

**SPONSOR**  
**FORMULA STUDENT 2009**

# **CAPTURE** **THE FUTURE.**

## **FORMULA** **STUDENT**

Institution of  
**MECHANICAL**  
**ENGINEERS**

16-19 July 2009  
Silverstone,  
UK

[www.formulastudent.com](http://www.formulastudent.com)

### **DOES THE MOST PROMISING ENGINEERING TALENT OF THE FUTURE KNOW ABOUT YOU?**

Getting involved with Formula Student helps you recruit the best, and is your perfect chance to capture the imagination of the next generation of key decision-makers and influencers.

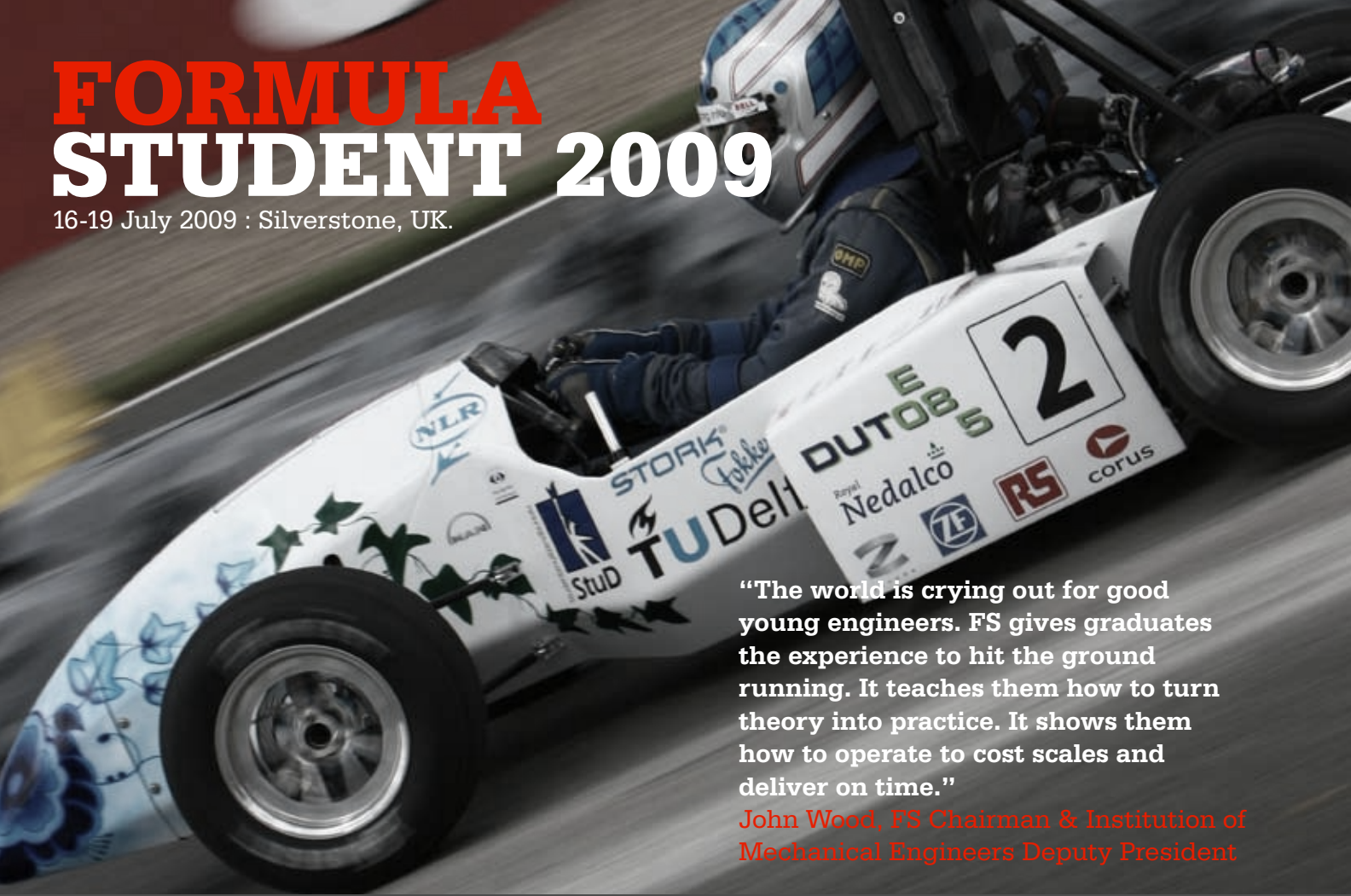
You can target the entire market by partnering the whole annual project or insert your company brochure into the registration bags, or anything in between. Our menu of options offers flexible, tailored packages; this allows exclusivity and helps you maximise your return on investment.

