

The Capital's Race Team



ANUFS

ANU Formula Sport

Prospectus for Future Partners

Contents

1. Introduction.....1

2. Meet our Team.....2

3. Our Values.....3

4. Design.....4

5. Current Iteration.....5

6. What's in it for you..6

7. Sponsorship Tiers...7

8. Contact Info.....8

Formula SAE

is an annual international University design and racing competition hosted by the Society of Automotive Engineers since 1980. The competition challenges students to develop a small-scale Formula style race car. This car is then evaluated in three categories at the annual event held at **Winton Motor Raceway in Benalla, Victoria.**

1. Design Event

Dynamic Tests:

- Acceleration
- Skid pad
- Autocross
- Energy efficiency test

2. Cost Event

To determine the most cost-efficient car:

- Race car cost report
- Cost factor over vehicle performance

3. Presentation Event

To determine the car with the most development potential:

- Future market potential
- Future technological evolution
- Mass production viability

2020

Team Formation
08.2020

2021

Race Car Manufacturing
7.2021 – 6.2023

2022

Design Finalisation
03.2022

2023

Cost Event Preparation
01.2022 – 10.2023

Car Tuning and Optimisation
5.2023 – 09.2023

Formula SAE Registration
09.2023

Driver Training
09.2023 – 11.2023

Formula SAE!
10.2023 – 12.2023

Meet Our Team



Our motorsport team is made up of some of the most passionate students from the Australian National University. Coming from 7 different colleges of the ANU, we have a diversely skilled team. We apply the most cutting-edge motorsport technologies by designing, building, racing, and presenting our own formula-style race car in the Formula SAE Competition.

Hailing from Australia's #1 ranked university and representing the country's capital city, our aim is to perform at the highest level. We expect performance, both in our car and in our team, and this shows in our work ethic and in our results every day.

Master of All Traits

Engineering is not possible without the support of businesses, and business cannot be sustained without continuous technical innovations. Our team will not be limited to what we study after this competition. We will strive to further both technical and business skills.



OUR VALUES

Team of Diversity

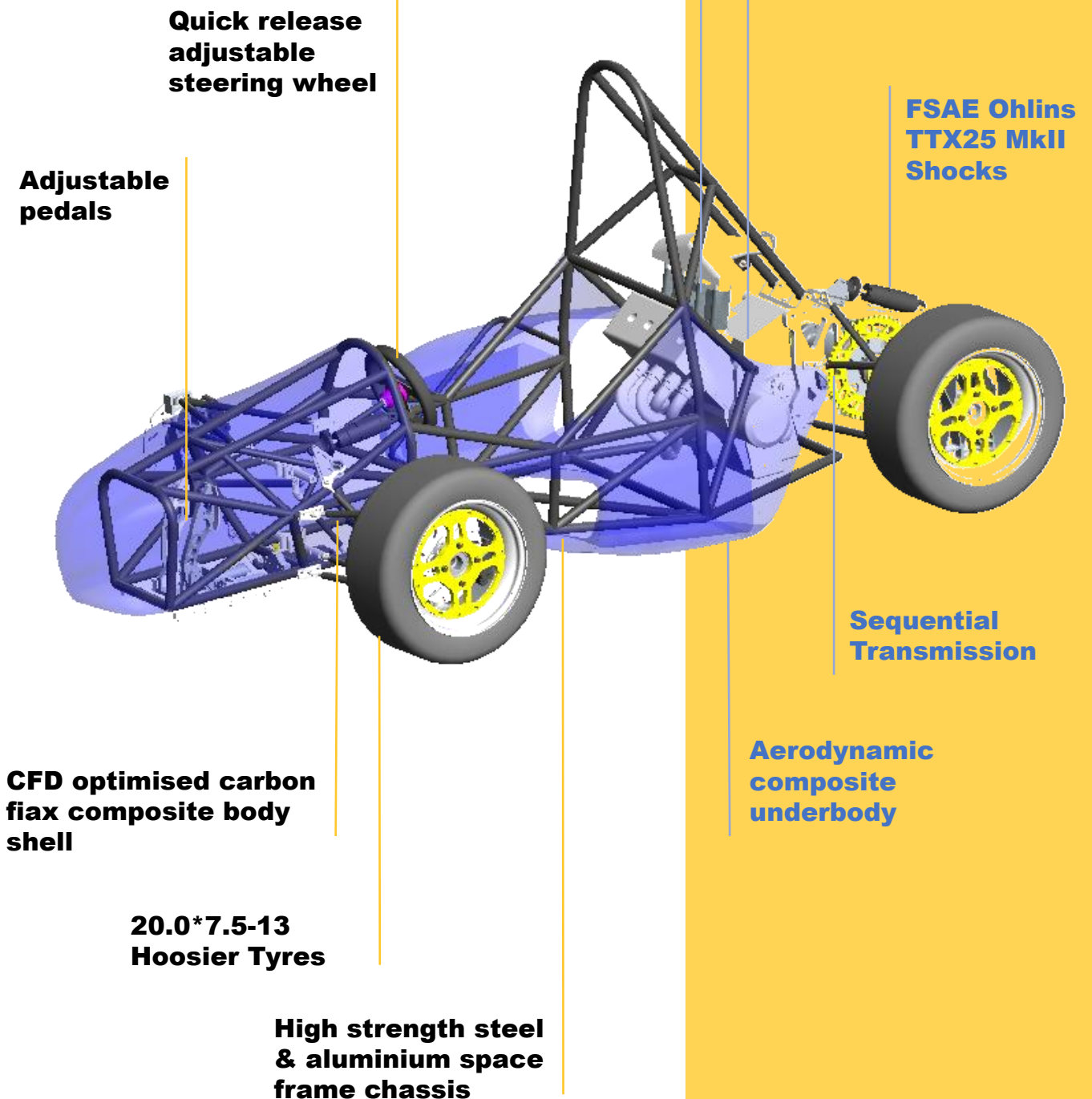
Innovation is our job, but diversity is our core. We believe that there is always a place for the willing. Our team endeavours to find the best union of ideas and welcomes members from all backgrounds.

