



华南理工大学
South China University of Technology

SCUT Racing

华南理工大学 方程式赛车队

BUSINESS BROCHURE
2025 商业合作方案



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FSC赛事介绍

Tournament Introduction



01 赛事介绍

Tournament Introduction

中国大学生方程式汽车大赛 Formula Student China

各参赛车队按照赛事规则和赛车制造标准，每年独立自主设计、制造、调试一台方程式赛车在加速、制动、操控性等方面具有优异表现的大学生方程式赛车，并且在赛场上完成：

Each participating team independently designs, manufactures and debugs a Formula Student car with excellent performance in acceleration, braking and handling in accordance with the competition rules and car manufacturing standards, and completes the following tasks on the track:



中国大学生方程式系列赛事创立于2009年，是一项非盈利的社会公益性事业，致力于为国内精英汽车人才的培养和选拔搭建公共平台。

中国大学生方程式系列赛事包括三个分赛项：

中国大学生电动方程式大赛 FSEC

中国大学生无人驾驶方程式大赛 FSAC

中国大学生方程式汽车大赛(燃油车) FSCC

The China Formula Student Series was founded in 2009. It is a non-profit social welfare undertaking dedicated to building a public platform for the training and selection of domestic elite automotive talents.

The China Formula Student Series includes four sub-events:

Formula Student Electric China FSEC

Formula Student Autonomous China FSAC

Formula Student Combustion China FSCC

动态赛 Dynamic Race

耐久测试 Durability test

效率测试 Efficiency test

八字绕环 Figure-eight loop

直线加速 Straight-line acceleration

高速避障 High-speed obstacle

静态赛 Static Race

成本报告 Cost report

设计报告 Design report

营销报告 Marketing report

- 首届中国大学生电动方程式大赛由中国汽车工程学会、中国宋庆龄基金会联合主办，蔚来汽车独家冠名，易车公司作为赛事的独家战略支持，于 2015 年 11 月 3 日在上海奥迪国际赛车场（F1 赛车场）拉开帷幕。来自全国的 30 支大学生车队参与了角逐。按照《中国制造 2025》的规划，到 2020 年自主品牌纯电动和插电式混合动力汽车的年销量需突破 100 万辆，到 2025 年则需达到 300 万辆。产业发展需要大量的设计创新人才，中国大学生电动方程式大赛 FSEC 无疑是顺势而生。截至目前，FSEC 大赛所培养的优秀人才，大多进入各新能源车企、新能源车核心零部件企业的研发部门工作，实现了本赛设立的初衷。

• 2016 年，无人驾驶、自动驾驶概念由于产业升级而突然成为热点。在前几项赛事已经稳固的基础上，中国汽车工程学会推出了科普中心系列赛事中最高水平的创新大赛——“中国大学生无人驾驶方程式大赛”，面向国内各高校的硕士、博士生群体，培养包括汽车、电子、自动控制、通信、自动化、光学等领域的高端跨界人才。由于无人驾驶技术具有超前和跨界的双重特点，尚无一家车企来得及对此技术做出完整布局，更无人才可以吸纳。而本赛事可以以非常低廉的成本，对无人驾驶技术所需的尖端人才进行技术测试和路径验证，从而可以借助本赛事进行商用无人驾驶技术的研发，同时，我们也将对创业企业、车企开放这一赛事平台，让更多的机构和个人把这一赛事当作其众创平台，积累和分享无人驾驶技术，从而促进产业的快速成长，为国内产业界占领国际无人驾驶技术领先地位争取机会。

- The first China Student Electric Formula Competition was jointly sponsored by the China Society of Automotive Engineers and the China Soong Ching Ling Foundation, exclusively sponsored by NIO, and the exclusive strategic supporter of the event. It kicked off on November 3, 2015 at the Shanghai Audi International Circuit (F1 Circuit). 30 student teams from all over the country participated in the competition. According to the plan of "Made in China 2025", the annual sales of self-owned brand pure electric and plug-in hybrid vehicles must exceed 1 million by 2020, and reach 3 million by 2025. Industrial development requires a large number of design and innovation talents, and the China Student Electric Formula Competition FSEC is undoubtedly born in line with the trend. So far, most of the outstanding talents cultivated by the FSEC competition have entered the R&D departments of various new energy vehicle companies and new energy vehicle core component companies, realizing the original intention of establishing this competition.

- In 2016, the concepts of driverless and autonomous driving suddenly became a hot topic due to industrial upgrading. On the basis of the solid foundation of the previous competitions, the China Society of Automotive Engineers launched the highest level innovation competition in the series of science popularization center competitions - "China University Student Driverless Formula Competition", which is aimed at master's and doctoral students from various domestic universities and cultivates high-end cross-border talents in the fields of automobiles, electronics, automatic control, communications, automation, optics, etc. Due to the dual characteristics of advanced and cross-border driverless technology, no car company has time to make a complete layout for this technology, let alone talents to absorb. However, this competition can conduct technical tests and path verification for the cutting-edge talents required for driverless technology at a very low cost, so that commercial driverless technology can be developed with the help of this competition. At the same time, we will also open this competition platform to start-ups and car companies, so that more institutions and individuals can use this competition as their crowd innovation platform to accumulate and share driverless technology, thereby promoting the rapid growth of the industry and creating opportunities for the domestic industry to occupy the leading position in international driverless technology.

