



BITS DUBAI
MOTORSPORTS
BITS Dilani Dubai
THE EMIRATES

Sponsorship Prospectus 2022

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Overview



*Team of
aspiring engineers from
BITS Pilani Dubai*



*Part of **Society of
Automotive Engineers***



***Placed 3rd**
FS Netherlands 2022
Business Plan Pitch*

INTERNATIONAL DESIGN COMPETITION FORMULA STUDENT **NETHERLANDS**



Latest Team

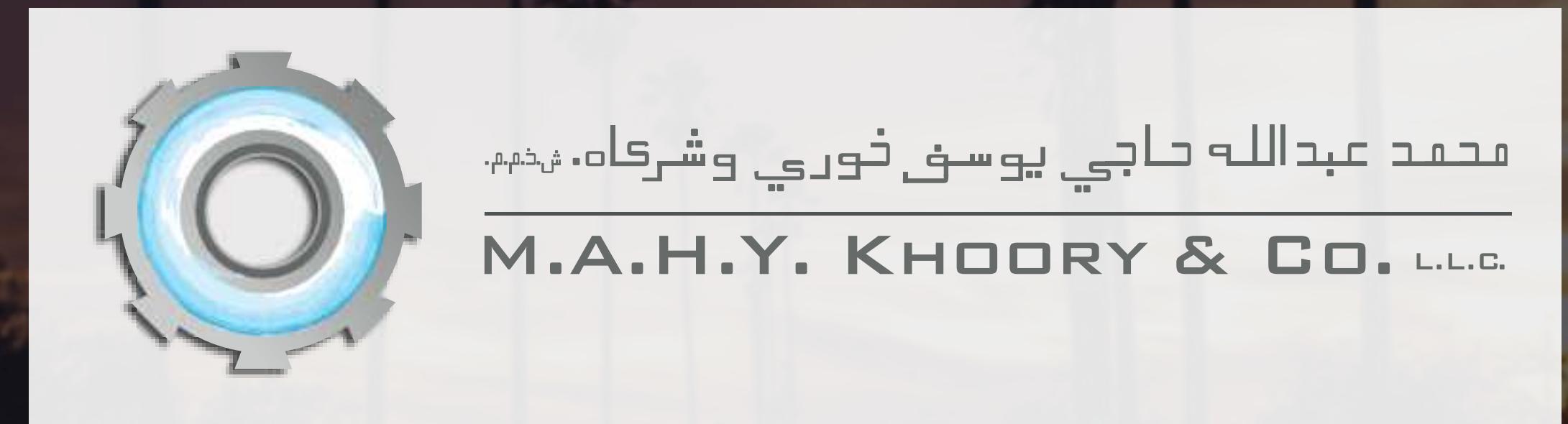
Placed 3rd in Business Plan Pitch
at FS Netherlands 2022

Only team from MENA Region at the competition

Trackhawk 2022



Recent Sponsors



2022-2023 Goals

Our brand **new** team, with members from various fields are working toward the following goals:

- Assembling a car that travels at **0-100 km/h** in under 3 seconds
- Participation at **local** events such as Dubai Autodrome and Yas Marina Events
- Capturing a Top-10 spot at **international** Formula Student competitions
- Cultivate **interest** among students around UAE to work on engineering projects



