

ALEXANDER "SANKKA" DAHLSTRÖM PRESENTATION 2026



TALENTED AND DEDICATED
FINNISH RACING DRIVER ON THE RISE

GT4 Driver - GT3 Ambition - McLaren Barcelona

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WHO AM I

Sankka is a **16-year-old (born 2010) racing driver from Espoo, Finland**, with motorsports in his blood - his father and grandfather both competed in Finnish national rally. He began karting at age 4, and by 2023 was a **factory driver for world champion VDK Racing** in highest international karting class (OKJ Class 1).

In 2026, Sankka takes his next step: competing in the prestigious **Iberian Supercards GT4 Championship** behind the wheel of a **McLaren Artura GT4**, representing McLaren Barcelona - SMC Motorsport, a team with deep ties to McLaren and a proven GT3 track record.

His patch is clear: build racecraft and consistency in GT4, then progress to **GT3 at the highest level**.

Sankka's stand-out characteristics

Sankka holds a strong set of qualities that are required to reach a succesful GT racing career.

Raw speed and talent

- Incredible precise on the throttle
- Ability to get most of the engine (according telemetry)
- Rare consistency in lap times (vs. peers)

Strong technical & tactical understanding and interest

- Very interested in researching telemetry and developing driving
- Strong commitment for race preparation (e.g. thorough track walks)

Very bright with strong communication/language skills

- High performer at school
- Speaks five languages: Fluent in English, Swedish, Finnish and Russian, learning Spanish

Social ability and talent

- Strong personality with genuine passion for racing
- Empathetic, knows how to listen, perform and interact with people and in teams
- International marketability and promotional skills

Social Media
(Instagram, Facebook, TikTok and LinkedIn)

3K+
TOTAL
FOLLOWERS

THE GT RACING PATHWAY



PROVEN RAW SPEED AND RACING TALENT



GT4 racing demands **precision, consistency, and the ability to develop with the car**. Sankka brings telemetry-validated pace from the highest level of international karting - and the discipline to keep building it.

- Karting since **age 4** - racing lifetime
- **VDK Factory Driver** at age 13 - OKJ Class 1
- **McLaren Artura GT4** at age 16 - 2026



STRONG FINANCIAL BACKING



GT4 and GT3 are serious professional programs. Entry fees, car operation, testing, travel, and championship logistics require significant, consistent investment. Without it, talent alone cannot unlock the next level.

**This is where sponsorship partners make the difference -
and where your brand becomes part of the story**



SOCIAL ABILITY, COMMUNICATION & MARKETABILITY



Drivers who reach the top carry sponsors with them - not just on the car, but in **authentic storytelling across platforms and markets**. Sankka has five languages, genuine character, and growing digital reach to do exactly that.

- **5 languages** - Finnish, Swedish, English, Russian and Spanish
- **3K+ followers** - Instagram, Facebook, TikTok and LinkedIn
- **Personality to attract partners and fans**



DETERMINATION, DEDICATION & MENTAL STRENGTH



Top drivers on and off the tracks are hard working and committed, but have also strong urge to win and ability to cope with pressure.

- Sankka is **fully committed** to perform on and off the track
- Sankka is focused on **balance in life and mental health**, which is essential for maximum concentration and performance

INSTAGRAM STATS

Sankka's Instagram is his most active social media channel, where he shares content about his journey to becoming a professional racing driver and future GT racing star. He shares details from his training, career and the lifestyle inside and outside of racing. He aims to inspire his followers, as well as attract brand partnerships through his content. The content showcases his personality, blending professional and relaxed.