车队介绍

Racing Team Introduction



华南理工大学方程式赛车队成立于2009年11月。车队队员数量近百人，以机械专业为主，并吸纳、自动化、电力、工商管理、新闻与传播等其它专业及学院的优秀同学优势互补，是校内最大的人才培养与工程实践平台之一，是校内最受欢迎的大学生科研团队之一，每一年都有优质的论文发表、产出国家级大学生创新创业计划项目和获授权专利成果。

The SCUTRacing established in November 2009. The team has nearly 100 members, mainly from the mechanical major, and also includes outstanding students from other majors and colleges such as automation, electricity, business administration, journalism and communication to complement each other. It is one of the largest talent training and engineering practice platforms in the school and one of the most popular undergraduate research teams in the school. Every year, it publishes high-quality papers, produces national-level undergraduate





华南理工大学是中国FSC的发起者之一，是广东省内第一辆FSEC的制造者，华南理工大学方程式赛车队自2009年开始燃油赛车的设计、制造与参赛，到2019年已经研发了十代燃油方程式赛车。

The SCUTRacing is one of the initiators of China's FSC and the manufacturer of the first FSEC in Guangdong Province. The SCUTRacing has been designing, manufacturing and competing in fuel racing cars since 2009. By 2019, it has developed ten generations of fuel formula racing cars.⁴

燃油车参赛历史

Formula Student Combustion China Competition history



S-Power I



S-Power II



S-Power III



S-Power IV



S-Power V



S-Power VI



S-Power VII



S-Power VIII



S-Power IX



S-Power X

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019



自2014年起，我们成立华南理工大学电动方程式赛车队开始研发纯电动方程式赛车，至今已经研发了十一代电动方程式赛车。

Since 2014, we established the South China University of Technology Electric Racing Team and started to develop pure electric formula racing cars. So far, we have developed eleven generations of electric formula racing cars.

- 在此期间我们拿过一次全国总亚军
- 两次全国总季军
- 两次全国第五的成绩
- During this period, we won the national runner-up once,
- The national third place twice,
- And the national fifth place twice.

电车参赛历史

Electric formula racing car history



E-One

|

2014



E-Power 15

|

2015



E-Power 16

|

2016



EXDREAM 17

|

2017



EXDREAM 18

|

2018



E-Future X

|

2019



E-Future 20

|

2020



E-Future 21

|

2021

电车参赛历史

Electric formula racing car history



E-Future 22



E-Future 23



E-Future 24





自2019开始，我们成立了华南理工大学无人驾驶方程式赛车队，开始研发无人驾驶方程式，至今已经研发六代无人驾驶方程式赛车。

Since 2019, we have established the South China University of Technology Autonomous Racing Team and started to develop autonomous formula. So far, we have developed six generations of autonomous formula racing cars.

无人车参赛历史

Formula Student Autonomous China Competition history



Auto-EXDREAM



Auto-Future 20



Auto-Future 21



Auto-Future 22



Auto-Future 23



Auto-Future 24

2022

2023

2024

2019

2020

2021



E-Future 24

整车参数

E-Future 24 Vehicle parameters

- 轴距：1600mm
- 前后轮距：1200mm/1180mm
- 长/宽/高：2950mm/1385mm/1220mm
- 整车质量：235kg 轴荷分配：44:56
- 电机型号：德国AMK-DD5-14-10-POW-18600-B5 永磁同步伺服电机
- 电机控制器：科默PDK_205481_KW26-S5-FSE-4Q
- 电池：格瑞普钴酸锂电芯、单箱中后置、基于软包电池的电池模组设计、自制电池管理系统
- 控制系统：CAN 总线通讯、自制油门传感器、自制加速度传感器、汽车级的 MCU芯片应用、无线数据系统、方向盘调参模块
- 传动系统：自制行星齿轮减速器传动
- 悬架：不等长双横臂悬架，前后双解耦
- 制动：油压传感器收集制动踏板行程信号，踏板总成二级可调，3D 打印件
- 车架：碳纤维复合材料单体壳



Auto-Future 24

整车参数

Auto-Future 24 Vehicle parameters

- 轴距：1600mm
- 前后轮距：1200mm/1180mm
- 长/宽/高：2950mm/1385mm/1220mm
- 整车质量：220kg 轴荷分配：40:60
- 电机型号：德国AMK-DD5-14-10-POW-18600-B5 永磁同步伺服电机
- 电机控制器：科默PDK_205481_KW26-S5-FSE-4Q
- 电池：格瑞普钴酸锂电芯、单箱中后置、基于软包电池的电池模组设计、自制电池管理系统
- 控制系统：CAN 总线通讯、自制油门传感器、自制加速度传感器、汽车级的 MCU芯片应用、无线数据系统、方向盘调参模块
- 传动系统：自制行星齿轮减速器传动
- 悬架：不等长双横臂悬架，前后双解耦
- 制动：油压传感器收集制动踏板行程信号，双气缸无极控制制动系统，3D 打印件
- 车架：碳纤维复合材料单体壳