Generations of Excellence

We strive to bring our knowledge out of the classrooms and test it on track! Excellence is to be achieved through the continuous push of both the limit of ourselves in sustaining the project as well as pushing the limits of cutting-edge technologies, with respects to the car usage.



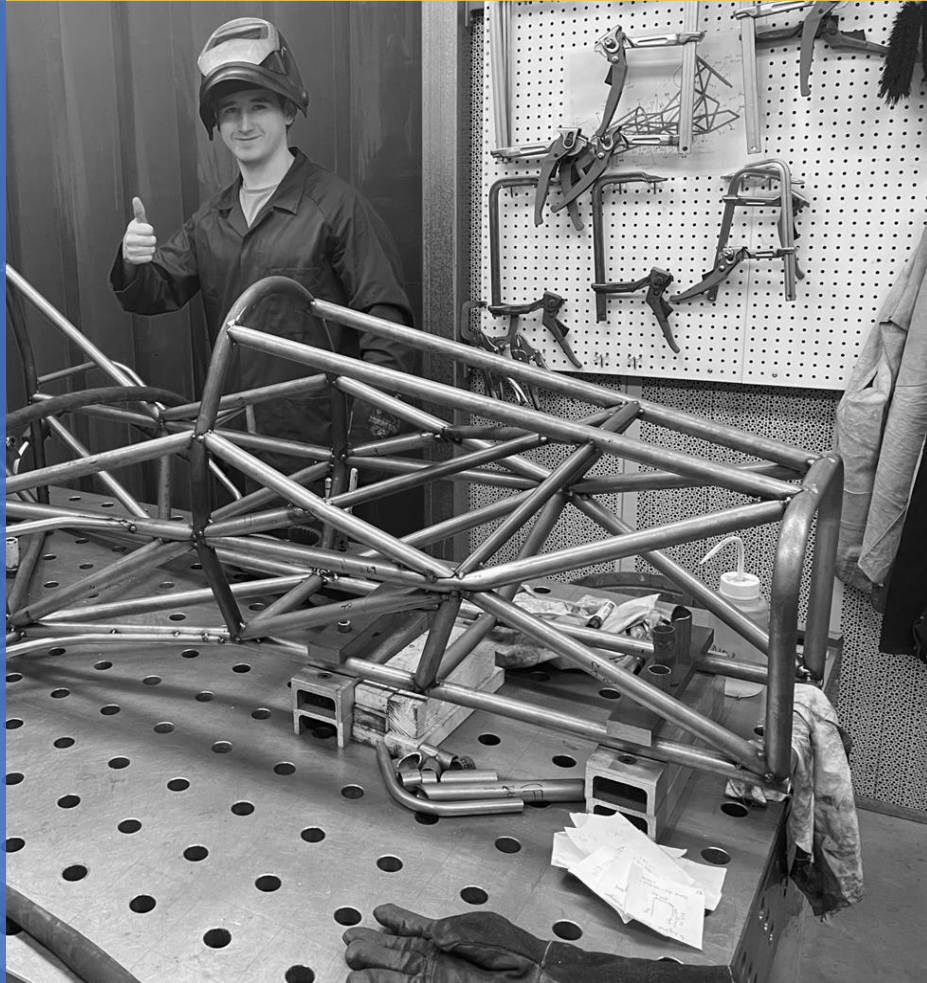
Design




Current Iteration

The Build

In 2021 the Team finished the design of the current iteration of our car. In 2022 the team finished the chassis including engine and suspension mounting. In 2023 we race!



The background of the entire page is a grayscale photograph showing two individuals, likely students or team members, focused on working on the engine of a vehicle. One person is in the foreground, leaning over the engine, while the other is slightly behind them. The image is partially obscured by a blue diagonal overlay at the top and the text blocks.

The world is full of amateur racers, teams, tuners, and enthusiasts so setting your name apart while gaining brand love in this busy space is a real challenge. Originating in the ACT, we will be **showcasing** our race car and the project via university and community events, track days, car meets, and more.

Offline events are never enough, so we have created accounts on various **social media** channels for more exposure of the team and our partners (**you!**).

And of course, Formula SAE is covered by the **major car forums and medias**, as well as online and in-person spectators from around the world.

**When Australia
and the World
SEE us,
They see **YOU!****

Sponsorship Tiers Summary

	Title	Gold	Silver	Bronze	Supporters
Exclusive Naming Right	✔				
Car for Advertising	✔				
Website Featuring	Individual section on sponsor page	Name, large logo, description, link website	Name, large logo link website	Name, medium logo link website	Small logo and link website
Social Media Exposure	Company frequently featured in posts	Company consistently featured in posts	A few company posts	One company post	Logo on ANUFS materials (e.g., brochures)
Logo on Car and Apparels	1 big on car + apparel	1 medium on car + apparel	1 small on car + apparel	Apparel only	Apparel only



Together,

we shall compete at the pinnacle of student motorsport. Through this process we shall make our name known to thousands of enthusiasts inspired to the motorsport world along with helping to grow your business through exposure of this globally-renowned competition!



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ANU Formula Sport



PARTNER UP!