



GHOST CHICANE x PHANTOM PADDOCK RACING

SPONSOR MEDIA KIT 2026

Clean racing. Real community. Sponsor-ready sim-racing content.

5,354

YOUTUBE VIEWS

100

AVG VIEWERS

2,060

48H YT VIEWS

PPR

LEAGUES + EVENTS

WHO WE ARE

A creator brand and a racing community with real sponsor inventory.



GHOST CHICANE

The creator-facing brand: live racing, short-form clips, personality, product storytelling and audience trust.

Best role for sponsors: live product use, affiliate codes, branded clips, panels, overlays and creator-led campaigns.

PPR

The community-facing engine: GT7 leagues, clean-racing events, Discord activity, race posters, standings and team identity.

Best role for sponsors: event naming, fastest-lap challenges, livery placement, prize support and community activations.



THE COMMERCIAL POSITION

Ghost Chicane creates the entertainment; PPR turns viewers into racers, fans and recurring community members. Together they give brands a way to appear in live streams, videos, social clips, race-night graphics and the Discord community - not just a one-off shoutout.

- AUSTRALIAN-LED
- GT7 & SIM RACING
- CLEAN RACING
- SPONSOR REPORTING
- COMMUNITY EVENTS

CURRENT PERFORMANCE

A clean snapshot for partners - no inflated totals, no unclear windows.

873

TWITCH FOLLOWERS

Public snapshot

100

AVG VIEWERS

Latest public 30d

200

PEAK VIEWERS

Latest public 30d

2,965

HOURS WATCHED

Latest public 30d

1,406

LIVE VIEWS

Latest public 30d

29h 40m

AIRTIME

Latest public 30d

YOUTUBE - LIFETIME DASHBOARD WINDOW

5,354

VIEWS

Apr 7-Sep 1

38.9h

WATCH TIME

hours

12,355

IMPRESSIONS

3.2% CTR

31

SUBSCRIBERS

Current panel

2,060

48H VIEWS

Current panel

0:57

AVG VIEW

duration

WHAT A SPONSOR CAN COUNT ON

- Recurring live-stream sponsor exposure
- A visible race community, not only passive viewers
- Trackable links, discount codes and QR codes
- Branded race assets: overlays, liveries, posters and standings
- Post-campaign reporting with screenshots and metrics

Source note: Twitch figures are public third-party estimates; YouTube figures are from supplied channel screenshots. Native platform dashboards remain authoritative.

| TWITCH PERFORMANCE

Live attention is the strongest sponsor placement.

100

AVERAGE VIEWERS

Latest public 30d

200

PEAK VIEWERS

Latest public 30d

2,965

HOURS WATCHED

Latest public 30d

1,406

LIVE VIEWS

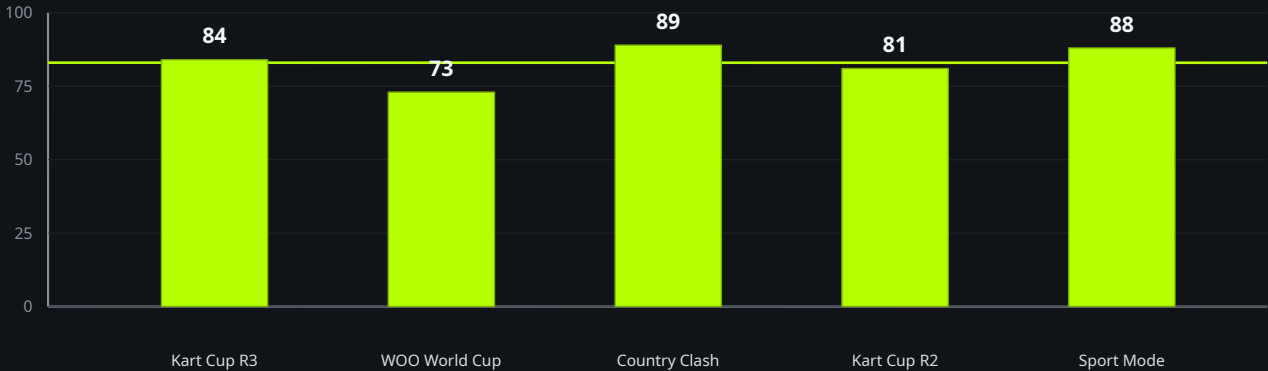
Latest public 30d

83

5-STREAM AVG

Recent broadcasts

RECENT BROADCAST AVERAGE VIEWERS



SPONSOR TAKEAWAYS

1. Live sessions create repeated brand exposure over hours.
2. Chat commands and pinned links create measurable actions.
3. Race clips extend value into YouTube Shorts, TikTok and Reels.

Use cases: overlay placement, live read, wheel/pedal demos, hydration breaks, fastest-lap sponsor card.

YOUTUBE PERFORMANCE

Real channel analytics from the supplied dashboard screenshots.

5,354

TOTAL VIEWS

Lifetime: Apr 7-Sep 1

38.9h

WATCH TIME

hours

12,355

IMPRESSIONS

3.2% CTR

31

SUBSCRIBERS

Channel panel

2,060

48H VIEWS

Current channel panel

NEW VS RETURNING VIEWERS

New viewers

63.0% of views

3,372

Returning viewers

13.7% of views

735

Other / unattributed

not categorized in this view

1,247

Views by new/returning table. New + returning does not equal total because not all views are classified in this breakdown.