团队荣誉



华南理工大学方程式赛车队是一个校级科研团队，每年自主设计制造两台赛车，分别参加中国大学生电动方程式大赛、中国大学生无人驾驶方程式大赛。赛场上飘扬的队旗，展现着敢拼敢赢，精益求精的信念。华南理工大学方程式赛车队是广东省第一辆FSC赛车的制造团队，也是FSC赛事最早的发起者之一，在华南地区甚至是全国赛场上具有较强的影响力。

回顾过去的十五届比赛，华南理工大学方程式赛车队成绩优异，合共获得：

- 十七项全国第一
- 十六项全国第二
- 二一项全国第三

The South China University of Technology Formula Racing Team is a school-level scientific research team that independently designs and manufactures two racing cars each year, participating in the China University Electric Formula Competition and the China University Autonomous Formula Competition. The team flag flying on the track shows the belief of 敢拼敢赢, 精益求精. The South China University of Technology Formula Racing is the manufacturing team of the first FSC racing car in Guangdong Province and one of the earliest initiators of the FSC event. It has a strong influence in South China and even in the national arena.

Looking back at the past fifteen competitions, the South China University of Technology Formula Racing Team has achieved excellent results, winning a total of:

- 17 National First Prize
- 16 National Seconds Prize
- 21 National Thirds Prize

2024赛季 FSEC

2024 Season Formula Student Electric China

- 中国大学生电动方程式大赛总成绩全国第七名
- MATLAB/Simulink 建模与仿真奖 一等奖
- 耐久赛中斩获全国第三
- 年度优秀宣传团队

Formula Student Electric China Ranked 7th in China

MATLAB/Simulink Modeling and Simulation Award First Prize

Endurance race National Third Place

Outstanding Publicity Team of the Year



2024赛季 FSAC

2024 Season Formula Student Autonomous China

- 中国大学生无人驾驶方程式大赛总成绩全国第三名
- MATLAB/Simulink 建模与仿真奖 一等奖
- 赛车设计奖 第三名
- 操作性检验 第三名
- 高速循迹 第三名
- 年度优秀宣传团队

Formula Student Electric China Ranked 3th in China

MATLAB/Simulink Modeling and Simulation Award First Prize

Racing Car Design Award National Thirds Prize

Operability Test Thirds Prize

High Speed Tracking Thirds Prize

Endurance race Thirds Place

Outstanding Publicity Team of the Year



团队荣誉 Team Honor

华南理工大学方程式赛车队是校内众多优秀的本科生团队的代表之一，每一年为社会培养优秀的科研与企业人才，在成绩优异的同时得到了学校与社会的广泛认可，在2018年获得校园十大卓越团队，2019年获得“华工榜样”英雄主义篇优秀大学生团队，并且在2019年受邀参加第二届情怀车展，获得“最未来奖”在2024年情怀车展获得“有故事情怀车奖”

The South China University of Technology Racing Team is one of the representatives of many outstanding undergraduate teams in the school. Every year, it cultivates outstanding scientific research and enterprise talents for the society. While achieving excellent results, it has been widely recognized by the school and the society. In 2018, it won the top ten outstanding teams on campus, and in 2019, it won the "Huagong Model" Heroism Chapter Outstanding College Student Team. In 2019, it was invited to participate in the second Sentimental Auto Show and won the "Most Future Award". In 2024, it won the "Story-telling Sentimental Car Award"





学业及学术成果 Academic and academic achievements

车队在赛车研发上有着较为丰富的学术积累与沉淀：建队以来累计产出论文20余份、国家级大学生创新创业计划项目20余项、获授权专利70余份、优秀毕业设计30余份。

在队员的学业方面，每年有60%以上的队员获得各类奖学金。

The team has a rich academic accumulation and precipitation in the research and development of racing cars: since its establishment, it has produced more than 20 papers, more than 20 national-level college student innovation and entrepreneurship projects, more than 70 authorized patents, and more than 30 outstanding graduation projects.

In terms of the academic performance of the team members, more than 60% of the team members receive various scholarships every year.

人才培养

Talent cultivation

在人才输出方面，我们的毕业队员广泛进入各行各业的知名企业，并凭借扎实的专业素养和出色的实践能力，在各自的岗位上展现出非凡的才华与价值。

In terms of talent output, our graduates have entered a wide range of well-known companies in various industries and have demonstrated extraordinary talent and value in their respective positions with their solid professional qualities and outstanding practical abilities.

