

Dear {Prospect}:

We are a team of students at BITS Dubai MotorSports and we are working on building a Formula Student Race Car to participate in 'Formula Student' held at Silverstone, UK. This project team is being overseen by Dr. Snehaunshu Chowdhury (Faculty In-Charge) Dr. Majid Hassan Khan (Asst. Faculty In-Charge). Our University's previous team, 'Gear Shifters' has been quite successful. They designed two cars namely, GSRS01 (2013) and GSRS02 (2016). The former ranked 34th amongst 90 cars at the Formula SAE Italy, 2016, and won the Innovator Show 2016, Abu Dhabi. Our goal is to not just surpass the achievements of our predecessor, but also be one of the top rank holders in the competition; and we cannot meet our goal without the help of well-esteemed companies like yours! Hence, we would like to request sponsorship collaboration with your establishment in the form of (what we are looking for from the company like direct funding/parts) to help us attain our goals. The sponsorship will also help boost your company with international recognition, publicity.

We hope that you will consider our request and join us as a sponsor. Thank you for your time and consideration.

Sincerely,
Mohammed Husamuddin
Head of Business and Marketing
BITS Dubai Motorsports.