

# WFS

WARWICK FORMULA STUDENT

## 06-07

### Sponsorship Proposal

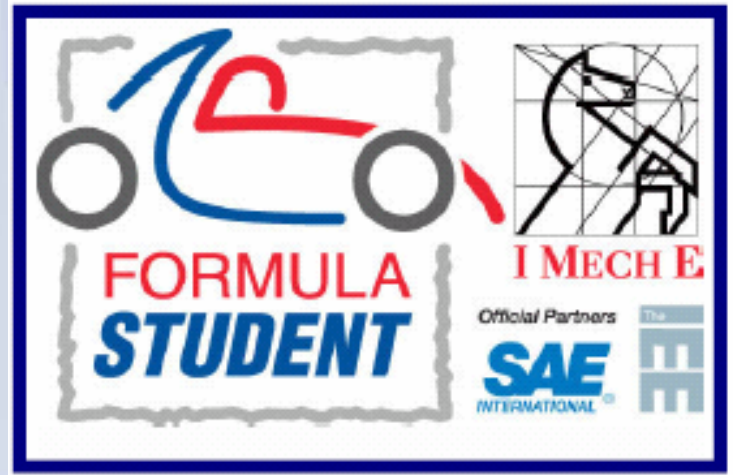


THE UNIVERSITY OF  
**WARWICK**

# Formula Student and The University of Warwick

## What is Formula Student ?

Formula student is a very high profile international competition run by the ImechE in which universities design, build and race a single seated racing car. The competition evaluates the cars using a number of static and Dynamic events.



## Why Take Part in The Competition?



The 2005 Warwick Formula Student Team and car W3 pictured with Pat Symonds (standing) and Jon Hilton (cockpit)

Whilst taking part in the project the students learn many new and useful skills such as how to apply their academic knowledge to solve real world problems. In order for the project to be successful the students must learn how to work as part of a team, how to use their time efficiently

and how to meet deadlines. They are also exposed to new situations such as raising sponsorship money, dealing with suppliers and PR. It is also a unique opportunity for industry, and academia to develop strong, long-term links.

# Who Are Warwick Formula Student

Warwick Formula Student is an award winning team and has gained prizes a wide variety of awards since the team was founded. The project has now been running for 5 years, in this time the quality of our entry has consistently improved, with our highest overall finish in 2006 of 12th in the U.K. In previous years the team have been awarded the RS Components award for the 'Most innovative use of electronics by a UK team', the IEE Best website award and the National Instruments awards for 'Best Use of Instrumentation and 'Best use of Labview Software'.



The RS trophy awarded to WFS 2005 for 'Most Innovative use of electronics by a UK Team'

## What are the cost Implications

Warwick Formula Student is a very expensive project, with an approximate budget of £30,000 due to the nature of the project and the amount of resources that are required. An outline of some of the costs involved is shown below:



- New ECU - £1000
- Test day - £400
- Machining - £70 per hour
- Second hand engine - £1200
- Computer Hardware for telemetry unit - £1000
- Tyres-£100 per tyre

# How Can You Get Involved

Sponsorship can be in the form of cash, or any of the many other resources that the team needs to compete, as listed below:

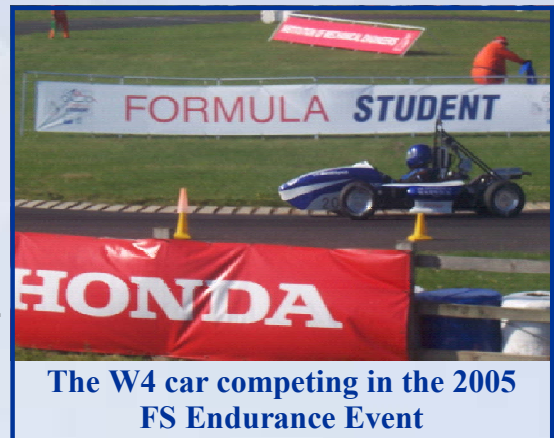
- Financial Backing
- Vehicle Parts
- Technical Support
- IT
- Materials
- Tools
- Clothing
- Printing
- Other\*



The W5 car competing in The 2006 FS Sprint Event

Cash is one of the biggest limiting factors to Warwick Formula Student.