往届部分队员就业情况

Employment status of some previous team members

姓名	企业名称	姓名	企业名称	姓名	企业名称
姚友森	一汽大众	蔡凯	广汽丰田	庄晓康	广汽研究院
杜江	一汽大众	崔硕	广汽丰田	张运濠	广汽研究院
林耿杰	一汽大众	刘泽华	广汽丰田	吴奇瑜	广汽研究院
余彦君	一汽大众	黄卓坤	广汽本田	梁振辉	广汽研究院
薛铭俊	一汽大众	陈于涛	东风本田发动机有限公司	刘纪赐	广汽研究院
杨志威	一汽大众	周家辉	本田技研科技(中国)有限公司	苏宏通	广汽研究院
何瀚驰	东风日产	陈思航	广州明珞汽车装备有限公司	孙杰祺	广汽乘用车
张浪	东风日产	葛厚飞	广州明珞汽车装备有限公司	苏延全	上海擎速赛事策划有限公司
林晓周	东风日产	李鹤亨	中国南方航空	刘铨垒	深圳市大疆创新科技有限公司
黄恒	东风日产	彭逸康	中国南方航空	杨佳慰	华为技术有限公司
冼锦恒	东风日产	黄培锐	中国南方航空	赵俊伟	华为技术有限公司
陈颖诗	中国联通	谢骥	海康威视	刘梓熙	TP-Link



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宣传影响

Publicity Impact

华南理工大学方程式赛车队在校内外都有着较高的知名度：在校园，是校内最大、最具影响力的学生科研团队；在赛事圈，我队作为传统强队与其他高校车队保持着良好的关系；在社会上，华工车队是广东省内媒体曝光度最高的学生团队之一。

The SCUTRacing is well-known both inside and outside the school: on campus, it is the largest and most influential student research team on campus; in the competition circle, as a traditional strong team, our team maintains good relations with other university racing teams; in society, the SCUTRacing is one of the student teams with the highest media exposure in Guangdong Province.



合作方案

Cooperation Program

为什么赞助我们

Why sponsor us



- 赞助大学生方程式赛车运动，不仅是企业紧贴汽车产业发展的创新实践，更是支持教育事业、践行社会责任的重要举措。通过这一平台，企业可以有效提升品牌形象，扩大社会影响力。
- 华南理工大学方程式赛车队作为华南地区最具影响力的高校车队之一，是中国大学生方程式赛事中的佼佼者。我们拥有多元化的宣传渠道以及强大的行业影响力，为赞助企业提供广阔的展示平台。
- 加入华南理工大学方程式赛车队的赞助商行列，与我们一同追逐梦想，驰骋FSC赛场，并参与全国各地的赛车活动，共创双赢未来！
- Sponsoring the Formula Student Racing Team is not only an innovative practice for enterprises to stay aligned with the evolving automotive industry but also a meaningful way to support education and fulfill social responsibilities. Through this platform, enterprises can effectively enhance their brand image and broaden their social impact.
- As one of the most influential university teams in South China, the South China University of Technology Racing Team leads the Chinese Formula Student competition. With diversified promotional channels and strong industry influence, we provide a comprehensive platform for sponsoring companies to showcase their brand.
- Join the South China University of Technology Racing Team's sponsors, pursue dreams with us, compete on the FSC stage, and participate in racing events across the nation to create a future of shared success.

我们需要什么 What we need



贵公司的资金赞助将用于购买、加工和测试高性能的赛车配件、以及日常训练、比赛等费用。

Your company's financial support will be used to purchase, process and test high-performance racing parts, as well as daily training, competition and other expenses.



贵公司提供加工方面的协助，如加工场地的短期借用、技术执导等等，将对我们制造高性能赛车起至重要的关键作用。

Your company's assistance in processing, such as short-term borrowing of processing sites, technical guidance, etc., will play an important role in our manufacturing of high-performance racing cars.



贵公司的实物赞助(如零件、工具等)，将用于制造新一代高性能赛车，以及赛车的日常训练，调试工作。

Your company's in-kind sponsorship (such as parts, tools, etc.) will be used to manufacture a new generation of high-performance racing cars, as well as the daily training and debugging of the racing cars.

赞助回报细则

Sponsorship Rewards Details

赞助商权益范围:

合作期内华南理工大学方程式赛车队的宣传活动。主要包括国内比赛及一般相关活动（如车队招新摆摊、宣讲会、校运会及院运会表演、参展等）。

合作期限:

协议签订即日起一年内。如一次性签订两年或以上合约，则合作期限以合约为准。

Scope of sponsor rights:

Promotional activities of the South China University of Technology Racing Team during the cooperation period. Mainly including domestic competitions and general related activities (such as team recruitment stalls, publicity meetings, school and college sports meet performances, exhibitions, etc.).

Cooperation period:

Within one year from the date of signing the agreement. If a one-time contract of two years or more is signed, the cooperation period shall be subject to the contract.