1.7K

FOLLOWERS

65

POSTS

4,33 %

AVG. ENGAGEMENT

131

AVG. LIKES PER POST

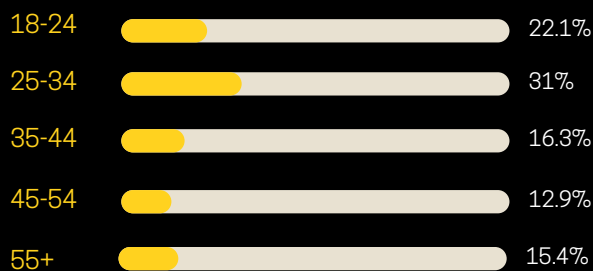
60.2%

AVG. REACH RATE

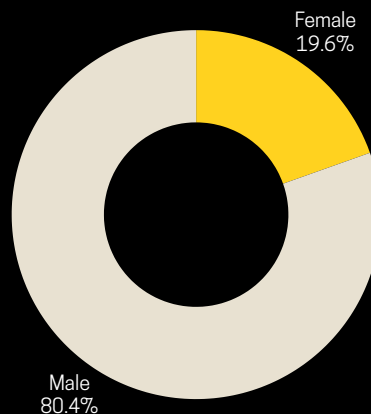
2

AVG. COMMENTS PER POST

AGE DISTRIBUTION



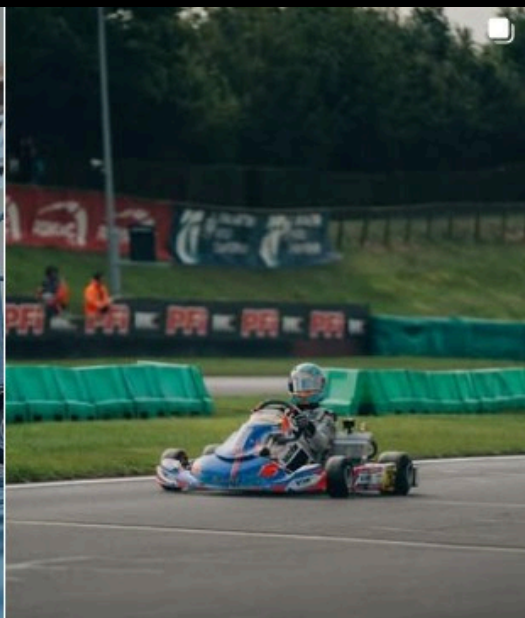
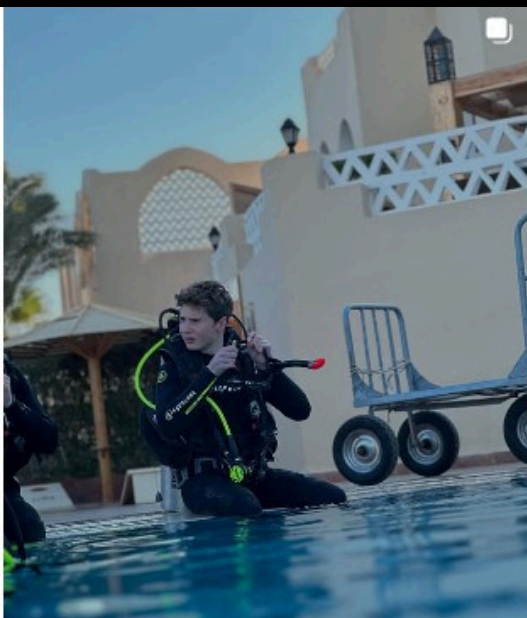
GENDER DISTRIBUTION



AUDIENCE LOCATION



INSTAGRAM



TIKTOK STATS

Sankka's TIKTOK is in building process of becoming more active and posting more TikTok type of content to engage racing fans with interesting insights on the journey of becoming a professional racing driver.

