



SPONSORSHIP

BROCHURE | 2020/21



OUR IDENTITY

We are a cross-disciplinary team of tenacious engineers fixed on one goal: producing a high-performance racing vehicle worthy of the Silverstone Circuit, and other iconic circuits worldwide.

We are **Warwick Racing**, the University of Warwick's Formula Student Team.

Within this prospectus you will find information on how you can support our challenging and innovative endeavour, and how we can raise the profile



OUR EDGE

As a team of undergraduates studying at one of the UK's top universities, we are surrounded by an established roster of world-class research groups.

Warwick is consistently ranked within the top 10 UK universities* and 6th best in the UK for Engineering.

Our partnership with Warwick Manufacturing Group grants us access to bespoke facilities including the International Automotive Research Centre, which features one of Europe's largest battery research labs, and a prominent expanding workshop in the International Manufacturing Centre

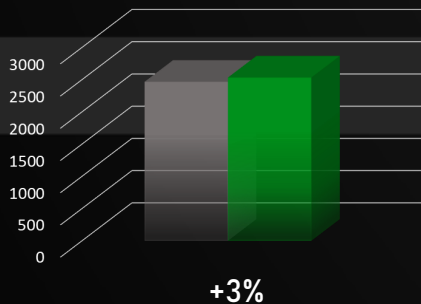
*according to both the Guardian and the Times university guides

OUR SOCIAL MEDIA

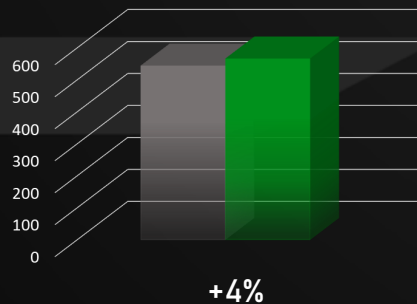
Our social media continues to grow, with over 2500 likes on Facebook and over 500 followers on Twitter and Instagram.



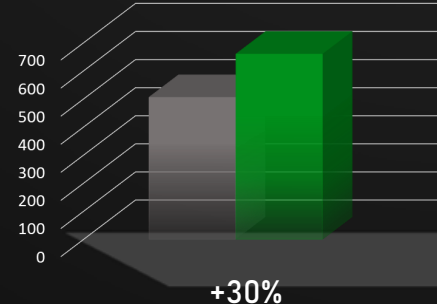
2019	2020
2,467	2,532



2019	2020
545	567



2019	2020
507	661

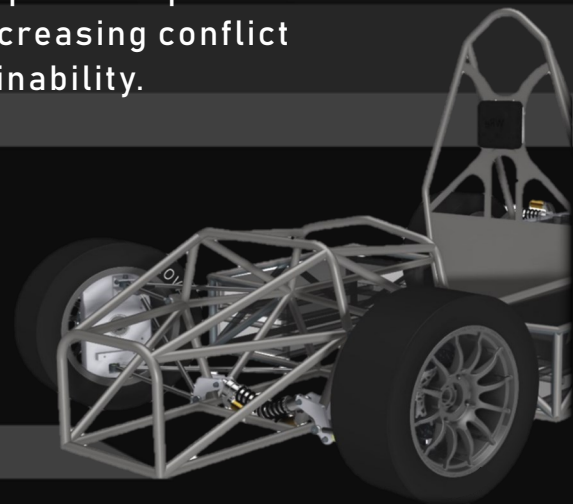


OUR SUSTAINABILITY STATEMENT

Recent declines in vehicle manufacturer participation in professional motorsport have been partially driven by the increasing conflict between brand image and environmental sustainability.

With EVs becoming increasingly integrated into society, Warwick Racing rises to the challenge by diversifying into the Formula Student's Electric event.

With research into recycled carbon-fiber polymer composites, we are well under way to developing innovative, low-footprint design solutions.



OUR ACHIEVEMENTS

- Increased our female participation to 33% in 2018
- Ranked 5th in cost and 7th in business at virtual FSUK 2020
- Consistently competed from 2013 to present
- Previously competed in Germany and Australia

OUR GOALS

- Complete all events in Class 1 at FSUK 2021
- Further increase our female participation
- Grow our total social media





BENEFITS OF SPONSORING US

- I. Warwick University is renowned for consistently producing top quality graduates. Sponsoring us will unlock the ability to promote career opportunities to a pool of talented individuals.
- II. Formula Student is highly popular among our global body of undergraduates, postgraduates and alumni, guaranteeing your business international exposure.
- III. Case-study usage of your products/services promoted across our social media will expose your business to all our followers.
- IV. Demonstrate your business' commitment to a sustainable future by investing in sustainability-focussed team.



SPONSORSHIP PACKAGES

All sponsors will receive regular newsletters and updates on our progress, will be invited to all promotional and academic events, and feature on team clothing. Higher tier packages include all prior marketing and extras.

BRONZE	CONTRIBUTION*	MARKETING	LOGO PLACEMENT	EXTRAS
	Up to £1000	All social media platforms	Website Car : small Newsletter : small Teamwear: small	Tour of the workshop
SILVER				
	£1000+	Newsletter article	Website Car : med. Newsletter : med. Teamwear: med.	Guest speaker event
GOLD				
	£3500+	Case study video	Website Car ; large Newsletter ; large Teamwear: large	2 tickets to FSUK 2019
PLATINUM				
	£5000+	Fully negotiable package		

*All contributions are cash or in-kind excluding VAT. All packages are subject to change and are open to negotiation. Long term and previous sponsors will receive greater benefits.

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WARWICK RACING 2020-2021

WMG, INTERNATIONAL MANUFACTURING CENTRE, UNIVERSITY OF WARWICK, COVENTRY, CV4 7AL



WARWICK-RACING.CO.UK



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