Sponsorship Benefits

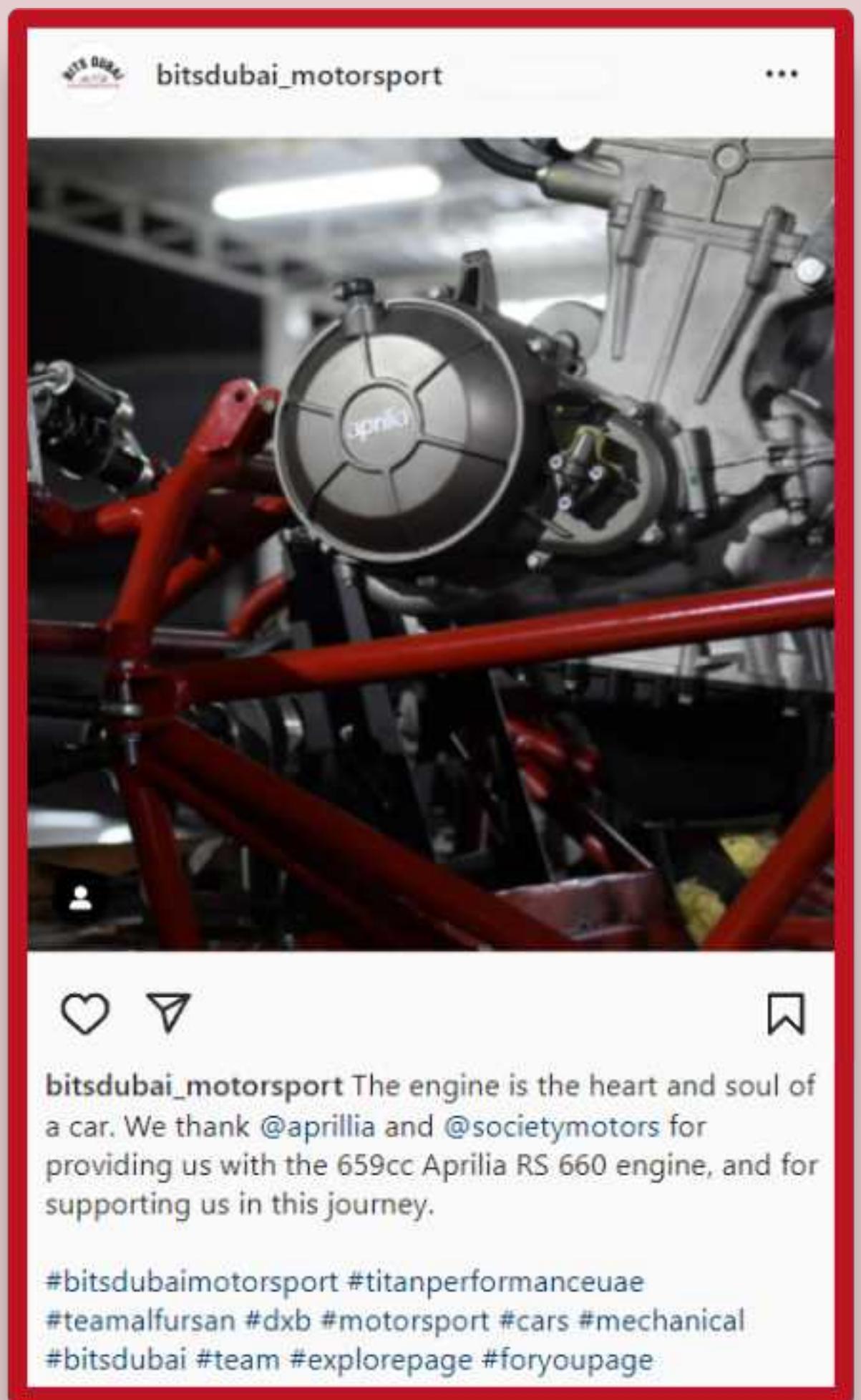


Digital Marketing

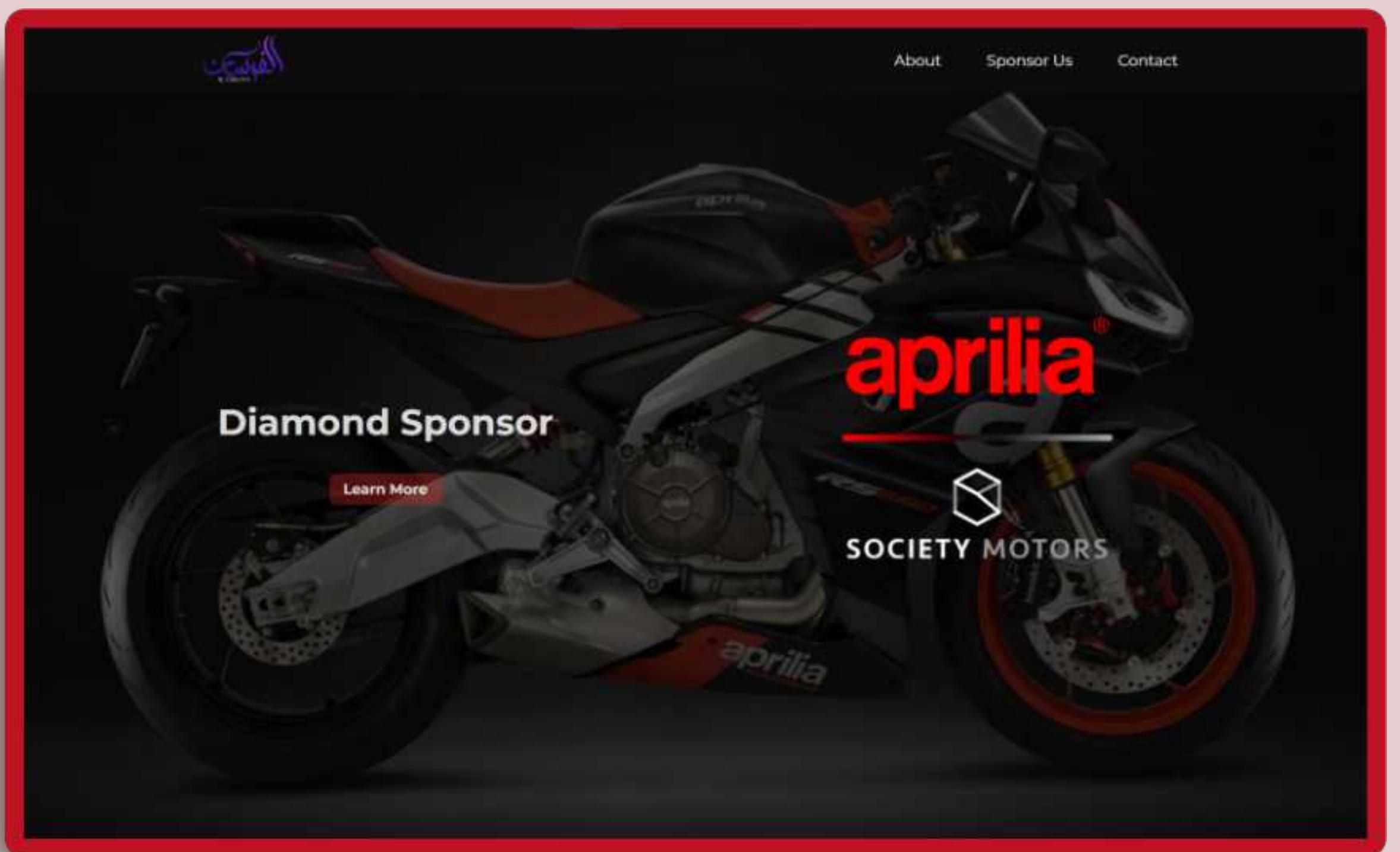
Our Website, Instagram and Linkedin online outlets
will have **sponsor-dedicated** mentions and posts

Expected Reach: **2,500+** users

Social Media



Website



FORMULA STUDENT

Institution of
**MECHANICAL
ENGINEERS**

Participation at
Formula Student Events

1,500+ people every event



Inaugural Event at BITS Pilani Dubai Campus

Car unveiling with **sponsors branding**
will be attended by enthusiasts and students

Expected Reach: **500+** attendees

Sponsor's Day at BITS Pilani Dubai Campus

End-of-season ceremony with awarding of
student certificates and recognition of **sponsors**