方案总述:

贵公司对车队的支持可体现为三种赞助形式：现金赞助、物质赞助（如：零件、工具、车队食宿）和非物质赞助（如：练车场地、加工场地、技术培训与指导）。

您的投入可指定单独用于电车或无人车的设计和制造，也可以选择统一交由华南理工大学方程式赛车队，由车队内部协调预算及物资分配为保证商家权益得到更好的保护，华南理工大学方程式赛车队根据商家提供的不同形式的赞助，采取方案 A、B 两种不同的商家合作回报方案。方案 A 适用于可量化的物质类赞助，即现金赞助和物质赞助，方案 B 适用于不可量化的非物质赞助。贵公司提供给车队的零件和工具将以市面价格估算价值，按照合作额度的不同，华南理工大学方程式赛车队合作商家将分为四类，对应获得车队不同类型和级别的回报。具体合作细则将在《合作方案明细》中加以阐明

贵公司若有意同时提供物质赞助和非物质赞助，或者有意愿连续签订多年合约，对应的回报方案将在《补充条款》中加以阐明。

Overview of the plan:

Your company's support for the team can be reflected in three forms of sponsorship: cash sponsorship, material sponsorship (such as parts, tools, team accommodation and meals) and non-material sponsorship (such as training grounds, processing grounds, technical training and guidance).

Your investment can be designated for the design and manufacture of electric vehicles or unmanned vehicles, or you can choose to hand it over to the South China University of Technology Racing Team, which will coordinate the budget and material allocation internally. In order to ensure that the rights and interests of merchants are better protected, the South China University of Technology Racing Team adopts two different merchant cooperation return plans, Plan A and B, based on the different forms of sponsorship provided by merchants. Plan A is applicable to quantifiable material sponsorship, that is, cash sponsorship and material sponsorship, and Plan B is applicable to non-quantifiable non-material sponsorship. The parts and tools provided by your company to the team will be valued at market prices. According to the different cooperation amounts, the South China University of Technology Racing Team's cooperative merchants will be divided into four categories, corresponding to different types and levels of returns from the team. The specific details of the cooperation will be explained in the "Cooperation Plan Details"

If your company is willing to provide both material and non-material sponsorship, or is willing to sign a multi-year contract, the corresponding return plan will be explained in the "Supplementary Terms".

合作方案明细—方案A

Cooperation plan details - Plan A

(适用于现金赞助、物质赞助)

赞助额度衡量方式：现金赞助（以人民币为单位核算）、物质赞助（零件、工具、餐饮住宿等物质赞助以市面价格估算价值）、同时提供现金赞助和物质赞助（赞助额度以现金额度和物资估值的总和核算）。根据赞助商给车队提供的赞助额度的不同，车队将合作商评定为五类。

(Applicable to cash sponsorship and material sponsorship)

Methods for measuring sponsorship amount: Cash sponsorship (calculated in RMB), Material sponsorship (material sponsorship such as parts, tools, catering and accommodation is estimated at market prices), and Cash sponsorship and material sponsorship (sponsorship amount is calculated as the sum of cash amount and material valuation). The team will classify partners into five categories based on the different sponsorship amounts provided by the sponsor to the team.

冠名合作伙伴:

赞助额度为物品、服务和现金总价值在200,000 RMB 以上

钻石级合作伙伴:

赞助额度为物品、服务和现金总价值在 50,000 RMB 以上

黄金级合作伙伴:

赞助额度为物品、服务和现金总价值在 20,000-49,999 RMB

白银级合作伙伴:

赞助额度为物品、服务和现金总价值在 10,000-19,999 RMB

天使级合作伙伴:

赞助额度为物品、服务和现金总价值在2,000-9,999 RMB

友情合作伙伴:

赞助物品、服务或提供优惠，不适用于以上五个级别

Title Partner:

The sponsorship amount is the total value of goods, services and cash of more than RMB 200,000

Diamond Partner:

The sponsorship amount is the total value of goods, services and cash of more than RMB 50,000

Gold Partner:

The sponsorship amount is the total value of goods, services and cash of RMB 20,000-49,999

Silver Partner:

The sponsorship amount is the total value of goods, services and cash of RMB 10,000-19,999

Angel Partner:

The sponsorship amount is the total value of goods, services and cash of RMB 2,000-9,999

Friendly Partner:

Sponsoring goods, services or providing discounts does not apply to the above five levels

