

SPONSORSHIP PROPOSAL



UNIVERSITY OF
LEICESTER

SUMMARY



THE TEAM

University of Leicester Racing (UoLR), Formula Student (FS) Team consists of approximately 80 talented undergraduate students from a variety of disciplines. In the 2023 competition the team passed through scrutineering for the very first time and placed 7th out of 63 teams. The team aimed to optimise every sub system which was realised as a two year plan. This meant dropping down to concept class for the 2024 competition. Despite this we still achieved a personal best finish of 3rd in the

design event and finished 16th overall. This year the team is hoping to compile the hard work of the last two years and build on this success in FSUK 2025.

We are committed to continuously refining our proven processes through innovation of designs and testing of the car. We are also actively involved with outreach, engaging with young students through school and college visits to promote engineering and Formula Student.

THE COMPETITION

Formula Student is an international competition held at Circuit of Silverstone in which students design, build, test, and race a single seater race car while defending and justifying all their design choices against an armada of judges including an interesting business aspect.

THE PROJECT

- The competition is divided into two categories. A static and a dynamic category.
- In the static event, the teams are judged on design, cost & manufacturing, a business presentation, and technical inspection.
- In the dynamic event, the teams are judged on the acceleration, sprint, endurance, and fuel economy of the car

TEAM GOALS

01

ACCOUNTABILITY

All deadlines met on time and vehicle is in line with technical regulations

02

VALIDATION

Validate designs through thorough physical testing

03

COMMUNICATION

Build a social media presence to inform the public of our achievements and show our incredible sponsors





WHAT WE AIM TO DO FOR YOU

Being a partner of the University of Leicester Racing offers you excellent exposure to some of the best engineering students and graduates in the country.

Graduates of the Formula Student program have a wealth of experience in practical engineering and problem solving gained through component design, analysis, manufacture, and testing.

We provide the opportunity to engage and network with bright young engineers currently seeking placements and graduate roles.

In the immediate term, we provide marketing to your company by having your logos on our finished vehicle & team kit as well as showcasing our partners on social media platforms. Further we wish to be a moving industry hub, by connecting our sponsors and the university to one another.

Our past members have gone off to work in companies such as Ford, Boeing, Porsche, Siemens, Red Bull Racing F1, Jaguar Land Rover, Rolls Royce, Mercedes AMG HPP, and more.

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SPONSORSHIP TIERS



In addition to seeking financial backing, we also accept sponsorships in the form of manufacturing, discounts, providing tools and parts, and expert assistance.

TITLE SPONSOR: FROM £5,000

- ◆ Everything in Tier 1, and plus:
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- ◆ Brand Color Associations and Logos everywhere including team kit.
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TIER 1 SPONSOR: FROM £2,000

- ◆ Everything in Tier 2, and plus:
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- ◆ Offering our car and team support for your company events
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TIER 2 SPONSOR: FROM £1,000

- ◆ Everything in Tier 3, and plus:
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- ◆ Invitation to university industry booth hub events for a B2B engagement.
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- ◆ Medium to Large logo placement on the car and team kit.
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TIER 3 SPONSOR: FROM £500

- ◆ Media: press releases, social media, banners at the university and competition.
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- ◆ Networking with members and other team partners and sponsors via company events or events held by the team.
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- ◆ Invitation to the car reveal event.
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- ◆ Small to Medium logo placement on the vehicle and team kit.
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***Sponsorship benefit terms are open to negotiation for any non-financial added value**