Expected Reach: **500+** attendees

Publicity at Events



Logo on Helmet



Logo on Car Body



* Helmets and Body Designs are for illustrative purposes only

Logo on Apparel



Logo on Racing Suit



* Apparel and Racing Suits are for illustrative purposes only

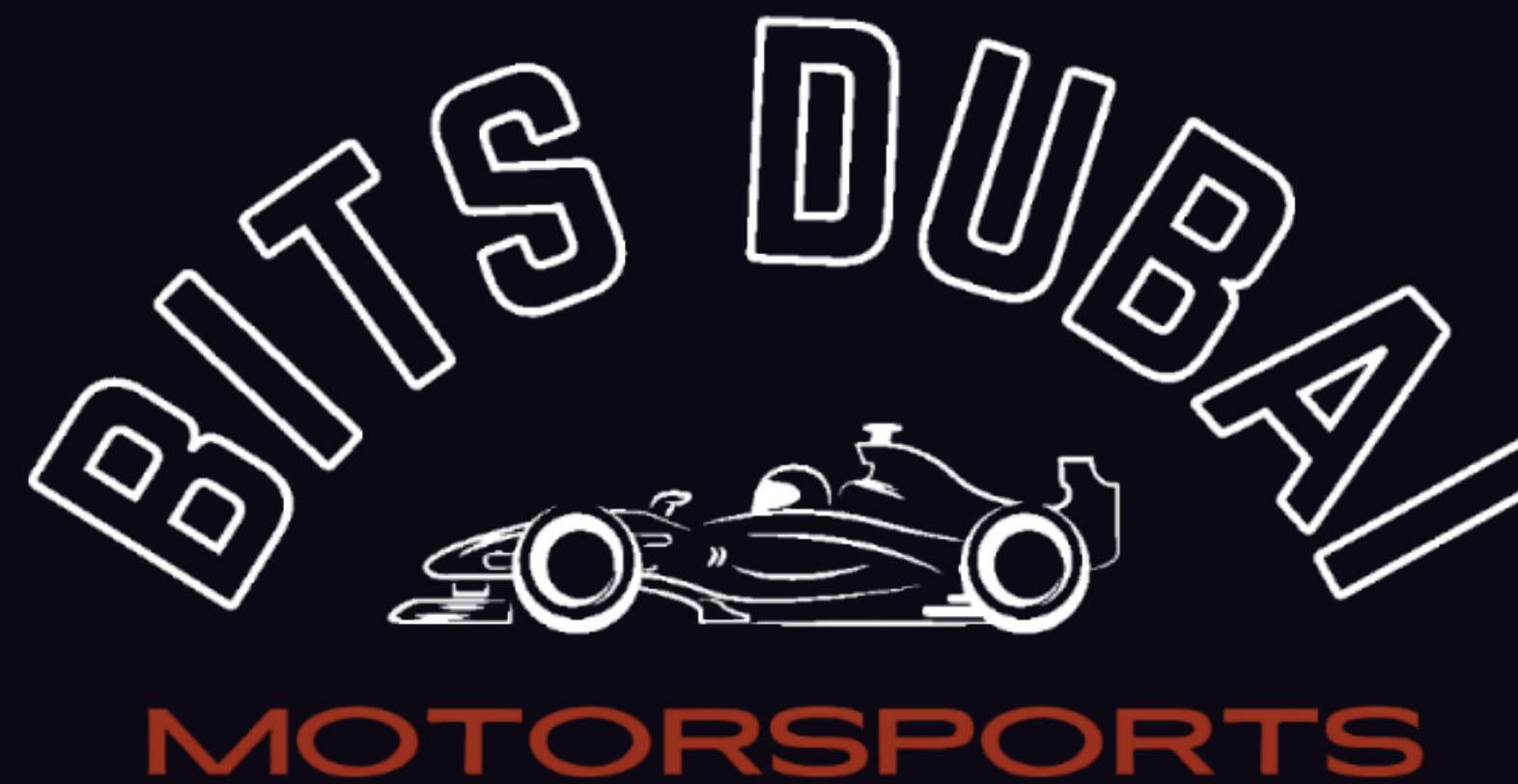


Corporate Social Responsibility

Funding and guiding a project
that supports ***innovation*** and ***development***
will add to the CSR of your company

Sponsorship Tiers

Tier	Title	Diamond	Gold	Silver	Bronze
Sponsorship Amount (AED)	75,000	50,000	25,000	10,000	5,000
Logo Size on car	XL	L	M	S	XS
Logo Location on car	Both Sides & Rear Wing	Both Sides	One Side	One Side	One Side
Logo on website	✓	✓	✓	✓	✓
Dedicated Social Media Posts	✓	✓	✓	✓	✓
Logo on apparel	✓	✓	✓	✓	
Publicity at Team Events	✓	✓	✓		
Publicity at exhibitions, conferences	✓	✓	✓		
Logo on helmet	✓	✓			
Company Name in Team Title	✓				
Car available for company display	✓				



SAE - BPDC
INTERNATIONAL®
STUDENT CHAPTER

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