具体回报内容

Specific return content

- 1. **网络宣传**: 在车队网站提供赞助商链接，并酌情转载赞助商相关资料
- 2. **邮件反馈**: 车队将以邮件的方式向贵公司提供车队宣传进度报告
- 3. **微博互动**: 在车队微博转发贵公司宣传内容和互动
- 4. **活动现场展示宣传**: 在车队的相关发布会背景板、PPT等展示材料上展示贵公司商标
- 5. **宣传板商标印刷**: 在车队宣传板处印刷贵公司商标
- 6. **车身商标粘贴**: 提供贵公司车身正面一处显眼位置，粘贴贵公司品牌商标
- 7. **品牌标志展示**: 车队视频中展示贵公司的公司和品牌标志
- 8. **公司易拉宝宣传**: 在新车发布会、宣讲会、招新活动等活动现场提供位置摆放贵公司易拉宝
- 9. **队服商标印刷**: 在车队队服印刷贵公司的公司或品牌标志
- 10. **品牌活动协助**: 在不影响车队成员教学活动和比赛的前提下，3名及以内成员参加贵公司的市场活动2次
- 11. **活动现场特别鸣谢**: 由主持人宣读赞助商全称，口头鸣谢商家，在展示材料中同步展示商家标志
- 12. **宣传册商标印刷**: 在车队宣传手册印刷贵公司和品牌商标
- 13. **参与车队活动**: 贵公司将受邀参加车队相关发布会及重大活动，并担任嘉宾，酌情获得剪彩机会
- 14. **校园活动协助**: 若贵公司有需要在华南理工大学举办校园活动，车队可协助宣传并提供人力支持
- 15. **续约优先权**: 贵公司将有下届续约赞助的优先权，并获得车队提供的纪念品若干份
- 16. **纪念品商标印刷**: 在车队纪念明信片上印刷贵公司商标标识
- 17. **随队参加比赛**: 贵公司领导将获得随同车队参加国内的各项比赛的权利，车队负责提供嘉宾证

- 1. Online promotion: Provide sponsor links on the team website and reprint sponsor related materials as appropriate
- 2. Email feedback: The team will provide your company with team promotion progress reports by email
- 3. Weibo interaction: Repost your company's promotional content and interact on the team's Weibo
- 4. On-site display and promotion: Display your company's trademark on the team's related press conference background board, PPT and other display materials
- 5. Promotion board trademark printing: Print your company's trademark on the team's promotion board
- 6. Car body trademark pasting: Provide a conspicuous position on the front of your company's car body to paste your company's brand trademark
- 7. Brand logo display: Display your company and brand logo in the team video
- 8. Company roll-up promotion: Provide a place to place your company's roll-up at new car launches, seminars, recruitment activities and other activities
- 9. Team uniform trademark printing: Print your company or brand logo on the team uniform
- 10. Brand event assistance: Under the premise of not affecting the team members' teaching activities and competitions, 3 or less members will participate in your company's marketing activities twice
- 11. Special thanks at the event: The host will read out the full name of the sponsor, verbally thank the business, and display the business logo in the display materials
- 12. Brochure trademark printing: Print your company and brand trademarks on the team's brochure
- 13. Participate in team activities: Your company will be invited to participate in the team's related press conferences and major events, and serve as a guest, and get the opportunity to cut the ribbon as appropriate
- 14. Campus event assistance: If your company needs to hold campus activities at South China University of Technology, the team can assist in publicity and provide manpower support
- 15. Renewal priority: Your company will have priority in the next renewal of sponsorship and receive several souvenirs provided by the team
- 16. Souvenir trademark printing: Print your company's trademark logo on the team's commemorative postcards
- 17. Participate in competitions with the team: Your company's leaders will have the right to participate in various domestic competitions with the team, and the team is responsible for providing guest certificates

赞助回报条款

Sponsorship Return Terms

	钻石级 Diamond Partner	黄金级 Gold Partner	白银级 Silver Partner	天使级 Angel Partner	友情合作 Friendly Partner
网络宣传 Online promotion	☆	☆	☆	☆	☆
邮件反馈 Email feedback	☆	☆	☆	☆	☆
微博反馈 Weibo interaction	☆	☆	☆	☆	☆
活动现场展示 Activity site display	☆	☆	☆	☆	
宣传商标印刷 Brand board trademark printing	☆	☆	☆	☆	
车身商标展示 Car body trademark pasting	☆	☆	☆	☆	
品牌标志展示 Brand logo display	☆	☆	☆		
公司易拉宝宣传 Company roll-up promotion	☆	☆	☆		
队服商标印刷 Team uniform trademark printing	☆	☆	☆		
品牌活动协助 Brand event assistance	☆	☆	☆		
活动现场鸣谢 Event site thanks	☆	☆			
宣传册商标印刷 Brand brochure trademark printing	☆	☆			
参予车队活动 Participation in team activities	☆	☆			
宣讲会协助 Lecture session assistance	☆				
续约优先权 Renewal priority	☆				
纪念品商标印刷 Souvenir trademark printing	☆				
随队参予比赛 Participation in competitions with the team	☆				