1.5K

FOLLOWERS

8

VIDEOS

290

AVG. LIKES PER VIDEO

31K

LIKES

13.1K

AVG. VIEWS PER VIDEO

9

AVG. COMMENTS PER VIDEO

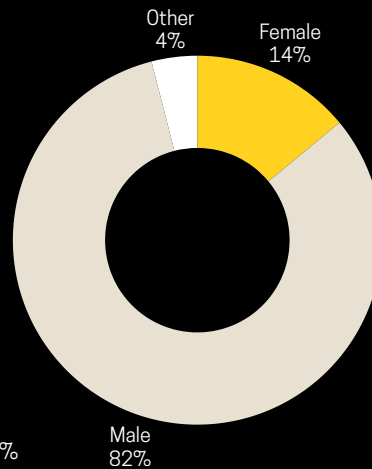
260 %

AVG. ENGAGEMENT RATE

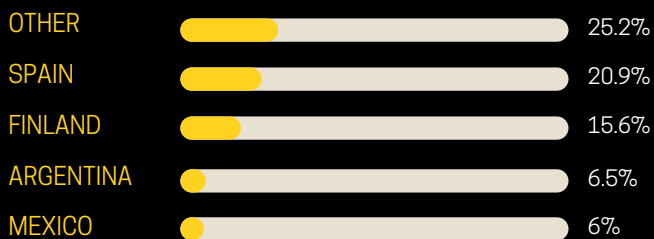
AGE DISTRIBUTION



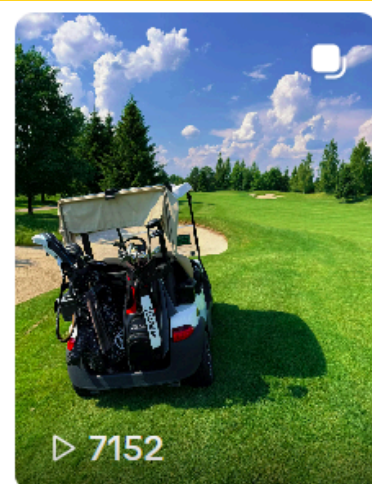
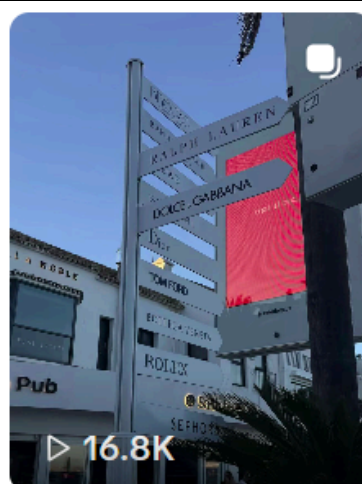
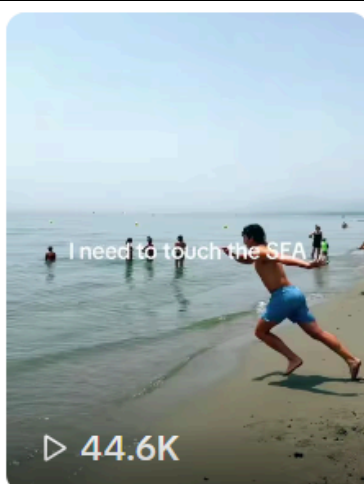
GENDER DISTRIBUTION



AUDIENCE LOCATION



TIKTOK

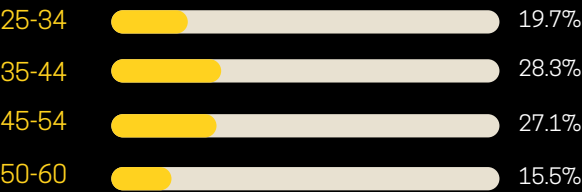


IBERIAN SUPERCARS MEDIA COVERAGE

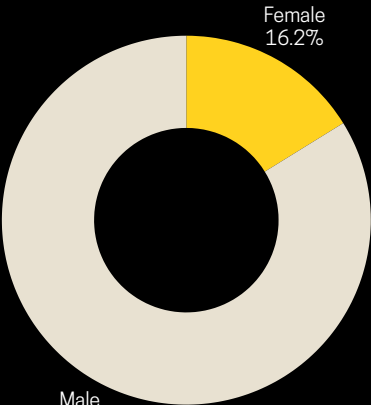
Sankka's TIKTOK is in building process of becoming more active and posting more TikTok type of content to engage racing fans with interesting insights on the journey of becoming a professional racing driver.

+45H	TV BROADCAST	+19H	LIVE STREAMING
+1000	SOCIAL MEDIA PUBLICATIONS	1.5M	VIEWS ON SOCIAL MEDIA
+2000	PUBLISHED ARTICLES	+600K	ONLINE STREAMIN VIEWERS
+150K	SPECTATORS	EUR 6M+	EXPECTED AAV

AGE DISTRIBUTION



GENDER DISTRIBUTION



AUDIENCE LOCATION



MEDIA COVERAGE



DAZN will be the official broadcaster for the championship with live coverage in Spain and Portugal.



WHY PARTNER WITH SANKKA

YOUR BRAND AT THE FOREFRONT OF GT RACING

Partnering with Sankka in 2026 means being part of the story from the beginning - with the visibility, the brand environment, and the platform to make it count.

Pan-European Broadcast Reach

Iberian Supercars broadcasts in English, German, Italian, Spanish and Portuguese - multi-market visibility with a single partnership, no complex campaign management required.

McLaren Brand Association

Competing under McLaren Barcelona - SMC Motorsport, one of the most recognized and prestigious names in global motorsport. That prestige extends to every brand on the car.

Iconic Gulf Oil Livery

The light blue and orange Gulf livery on the McLaren Artura GT4 carries decades of motorsport heritage. Few liveries are more visually recognized — your brand belongs in this company.

Race Weekend Exposure

3 championship rounds — 6 races across Valencia, Jerez and Estoril, plus private testing and qualifying. Consistent, high-frequency visibility throughout the season.

A Long Career Ahead

Sankka is 16 years old. Brands that partner now are investing in a long-term relationship with a rising talent — not buying a single season, but joining a career from the start.

Multilingual, Multi-Market Reach

Fluent in five languages — Finnish, English, Swedish, Russian and Spanish — Sankka can authentically represent and communicate your brand across Northern Europe and the Iberian Peninsula without translation.

Content Partnership Opportunity

Behind-the-scenes paddock access, race day content, driver interviews and team moments — Sankka's season generates a steady flow of authentic, high-quality content your brand can be part of across Instagram, TikTok and LinkedIn.

Professional Management

358 Sports Management brings brand partnership expertise, media support, and strategic guidance. You work with a team built around making partnerships perform.

SPORTS AND ATHLETES MAKE BRANDS UNFORGETTABLE



PICTURES

LET'S BUILD **SOMETHING LASTING**

We work closely with every partner to build a collaboration that fits your brand objectives - not standard package, but the right one for you. Whether your focus is on-car visibility, content partnerships, or direct audience connection across European markets, we would love to start a conversation.



**Reach out to explore what a partnership with Sankka
could look like for your brand**

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