To talk through what you would like to achieve, how best we could work together and the range of sponsorship opportunities, call Kate Jones (FS Project Leader) on +44 (0)20 7973 1287 or drop her a line at [k\\_jones@imeche.org](mailto:k_jones@imeche.org)

**Improving the world through engineering**

# FORMULA STUDENT 2009

16-19 July 2009 : Silverstone, UK.



**“The world is crying out for good young engineers. FS gives graduates the experience to hit the ground running. It teaches them how to turn theory into practice. It shows them how to operate to cost scales and deliver on time.”**

**John Wood, FS Chairman & Institution of Mechanical Engineers Deputy President**

Formula Student is a breeding ground for world class engineers. Over 2000 engineering undergraduates come from more than 20 countries to rise to the challenge: design and build a single-seat racing car. Their creations are evaluated by leading experts, and then put to the test under race conditions at Silverstone Circuit.

## GET INVOLVED!

- Recruit the best engineering graduates
- The prestige of partnering with this worldwide event
- Media coverage - valued at £1,000,000 AVE
- Access your target market
- Promote your products/services
- Corporate responsibility - give something back
- Help to develop first-rate, job-ready engineers for the industry

## PRAISE FOR FORMULA STUDENT

### **Paul Mailhot, Senior Director of Worldwide Education Programs at Autodesk (FS2008 Partner)**

This exciting competition allows students to try their hand in motorsports engineering and show potential employers they have what it takes to succeed in the professional world. Autodesk is committed to ensuring that the best and brightest minds of today have opportunities like Formula Student so they can become tomorrow's leaders in innovation.

### **Ross Brawn, Team Principal at Honda F1 and Formula Student Patron**

I believe Formula Student (FS) is an excellent initiative. I have attended a number of FS events and they just seem to get better each year. I'm always slightly nervous when we hire an engineer, regardless of academic qualifications, if they don't have practical experience. And I can see that FS goes a good way towards achieving that. The enthusiasm and commitment shown by the students taking part in FS fills me with optimism for science and engineering in this country.

### **Jon Hilton, Chief FS Judge (Managing Partner, Flybrid Systems)**

Everyone has been blown away by the standard of competition at FS and we have all been left massively impressed and in awe of the students' commitment.

### **Matt Manley, Shell (FS Graduate)**

Although I find that I have needed many aspects of my degree in my job, the variety of skills picked up from FS have proved the most useful.

### **Alisha Adatia, Toyota Motor Europe (FS Graduate)**

FS definitely helped me to get where I am today. I think when trying to enter the automotive industry, many companies really acknowledge students' participation in FS.



# OUR PREMIER PACKAGES

These co-branding packages are a superb way to maximise coverage before, during and after the event. A sure-fire way to make sure everyone knows your name, and not as expensive as you might think!

All packages give the prestige of being associated with this premier event – the largest of its kind in Europe – and give the opportunity to:

- Take up extra sponsorship offers
- Walk around the pit garages to speak to students directly
- Provide judges
- Potentially rent rooms for meetings onsite
- Liaise with our press office to ensure maximum exposure. Media coverage for FS2008 was valued at over £1m.

## PARTNERS (EXCLUSIVE PACKAGE)

- Year-round access to all participating university teams via a maximum of 3 emails and up to 70 words in 2 of the monthly newsletters
- Display stand in prominent Partners area at event
  - Opportunity to recruit on-site
  - Opportunity to display product/service(s) on-site
- 1 full-page advert in event programme (circ. 3000)
- 50-word article in the event programme: your own customised message in print
- Prominent display of company logo on all literature and post-event marketing material
- 2 named awards
- 10 corporate hospitality tickets on VIP day of event for the exclusive Paddock Club in the BRDC Clubhouse, overlooking the track. All refreshments and buffet lunch included.
- 2 tickets to attend the onsite evening Faculty Advisor reception – an evening event which gathers all the academic support from the competing universities. Buffet dinner included
- Opportunity to provide brochure to be displayed at the on-site Information Point
- Insertion of your promotional literature into the student packs, which all students receive on arrival
- Prominent corporate banners on-site:
  - 1 on-track (self-supporting)
  - 5 trackside
  - 3 paddock area
- Lunch provided for 6 representatives on each day of the event
- Maximum of 100 words on FS Partners web page, including company information and involvement with FS
- Logo and link on FS website home page
- Logo on back of event name badges
- Logo in all e-newsletters
- Media/PR – included in notes at bottom of press releases and updates/contact with the Institution of Mechanical Engineers media manager
- Logo on back of t-shirt, which all students at event will receive on arrival
- DVD of selected official event photos following the event
- Acknowledgement from the chair when opening and closing the event
- First refusal for other sponsorship options from the flexible menu choice