注：冠名合作权益采取量身定制方式
 Note: Title partnership rights are tailor-made

Logo 粘贴具体规则

Logo Paste specific rules

赞助商等级 Sponsor Level	商标大小 Logo size	粘贴位置 Paste Location
冠名合作伙伴 Title Partner	正面不超过 $200cm^2$ 车身两侧各一处 $80cm^2$ No more than $200cm^2$ on the front $80cm^2$ on each side of the vehicle	正面一个商标粘贴位置 两侧各两个商标粘贴位置 One label sticker location on the front One label sticker location on each side
钻石级合作伙伴 Diamond Partner	车身两侧不超过 $120cm^2$ $120cm^2$ on each side of the vehicle	两侧各一个商标粘贴位置 One label sticker location on each side
黄金级合作伙伴 Gold Partner	车身两侧不超过 $80cm^2$ $80 cm^2$ on each side of the vehicle	两侧各一个商标粘贴位置 One label sticker location on each side
白银级合作伙伴 Silver Partner	车身两侧不超过 $60cm^2$ $60cm^2$ on each side of the vehicle	两侧各一个商标粘贴位置 One label sticker location on each side
天使合作伙伴 Angel Partner	车身两侧不超过 $40cm^2$ $40cm^2$ on each side of the vehicle	两侧各一个商标粘贴位置 One label sticker location on each side
友情合作伙伴 Friendly Partner	/	/

合作方案明细—方案B

Cooperation plan details - Plan B

(适用于不可量化的非物质赞助)

根据赞助商给车队提供的赞助形式的不同，不可量化的非物质赞助回报方式可以酌情处理原则上参考方案A中白银级合作伙伴回报细则，以下列举几种方案供参考：

(Applicable to non-quantifiable intangible sponsorship)

Depending on the different forms of sponsorship provided by the sponsor to the team, the non-quantifiable intangible sponsorship return method can be handled at the discretion of the sponsor. In principle, refer to the silver-level partner return rules in Plan A. The following are several plans for reference:

类别一：提供练车场地

根据车队需求提供赛车练习、放置赛车的场地，回报方式为：

车身商标粘贴: 提供贵公司车身两侧两处显眼位置，粘贴贵公司赛车场商标

赛车展出: 以合约期一年为例，车队赛车可结合赛车场举办的活动，友情展出3次

宣传册商标印刷: 在车队宣传手册上展示赛车场商标或标志

活动现场展示宣传: 在车队的重大活动背景板、PPT 等展示材料上展示赛车场商标，并由主持人宣读赛车场全称特别鸣谢

公司易拉宝宣传: 在新车发布会、宣讲会、招新活动等车队活动现场提供位置摆放易拉宝、海报等赛车场宣传资料

品牌商标展示: 在车队宣传视频中选用练车素材，并在视频中展示商家标志授予“**华南理工大学方程式赛车队练车场地**”称号

微博互动: 拍摄练车的照片和视频素材，在车队微博、网站等渠道中进行宣传

品牌活动协助: 在不影响车队成员学业、研发等教育教学活动和比赛的前提下，3名及以内成员参加贵车场的市场活动1次

Category 1: Providing a practice venue

Providing a venue for racing practice and placing racing cars according to the needs of the team, and the return method is:

Car body logo pasting: Provide two conspicuous locations on both sides of your company's car body to paste your company's racing track logo

Car exhibition: Taking the contract period of one year as an example, the team's racing car can be combined with the activities held at the racing track and exhibited three times

Brochure logo printing: Display the racing track logo or logo on the team's brochure

Event site display and promotion: Display the background board and PPT of the team's major events. The racing track logo will be displayed on the display materials, and the host will read out the full name of the racing track as a special thank you.

Company roll-up promotion: Provide space for roll-up banners, posters and other racing track promotional materials at the team activities such as new car launches, seminars, and recruitment activities.

Brand trademark display: Select practice materials in the team promotional video and display the business logo in the video. Awarded the title of "South China University of Technology Formula Racing Team Practice Field"

Weibo interaction: Take photos and video materials of practice, and promote them on the team's Weibo, website and other channels.

Brand event assistance: 3 or less members will participate in your racing track's marketing activities once without affecting the team members' academic, research and development and other educational and teaching activities and competitions.

类别二：提供加工场地或共创实验室

让车队技术部门能在赞助商提供的场地中加工赛车部件，或者双方共同进行科研项目合作，回报方案为：

车身商标粘贴: 提供贵公司车身两侧两处显眼位置，粘贴贵公司品牌商标

宣传册商标印刷: 在车队宣传手册上展示商家商标或标志

活动现场展示宣传: 在车队的重大活动背景板、PPT 等展示材料上展示商家商标，并由主持人宣读贵公司全称特别鸣谢

公司易拉宝宣传: 在新车发布会、宣讲会、招新活动等车队活动现场提供位置摆放易拉宝、海报等商家宣传资料

品牌商标展示: 在车队宣传视频中展示贵公司的公司和品牌标志

微博互动: 在车队的微博、网站主页中鸣谢加工场地提供者授予“**华南理工大学方程式赛车队天使合作伙伴**”称号

网络宣传: 在车队网站提供赞助商链接，并酌情转载赞助商相关资料

Category 2: Providing processing sites or experimental opportunities

Allow the team's technical department to process racing car parts in the site provided by the sponsor, or both parties can cooperate on scientific research projects. The reward plan is:

