenge Southern Europe during the winter, and a highly anticipated guest entry in the Porsche Supercup on his home track at Zandvoort. This varied program will expose him to Europe's most competitive Porsche grids, provide experience on legendary circuits, and keep him sharp year-round. With these exciting steps, Nick continues to accelerate his development and move closer to his long-term goals in international motorsport.



SEASON 2026



PORSCHE CARRERA CUP GERMANY

The race weekends of the Porsche Carrera Cup Germany are a highlight on the European motorsport calendar, attracting large crowds and significant media attention. As one of the oldest and most prestigious one-make series, it has supported major events such as the DTM and international endurance races, making it a benchmark for professional racing. Since its launch in 1990, the Porsche Carrera Cup Germany has built a reputation as one of the toughest national championships worldwide, drawing top talent and factory-supported teams from across Europe.

The competition is fierce, with sprint races that punish even the smallest mistake, as fractions of a second can decide the outcome. The series features the same three classes: Pro, Rookie, and Pro am, ensuring opportunities for emerging talents while also providing a platform for highly experienced drivers. This blend makes it an ideal stepping stone on the Porsche Motorsport Pyramid, with many champions progressing directly to international racing success.

Participants race in the Porsche 992 GT3 Cup, a car renowned for its lightweight design (1260 kg) and 510 hp. This model is the most successful and widely produced racing car in the world, with no driving aids such as ABS or traction control, ensuring a pure racing experience. Its demanding nature and the strength of the competition make the Carrera Cup Germany one of the fastest and most respected national championships in Europe.

Organized by Porsche Germany in close collaboration with Porsche Motorsport, the series enjoys strong support and professional organization at the highest level. This guarantees flawless operations and provides a reliable framework for drivers, teams, and partners. With its combination of thrilling races, high visibility, and brand prestige, the Porsche Carrera Cup Germany offers an outstanding platform for business, sponsorship, and networking. The series continues to evolve, shaping the careers of young drivers while reinforcing the Porsche brand's reputation as the ultimate benchmark in customer racing.





PORSCHE CARRERA CUP GERMANY

The Porsche Carrera Cup Germany takes off on Saturday and Sunday in the same weekends as the DTM and selected international top events, ensuring maximum visibility and exposure. The qualifying and race 1 are on Saturday and race 2 is on Sunday, following the proven format of Porsche one-make championships.

Participants benefit from a partnership in the Porsche Carrera Cup Germany because the series:

- Exclusively runs as a support series to the DTM and other major international events, ensuring large crowds and strong media coverage,
- Offers great potential as a business platform, with excellent visibility and sponsor value,
- Showcases the fascination of the Porsche brand at the highest professional level,
- Is one of the most competitive national Porsche series worldwide, producing top-level champions,
- Has a proven history since 1990 with long-term stability and prestige,
- Enjoys national and international TV and livestream coverage,
- Serves as a direct pathway on the Porsche Motorsport Pyramid towards the Porsche Supercup and endurance racing.

CALENDAR '26

17.04.2026 – 19.04.2026 FIA WEC Imola	19.06.2026 – 21.06.2026 DTM Lausitzring
24.04.2026 – 26.04.2026 DTM Red Bull Ring	03.07.2026 – 05.07.2026 DTM Norisring
15.05.2026 – 17.05.2026 DTM Spa-Francorchamps	14.08.2026 – 16.08.2026 DTM Nürburgring
22.05.2026 – 24.05.2026 DTM Zandvoort	09.10.2026 – 11.10.2026 DTM Hockenheimring

PORSCHE CARRERA CUP GERMANY

The Porsche Carrera Cup Germany enjoys extensive media and publicity coverage, making it one of the most visible and competitive one-make series in Europe. With its long history and strong connection to the DTM, Formula 1, and other major racing events, the championship consistently attracts large crowds and international attention.


- Media Reach: In 2023, the series achieved a total coverage of 93.72 million, with 238 broadcasts across 8 channels in 5 countries, delivering more than 118 hours of airtime and a reach of over 3.24 million viewers.
- Digital Exposure: Over 2,300 social media posts across 250 websites in 20 countries reached more than 25.66 million views, while Porsche Newsroom (1.9 million

followers) and Porsche Customer Racing (153,000 followers) ensured consistent online engagement.

- Print & Press: Coverage in leading newspapers such as Noord Hollands Dagblad and Twentse Courant Tubantia, and magazines like Porsche RS Magazine and RTL GP Magazine, with a combined reach of more than 864,000 readers.
- Audience Demographics: Strong presence on Ziggo Sport with a target group including 28% aged 20–34 and 21% aged 35–49, highlighting a prime commercial audience for sponsors.

This extensive media presence ensures that all stakeholders benefit from broad European exposure, enhancing the overall impact and appeal of the Porsche Carrera Cup Germany.

	TV	ONLINE	SOCIAL MEDIA	TOTAL
Anzahl der Länder	5	19	17*	20
Anzahl der Sender/Webseiten/Plattformen	8	247	4	259
Broadcasts/Artikel/Posts	238	902	2.303	3.443
Broadcasting Time (hh:mm)	118:52	-	-	118:52
Reichweite (million)	3,24	64,82	25,66	93,72



Media monitoring 2023

93.72 million

TOTAL MEDIA
COVERAGE REACH

3.24 million

TV REACH ACROSS 238
BROADCASTS

25.66 million

Online reach from 2,300+
posts on 250 websites
across 20 countries

864,000+

Print media reach via
leading newspapers &
magazines



PORSCHE MOBIL 1 SUPERCUP

ZANDVOORT

The Porsche Mobil 1 Supercup at Zandvoort is one of the most spectacular moments of the international season, staged alongside the Dutch Grand Prix in front of a sold-out crowd. Since its debut in 1993, the Supercup has established itself as the top level of Porsche's one-make racing ladder, with a reputation for delivering some of the closest and most dramatic battles in motorsport. Zandvoort, with its fast, flowing sections and challenging banking, provides the perfect backdrop, while the atmosphere created by the passionate Dutch fans makes this round truly unique.