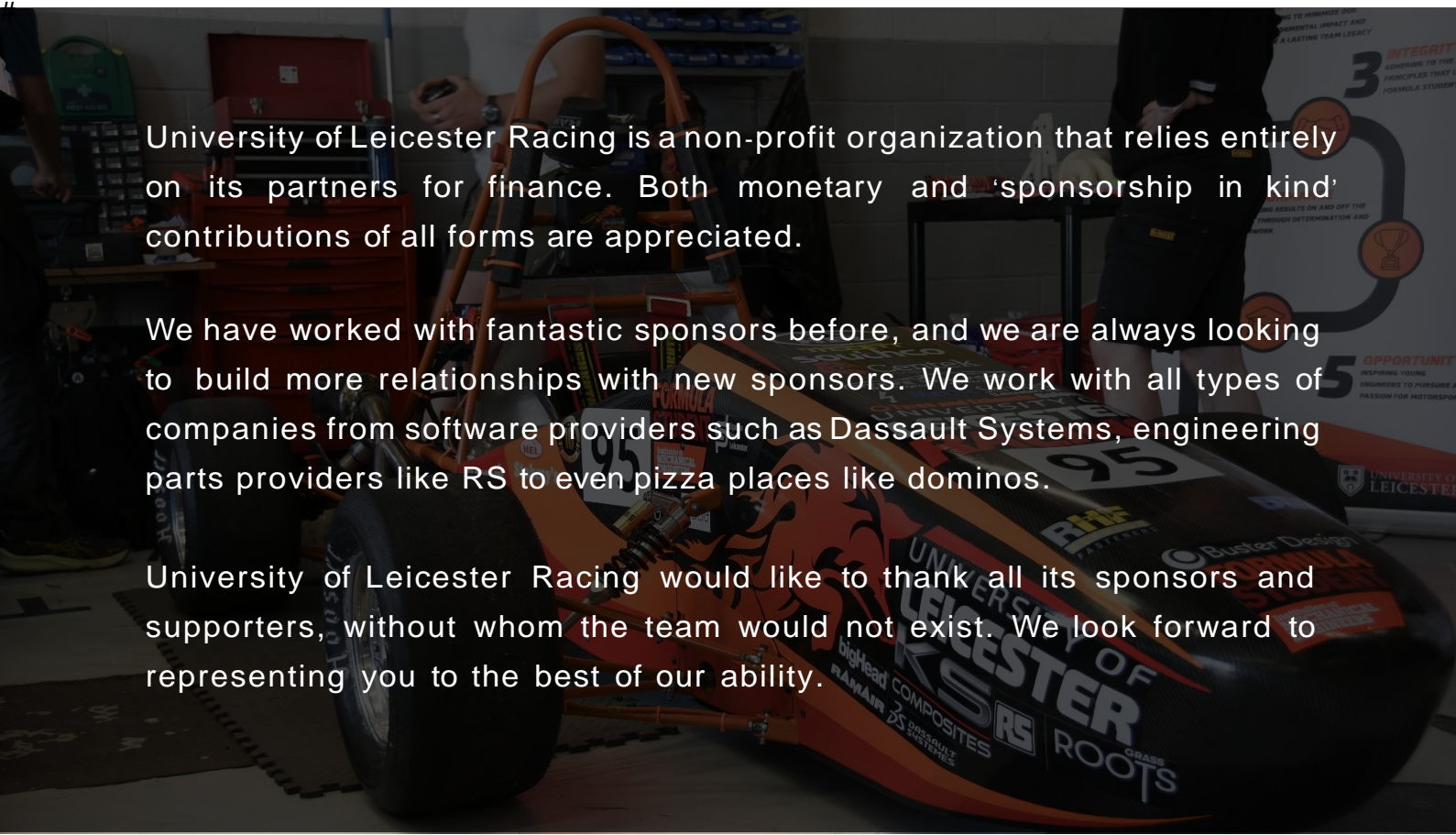
OUR PAST SPONSORS



University of Leicester Racing is a non-profit organization that relies entirely on its partners for finance. Both monetary and 'sponsorship in kind' contributions of all forms are appreciated.

We have worked with fantastic sponsors before, and we are always looking to build more relationships with new sponsors. We work with all types of companies from software providers such as Dassault Systems, engineering parts providers like RS to even pizza places like dominos.

University of Leicester Racing would like to thank all its sponsors and supporters, without whom the team would not exist. We look forward to representing you to the best of our ability.



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