

# Sponsorship Brochure



WARWICK RACING

# About us

Since 2014, Warwick Racing has been producing single seat race cars to compete in the annual Formula Student Competition UK hosted at Silverstone.

The team is fully student led, and is comprised of an Engineering, Business and Marketing team. They work in tandem to ensure the construction of a competitive car and oversee the growth and outreach of Warwick Racing as a brand.

Warwick Racing is home to a diverse group of students from disciplines not only limited to engineering, but also extending to areas such as economics and finance. The University of Warwick, where the team is based, is consistently ranked within the top 10 Universities in the UK overall, and in the top 5 for Engineering.

Warwick Racing has produced seven generations of internal-combustion engine cars which have achieved considerable success. Since 2018 however, the team has taken on a new challenge and shifted its overall focus to making fully electric-powered racers, to address environmental concerns and work in a fast growing, innovative field of technology. From 2022, the team has also undertaken another challenge in manufacturing a fully fledged autonomous vehicle.



# Where are we competing?

## Formula Student

The determination put in by the team throughout the year culminates in our participation of the Formula Student competition. Formula Student is directly connected with the Institution of Mechanical Engineering, and is Europe's most established educational engineering competition, celebrating its 20th Anniversary in 2018.

As per the mandates of the competition, our team works all year to research, manufacture and develop a single seater powered by an electric motor. The competition takes place in July at the prestigious Silverstone circuit, where we compete with over 100 international teams to achieve the best possible result in endurance and autocross events.

Backed by industry leaders and high-profile engineers such as Patron and Ross Brawn, the Formula Student competition aims to develop enterprising and innovative young engineers and encourage more young people to take up a career in engineering.

# FORMULA STUDENT

Institution of  
**MECHANICAL  
ENGINEERS**



# Our Teams

## Technical

The team's consistent success in the yearly competition has been built by hand-picked, motivated engineering students, ready to face new challenges. The team aims to ensure that the car is prepared both in terms of compliance and performance for the competition, utilising the latest materials and technology. Our engineers are highly motivated for the team to succeed, and our innovation gives us an edge over our competition. Unlike most units, we work on all car parts in house. Our technical division is comprised of eleven different teams: Aerodynamics, Batteries, CAD, Chassis, Control Systems, Data & Testing, Electrical Systems, Gearbox, Motor, Suspension and Vehicle Dynamics. Each team consisting of students who are extremely motivated, talented, and have the potential to be future leaders of their industry.

Our main Goals for this year:

- Get WRe2 ready to race competitively in FSUK 2023.
- Finish in the top 10 teams during the Silverstone competition.
- Place on podium in the EV Category
- Implement new processes and tools.
- Become a more inclusive and diverse team by increasing female participation.



# Our Teams

## Business

Here at Warwick Racing, our business team is integral in generating the funding base required for season long research and development. The team has 3 main commissions: Raising sponsorships, managing procurements, and organising events with sponsors.

Our team has been allocated such that we can most effectively complete all three responsibilities. The business team also works closely with the technical division to develop projects aiming to educate members of the Warwick Racing Team and participants in our events.

## Media and Marketing

Our media and marketing team works from capturing, editing and publishing content for a range of media platforms and of different target audiences. From producing technical newsletters, detailing the technology within the car, to posting updates to social media informing those following along of events which the team have hosted or attended.

Our team collaboratively work together to ensure that all content produced is to the best calibre, ensuring the best outreach using practices used within the industry.



# What makes us different?

## Main Goal – Educate people

In previous years our sole focus has been to perform competitively at the Formula Student competition. Recently however, we have acknowledged the level of positive influence Warwick Racing as a team can have on the University and students. Therefore, this year our primary goal alongside competition, is to utilise our business and technical experience to provide educational insights to team members and School of Engineering students. Below are some ways that we aim to achieve this:

- Hosting a seminar series explaining more about the technology incorporated into WRe2 to all team members and the interested in the automotive industry.
- Educate people about the importance of technology that allows for green, zero emission vehicles.
- Discuss how skills used to succeed in Warwick Racing can be transformed into having a successful career in the automotive industry as well as a variety of other sectors.
- Emphasise the importance of diversity in STEM groups.
- We are able to use a number of platforms to communicate our educational insights.
- Directly connecting and collaborating with societies whom are also working towards creating a more diverse University.