The Supercup grid represents the very best that Porsche customer racing has to offer. A mix of champions from national Carrera Cups, ambitious young prospects and seasoned professionals come together to fight for every position, often within a tenth of a second. Many teams operate directly from the Formula 1 paddock, creating a professional environment that mirrors the world championship itself. This global stage has produced countless factory drivers and even Formula 1 graduates, reinforcing its role as the ultimate proving ground. For Dutch drivers, competing at Zandvoort in front of their home fans is not only a challenge, but also a once-in-a-lifetime highlight.

The level of exposure is unparalleled. Each round is broadcast live to millions of viewers worldwide, with extensive coverage across TV, livestreaming and digital platforms, complemented by social media highlights and international coverage. The Zandvoort event, in particular, stands out thanks to the electric atmosphere of the Dutch Grand Prix, the huge media presence and the massive global audience it attracts. For sponsors, the Supercup offers one of the most valuable showcases in international racing, combining brand prestige with the global reach of Formula 1 and direct access to engaged motorsport fans.

Organized directly by Porsche Motorsport in partnership with Formula 1, the Porsche Mobil 1 Supercup guarantees world-class organization, strong partner activation and an exclusive platform in the heart of the F1 paddock. The professionalism extends beyond the racetrack, with structured hospitality programs, valuable networking opportunities and activation spaces that deliver measurable benefits for sponsors and partners. With its unique combination of history, prestige and visibility, the Zandvoort round represents not only a highlight of the season, but also a vital step for drivers aiming to establish themselves at the highest levels of professional motorsport.





PORSCHE MOBIL 1 SUPERCUP ZANDVOORT

The Porsche Mobil 1 Supercup at Zandvoort takes place during the Dutch Grand Prix weekend, giving the series a prime slot on the global Formula 1 stage. Over three days, drivers experience practice, qualifying, and one of the most intense sprint races of the season, surrounded by the electric atmosphere of a sold-out crowd. With the dunes circuit's fast corners and steep banking, Zandvoort provides a unique challenge and a spectacular setting for Porsche's premier one-make series. The 2026 edition will be particularly historic, as it marks the final Formula 1 event at Zandvoort before the circuit disappears from the calendar, making it the last possible opportunity to race here in the Supercup.

Participants in the Porsche Mobil 1 Supercup benefit from a program that offers far more than just racing:

- Runs exclusively as part of the Formula 1 World Championship weekends, guaranteeing maximum international exposure and global media coverage.
- Provides drivers and teams the opportunity to perform in front of Formula 1 audiences, sponsors, and decision makers at the highest level of motorsport.
- Strengthens brand presence through Porsche's world-renowned prestige, combining racing heritage with modern performance and innovation.
- Offers an outstanding business platform for partners and sponsors, with hospitality, networking and activation opportunities directly inside the Porsche paddock.
- Recognized as the ultimate step on the Porsche Motorsport Pyramid, bridging national Carrera Cups with professional endurance and factory racing programs.

CALENDAR '26

25.08.2026 – 27.08.2026

Formula 1 Dutch Grand Prix – Zandvoort (Final Edition)

PORSCHE MOBIL 1 SUPERCUP

ZANDVOORT

The Porsche Mobil 1 Supercup is the pinnacle of Porsche one-make racing and runs exclusively as a support series to Formula 1. Each race takes place in front of a global audience, with international TV broadcasts, extensive media coverage, and packed grandstands at iconic circuits. The Zandvoort round, held alongside the Formula 1 Dutch Grand Prix, offers an especially unique opportunity: the final Supercup race at Circuit Zandvoort before it disappears from the calendar.

- Media Reach: As part of the Formula 1 weekend, every Supercup race enjoys worldwide TV coverage, live broadcasts, and highlights packages across leading sports channels, ensuring millions of viewers across Europe and beyond.
- Digital Exposure: The championship benefits from Porsche Motorsport's global communication platforms, reaching millions

10+ million

Digital impressions across Porsche Motorsport & Formula 1 online channels

Prestige factor

Final opportunity to be part of the Porsche Supercup at Zandvoort – a historic milestone in motorsport

of fans through official websites, social media, and digital press releases. Teams and drivers are consistently featured across F1 weekend coverage, further boosting visibility.

- On-site Audience: With over 300,000 visitors attending the Dutch GP weekend, sponsors gain direct access to one of the largest and most passionate motorsport audiences in Europe.
- Prestige & Exclusivity: The Supercup is recognized as the ultimate stepping stone on the Porsche Motorsport Pyramid, with former champions progressing into professional GT and endurance racing. Competing at Zandvoort adds to the historic prestige, making this event an unforgettable platform for brands.

20+ million

Global TV audience per race weekend as part of Formula 1 coverage

300,000+

Spectators attending the Dutch GP on site at Circuit Zandvoort



*“At this level, performance is the result of precision, teamwork and **reliable partnerships.**”*



This SponsorGuide was made by:



NICK HO

Whether you're interested in becoming a partner or exploring one of the sponsorship packages, I'd be happy to discuss how we can create a collaboration that truly adds value to both sides. Every partnership is unique, and I'm committed to tailoring the right experience to match your goals and brand identity. Feel free to reach out with any questions or ideas

Please note that Tickets & VIP Tickets to the races do not include travel and accommodation costs.

Email: nick@nickho-motorsports.nl

Phone: 0683630988