Car body trademark pasting: Provide two conspicuous locations on both sides of your company's car body to paste your company's brand trademark

Brochure trademark printing: Display the business trademark or logo on the team's brochure

Event site display and promotion: Display the business trademark on the team's major event background board, PPT and other display materials, and the host will read out your company's full name as a special thank you

Company roll-up promotion: Provide a location to place roll-up banners, posters and other business promotion materials at the team's event sites such as new car launches, seminars, and new recruiting activities

Brand trademark display: Display your company and brand logo in the team's promotional video

Weibo interaction: Thank the processing site provider for awarding the title of "Angel Partner of South China University of Technology Formula Racing Team" on the team's Weibo and website homepage

Online promotion: Provide sponsor links on the team's website and reprint sponsor-related materials as appropriate

合作方案明细—方案B

Cooperation plan details - Plan B

类别三：提供技术指导或软件培训

根据车队需要提供相应的技术指导或软件培训，回报方式为：

活动现场展示宣传: 在车队的重大活动背景板、PPT 等展示材料上展示企业或品牌商标，并由主持人宣读商家全称特别鸣谢

公司易拉宝宣传: 在新车发布会、宣讲会、招新活动等车队活动现场提供位置摆放易拉宝、海报等商家宣传资料

品牌商标展示: 在车队视频中展示贵公司的公司和品牌标志

授予“**华南理工大学方程式赛车队天使合作伙伴**”称号

微博互动: 培训现场拍摄照片，通过车队的网站、微博等线上渠道鸣谢商家

网络宣传: 在车队网站提供赞助商链接，并酌情转载赞助商相关资料

Category 3: Provide technical guidance or software training

Provide corresponding technical guidance or software training according to the needs of the team, and the return method is:

Activity site display and promotion: Display the company or brand trademark on the team's major event background board, PPT and other display materials, and the host will read out the full name of the merchant as a special thank you

Company roll-up promotion: Provide a place to place roll-up banners, posters and other merchant promotional materials at the team's activities such as new car launches, seminars, and new recruiting activities

Brand trademark display: Display your company and brand logo in the team video Award the title of "Angel Partner of South China University of Technology Racing Team"

Weibo interaction: Take photos at the training site and thank the merchant through the team's website, Weibo and other online channels

Online promotion: Provide sponsor links on the team's website and reprint sponsor-related materials as appropriate

补充条款

Supplementary Terms

1、同时提供物质赞助和非物质赞助

对于同时提供物质赞助和非物质赞助的合作商(如:既提供零件也提供加工场地), 方案 A 和方案 B 可同时生效, 对于有交叠的条款, 采取最优的回报方案

2、一次签订长期合约

对于一次性签订三年或以上合作关系的合作商, 赞助商级别往上调一个级别。对于逐年签约到第四年的合作商, 从第四年起赞助商级别往上调一个级别

3、商业排他性

车队将会尽量避免同类型商家的同时赞助, 争取保证贵公司在同行业中的赞助优先权

4、队服商标排列规则

队服背面以冠名赞助商商标为最高, 其他赞助商原则上商标大小不大于 $35cm^2$, 根据赞助额度的大小从上往下排列, 商标大小依次减小

5、车队宣传板商标排列规则

大型活动的宣传背景板、鸣谢页面, 商标排列顺序以冠名赞助商居视觉中心, 按照钻石级别、黄金级别、白银级别、天使级别、友情合作伙伴的顺序排列, 商标大小依次减小

6、车身商标粘贴规则

据赞助商赞助额度不同, 车身粘贴商标大小依次减小, 赛车两侧包含尾翼或空套两侧。

1. Provide both material and non-material sponsorship

For partners who provide both material and non-material sponsorship (e.g., providing both parts and processing sites), Plan A and Plan B can be effective at the same time. For overlapping terms, the best return plan will be adopted.

2. Sign a long-term contract at one time

For partners who sign a one-time cooperation agreement for three years or more, the sponsor level will be raised by one level. For partners who sign contracts year by year until the fourth year, the sponsor level will be raised by one level from the fourth year.

3. Commercial exclusivity

The team will try to avoid simultaneous sponsorship by businesses of the same type, and strive to ensure your company's sponsorship priority in the same industry.

4. Rules for arranging trademarks on team uniforms

The title sponsor's trademark is the highest on the back of the team uniform, and the trademark size of other sponsors is not larger than $35cm^2$ in principle. They are arranged from top to bottom according to the size of the sponsorship amount, and the trademark size decreases in sequence.

5. Rules for arranging trademarks on team publicity boards

For publicity background boards and thank you pages of large-scale events, the trademark arrangement order is based on the title sponsor as the visual center, and is arranged in the order of diamond level, gold level, silver level, angel level, and friendly partner, and the trademark size decreases in sequence

6. Rules for affixing trademarks on the body

According to the different sponsorship amounts of the sponsors, the size of the trademarks affixed to the body decreases in sequence, including the rear wing or both sides of the empty sleeve on both sides of the car.

联系我们

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