## GOLD SPONSOR

- 1 named award
- 1 half-page advert in event programme (circ. 3000)
- 4 corporate hospitality tickets on VIP day of event for the exclusive Paddock Club in the BRDC Clubhouse, overlooking the track. All refreshments and buffet lunch included
- 5 prominent corporate banners on-site:
  - 4 trackside
  - 1 paddock area
- Opportunity to provide brochure to be displayed at the on-site Information Point
- Insertion of your promotional literature into the student packs, which all students receive on arrival
- 2 tickets to attend the onsite evening Faculty Advisor reception - an evening event which gathers all the academic support from the competing universities. Buffet dinner included
- Lunch provided for 3 representatives on each day of the event
- Logo and link on the website
- Logo in event programme and all post-event marketing material
- Logo on back of event name badges
- DVD of selected official event photos following the event

## SILVER

- 1 quarter-page advert in event programme (circ. 3000)
- Logo in event programme & post-event marketing material
- 3 trackside corporate banners
- Placement of 1 promotional leaflet (up to A4 in size when folded flat)
- in the student packs, which every student receives on arrival
- Lunch provided for 2 representatives on each day of the event
- Logo and link on the website
- Logo on back of event name badges
- DVD of selected official event photos following the event

To find out which package is right for you, call Kate Jones, FS Project Leader, on +44 (0)20 7973 1287 or drop her a line at [k\\_jones@imeche.org](mailto:k_jones@imeche.org)



# OUR FLEXIBLE MENU OF OPTIONS.

There are many ways we can help you raise awareness of your business activities. The options below are flexible, allowing us to tailor the perfect package for your needs.



## **Student bags**

Get your logo on the bag that holds all the key event information. As exclusive bag sponsor, your logo will sit proudly on the material bag given to all students and judges as they arrive.

## **Event Barbeque**

Claim your stake in the event by exclusively sponsoring the pre-awards barbeque. That way thousands will see your branding as they line up to be fed. To find out more, please contact the FS Project Leader on +44 (0)20 7973 1287 or drop her a line at [k\\_jones@imeche.org](mailto:k_jones@imeche.org)

## **Lanyards/badge holder**

To get into the minds of everybody, sponsor the one item they'll all be wearing: the lanyard. All event attendees (students, judges, officials, marshals, VIPs, guests and staff) receive a lanyard and badge on arrival that they must wear at all times, throughout the 4-day event. You will need to provide us with lanyards branded with your logo.

## **Faculty Advisor Reception**

Sponsor this get together for the academics that assist the FS teams – and the event Judges – and get into the minds of key influencers in universities across the globe. This hot fork buffet is held onsite, in the BRDC Clubhouse. As the hosts, you can brand the room with banners and literature. If you wish, you can also give a 15 minute presentation about your company.

## **Plasma Screens with Results and Live Times Feeding**

To be seen, place yourself where everyone will be looking: the results. Your logo will be situated right beside the on-track timing boards, on the plasma screens in the marquee and the TV screens in the clubhouse. Exact specification and cost to be agreed between FS project leader, sponsor and supplier.

## **Filming - Price dependent on specification**

Live webcasting lets people all round the world watch the action live as it unfolds. You can sponsor the webcasts, even host them on your site: a brilliant way to drive traffic your way.

There is also an opportunity to sponsor the widely-distributed Formula Student highlights DVD.

## **Judges' T-shirts and Officials' catering**

Formula Student has over 100 judges. They all wear official T-shirts, potentially adorned with your logo. Also part of this package is the opportunity to brand the officials' catering area, and have your logo on officials' packed lunches.

## **Wi-Fi**

As the sponsor of the Wi-Fi area, you hold the key for anyone wanting to get online. This is the perfect way to be remembered, because people are constantly updating their FS team websites throughout the event.

## **Branded bottles of spring water (500ML)**

Brand the bottles of water that all students receive in the registration bag. With water machines around the site, the bottles will be re-used for the whole event!

## **Insert into student packs**

Produce an insert – perhaps a company brochure or recruitment opportunities – and have it included with the student pack.

We are always open to fresh ideas. If you have any suggestions of things you would like to sponsor, we'd love to hear them.

To take full advantage of FS sponsorship opportunities, call **Kate Jones, FS Project Leader**, on **+44(0)20 7973 1287** or drop her a line at **[k\\_jones@imeche.org](mailto:k_jones@imeche.org)**