1174 Followers



2857 Followers



673 Followers



44 Followers



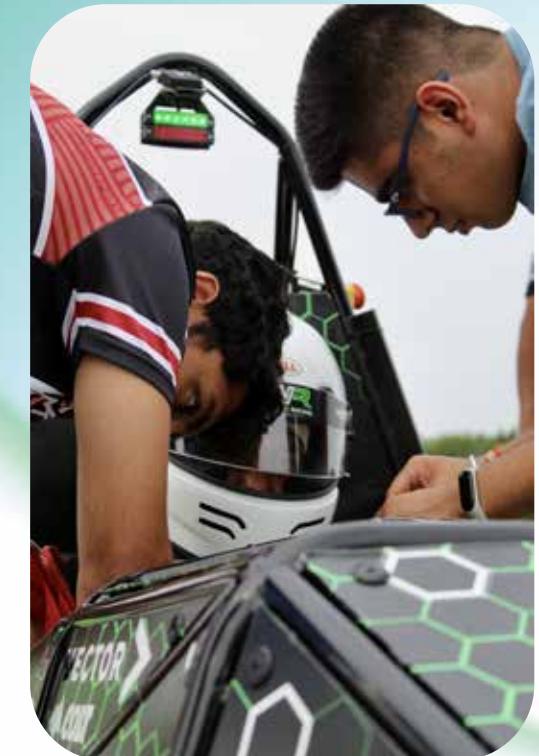
91 Subscribers



# Benefits of working with us

Here at Warwick Racing, we appreciate our sponsors and what they provide for us. We understand how important it is to have a mutually beneficial relationship. Along with the benefits we have listed below, we are open to bespoke requests.

- Direct connection with prospective employees from our team, Warwick School of Engineering and the University of Warwick.
- Possibility for event organisation on campus.
- Promoting companies on our social media.
- Sponsorship of a team promoting new, green technology.
- Being able to work with a team that not only strives for success but also on educating young engineers to become more competent, highly skilled employees.



# How can you help

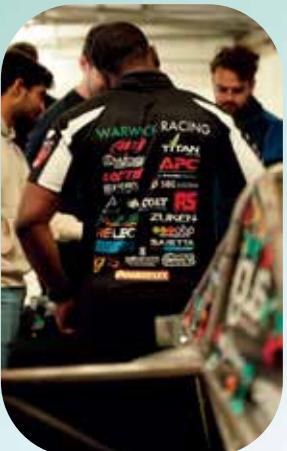
## Financial Support

- Financial sponsorship is an invaluable form of support for us as it allows the team to purchase tools and components on the manufacturing side, as well as funding outreach events, entry and transport to the Formula Student competition.



## Software

- Warwick Racing prides itself on being a forward thinking, innovative team. As such, being able to use the latest software technology is in line with our vision. Access to high level software can allow for reliable optimisation of parts for the car; something that is particularly important for us as the parts are designed and machined in house.



## Technical consultancy

- Being a fully student led team, a technical consultancy sponsorship would present a great way of providing insights to the team which will enhance their knowledge base and ability. Being able to gain experience from industry leaders is also extremely useful to prepare members of our team for future careers in the sector.

## Components

- Although much of the car is currently manufactured in house by the team, being able to use specialist components such as brakes, tyres as well as testing equipment that is manufactured by specialists in their field is crucial to the performance of the car.

# Sponsorship Types

- We are open to companies of all sizes and disciplines to join us. We would like to schedule a meeting with a potential sponsor to discuss the type of sponsorship they are looking to provide, as well as the benefits that we can offer in return.

Contribution*	Marketing	Logo Placement	Extras
 Up to £1,000	All social media platforms	Website Car: small Newsletter: small	Tour of the workshop
 £1,000+	Newsletter article	Car: medium Newsletter: medium Racing polo	Host a Seminar
 £3,500+	Case Study video	Car: large Newsletter: large Racing polo	Car can be used for promotional use
 £5,000+	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.