Lack of funds to purchase necessary equipment or carry out essential testing can stall the development process and thus reduce the level at which the car can compete. Increased funds would benefit the team in many ways but a great benefit is that it would give the team the option of outsourcing more parts for manufacturing. This would increase the quality and rapidity of producing components and thus speed up the development process.



The W4 car competing in the 2005 FS Endurance Event

*\*Any other assistance that you feel would benefit the team would be gratefully accepted.*

# How Would You Gain Exposure?

## Car

Your logo would be prominent on the car, acting as an advert to anybody looking on at a competition where the top engineering students will be present.

## Engineering department

Warwick Formula Student has five working facilities including the office, the test cell, the electronics laboratory 'the old pits' and 'the new pits'. This provides the space necessary for the design, manufacture and maintenance

## Website

The 2003/4 team won the IEE Best Website award. Your logo would be included on the website and a link to your website would also be possible. The Warwick Formula Student website is the second search result found on Google™ when a search for 'Formula Student' is made, after the official IMechE site.



The 2005/06 WFS Team in the pits preparing the

## Media coverage

Warwick Formula Student has been featured in Professional Engineering magazine and The Sunday Times. The team aims to increase the level of media exposure on campus through the university's own paper The Boar, and other local media.

## Newsletter

The team produces a monthly newsletter that is sent to all people associated with WFS including supporters, staff, friends and sponsors.

**APEX**

# The Sponsorship Packages

If you would like to get involved with this fantastic project, the team offers four packages that sponsors will receive depending on the amount invested. However we understand that each company's needs are unique and will be more than happy to tailor a package to suit you.

The following four packages are available:

### **Bronze package**

A reasonable donation to the team in the order of £750:

- **A 6,000mm<sup>2</sup> transfer of your logo on the car.**
- **Monthly updates via the team newsletter, APEX.**
- **Links to your website on the award-winning Warwick Formula Student website.**
- **Invitation to see the car at the 2007 event at Bruntingthorpe.**

### **Silver Package**

A medium donation to the team in the order of £2000

- **All of the bronze package benefits.**
- **A 15,000mm<sup>2</sup> transfer of your logo on the car instead of a 6,000mm<sup>2</sup>**
- **An invitation to see the car at test sessions.**
- **Advertising space outside two of the busiest lecture theatres on Campus.**

# Join The Team

## Gold Package

A large donation to the team over £3000:

- All of the silver package benefits.
- A 25,000mm<sup>2</sup> transfer of your logo on the car instead of 15,000mm<sup>2</sup>.
- A 2500mm<sup>2</sup> logo on team shirts.
- A tour of the School of Engineering, Warwick Manufacturing Group and the Advanced Technology Centre, all of which are based on the Main campus.
- A slide on the “welcome” plasma screen in the School of Engineering.



The W5 car on display outside 'The Pits' in the School of Engineering where it may be admired by visiting academics, potential students and their families on open day tours.

## Principal Sponsors

For exceptional donations we provide an exclusive package for people or companies wishing to become a 'main sponsor' of the team.

In addition to the benefits of all three other packages, the main sponsor gains the following benefits:

- Company logo on the team's kit (up to 15,000mm<sup>2</sup>).
- A 30,000mm<sup>2</sup> logo on car.
- Company logo on the home page of the website.



Warwick Formula Student has just entered its sixth year and without the help and support of its sponsors, the successes of the previous award-winning cars would never have been possible. If you would like to be part of building the success that is Warwick Formula Student then we look forward to hearing from you in the near future.

**For more information or to get involved, please contact:  
Ben Bonham or Jonny McKane - WFS sponsorship**

C/O Dr Steve Maggs  
School of Engineering  
University of Warwick  
Coventry  
CV4 7AL

**Ben Bonham WFS Sponsorship**

07742502632  
b.j.bonham@warwick.ac.uk

[www.formulastudent.warwick.ac.uk](http://www.formulastudent.warwick.ac.uk)

**Jonny McKane WFS Sponsorship**

07890011007  
j.r.mckane@warwick.ac.uk

[www.formulastudent.warwick.ac.uk](http://www.formulastudent.warwick.ac.uk)