CHANNEL QUALITY SIGNALS

• 3.2% CTR across 12,355 thumbnail impressions

• Returning viewers watch longer: 2:38 average duration

• New viewers create discovery scale: 7,960 new-viewer impressions

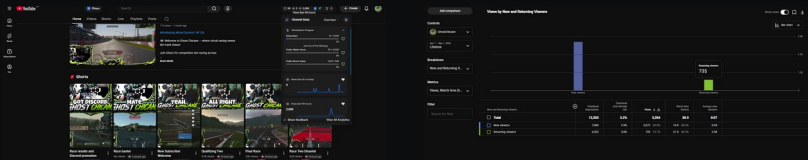
• Shorts are accelerating: 2,060 views in the latest 48-hour panel

Monetization: subscribers

31 / 1,000

Public watch hours

29 / 4,000

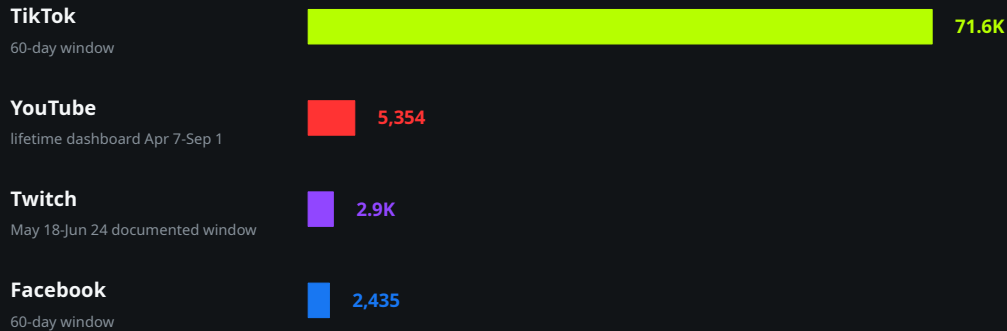


Supplied YouTube screenshots used as evidence, not decorative claims.

AUDIENCE & REACH

Platform windows are labelled clearly so sponsors trust the numbers.

CROSS-PLATFORM REACH



Different windows are not de-duplicated. YouTube uses the newer lifetime dashboard screenshot, not the old 315-view 28-day window.

AUDIENCE PROFILE SIGNALS



Sponsor fit: sim-racing hardware, streaming tech, automotive, energy/hydration, gaming accessories, apparel, local Australian businesses and creator tools.

SPONSOR INSIGHT: TikTok and Shorts create discovery; Twitch proves live attention; PPR converts viewers into active community members and race participants.

PPR RACING PROPERTIES

Recurring formats create sponsor inventory beyond one video.

PHANTOM KART CUP

Weekly kart racing, low barrier to entry, high chaos, easy social clips.

PPR GR.3 LEAGUE

Structured GT3 racing with standings, stewarding and clean competition.

MULTICLASS ENDURANCE

Long-form Gr.1 / Gr.2 / Gr.3 races with strategy, teamwork and sustained exposure.

COUNTRY CLASH

Nation-versus-nation events built for hype, community banter and sponsor-friendly assets.

COMMUNITY DAY

Open grids, clean racing and viewer participation.

SPONSORABLE INVENTORY

Naming rights
Overlay and sponsor cards
Fastest-lap challenge
Branded livery placement
Prize support and giveaways
Recap clips and race reports



Property deliverables can be sold as a single event, a monthly campaign, or a long-term title partnership.

SPONSOR ACTIVATION MENU

Practical placements a brand can buy, measure and repeat.

LIVE STREAM

Opening read, sponsor card, overlay logo, chat command, product use on camera, link pin.

SHORT-FORM

Branded clip hook, recap mention, product cutaway, caption tag, platform-native CTA.

PPR COMMUNITY

Discord announcement, event poll, race-night challenge, giveaway, feedback thread.

RACE ASSETS

Poster logo, stream thumbnail placement, livery decal, standings sponsor, fastest-lap board.

REPORTING

Screenshots, views, average viewers, impressions, engagement, link clicks and next steps.

BEST STARTING CAMPAIGN: sponsor one recurring race night, convert it into 3-5 clips, pin a tracked link, then report performance within 72 hours.

PARTNERSHIP PACKAGES

Simple starting points, scoped properly before pricing.

01

PIT LANE INTRO

Entry campaign

Panel / description logo
One live mention
One short-form mention
Basic recap

Custom rate

02

STREAM INTEGRATION

Live campaign

2-4 live integrations
Overlay + chat command
Short-form bundle
Campaign report

Custom rate

03

PPR COMMUNITY PARTNER

Event activation

Naming rights
Discord activation
Giveaway / prize support
Multi-platform recap

Custom rate

04

BRAND AMBASSADOR

Monthly retainer

Ongoing presence
Recurring product use
Custom content series
Monthly dashboard

Custom rate

Commercial notes: rates depend on campaign length, deliverables, product supply, usage rights, exclusivity, giveaway cost, paid boosting and reporting depth.

LET'S PUT YOUR BRAND ON THE GRID

Sponsorships, affiliates, product placement, giveaways and community partnerships.



NEXT STEPS

1. Confirm sponsor goal and product fit
2. Choose the right property or platform
3. Lock deliverables, dates and reporting
4. Launch the campaign with clear disclosure
5. Report results with screenshots and action points



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