



Sponsorship Brochure

**Eat.Sleep.Build.Repeat.
Because RaceCar.**

**IIT ROORKHEE
MOTORSPORTS**





“Talent hits a target no one else can hit; Genius hits a target no one else can see.”
- Arthur Schopenhauer

Who we are ?



IIT Roorkee Motorsports is a group of inter-disciplinary students from IIT Roorkee. We participate in the World's largest Inter-Collegiate Engineering competition conducted by **Formula Society of Automotive Engineers, FSAE** where we design, fabricate, analyse, test and run a formula style race car. It's been seven years since the start of this exquisite journey when only nine guys with a dream chose a less travelled path and founded IIT Roorkee Motorsports.

The team made its debut in 2011 by participating in **FSAE-Australasia** held in Melbourne, Australia. After that we participated in **FS-UK 2013**. Ours was the only Hybrid Electric car among 149 registered teams. We had crossed another big milestone by being awarded with the **IMechE award of 2500 GBP**. The team bagged 2nd spot among the Indian teams. Then we went on to participate in **FSAE Australasia 2015** with an electric car. We won the **"CAMS Inspiring Motor Sport"** award for the best design among first year teams.



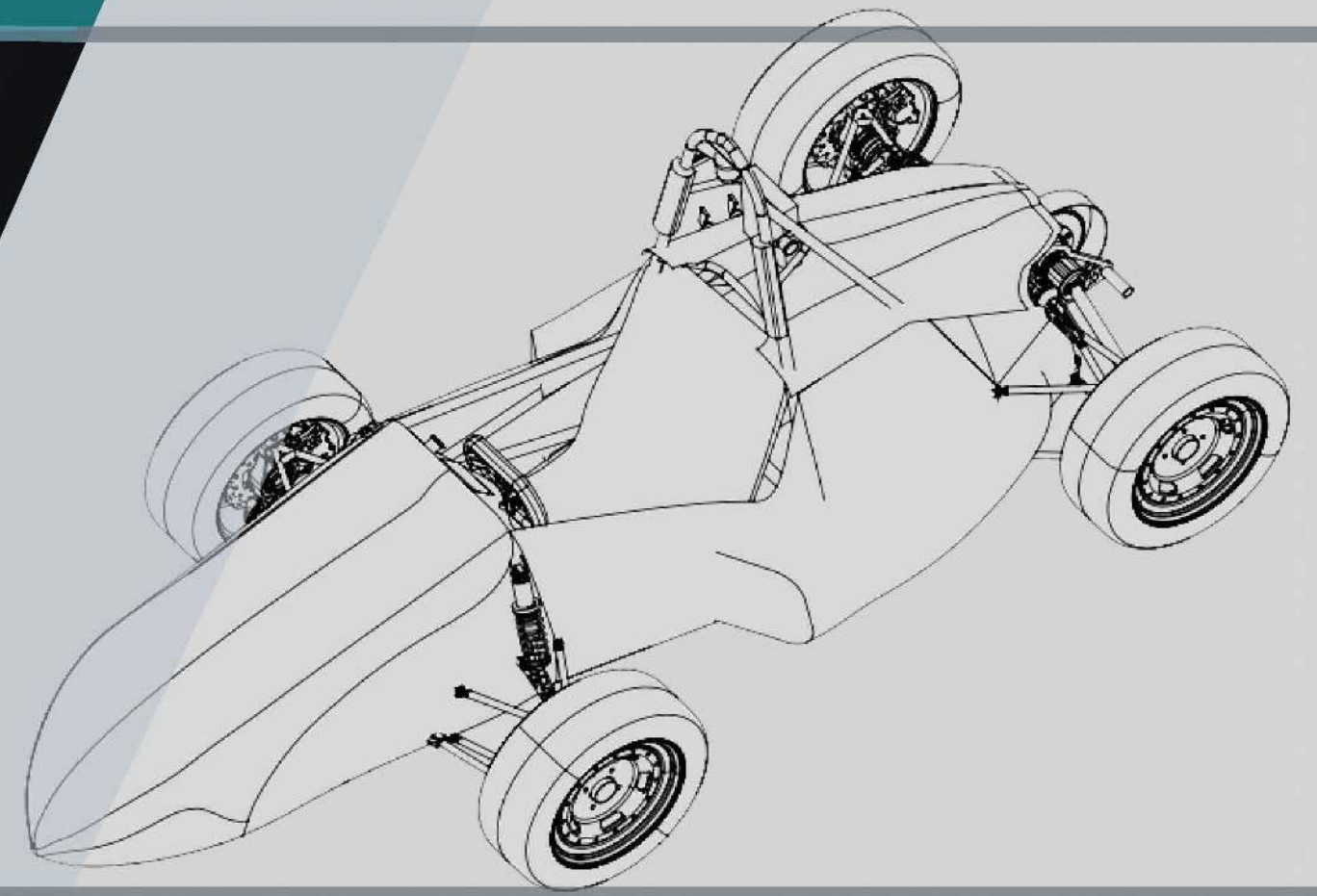
What is Formula SAE ?

Formula SAE is an international renowned student engineering design competition, organised by the Society of Automotive Engineers. The students take on the role of a small firm which develops a race car. Throughout a single year teams are challenged to conceive, design, finance, manufacture and finally race a prototype formula style racing car that adheres to the strict regulations outlined for FSAE.

FSAE competitions have expanded across the world and is recognised as the foremost 'breeding ground' for the engineers of the future. Over 500 teams compete worldwide at annual competitions in two categories, mainly IC and EV. It is the beginning for many students into large industry such as Mercedes and other giants and in racing engineering careers such as Formula One.

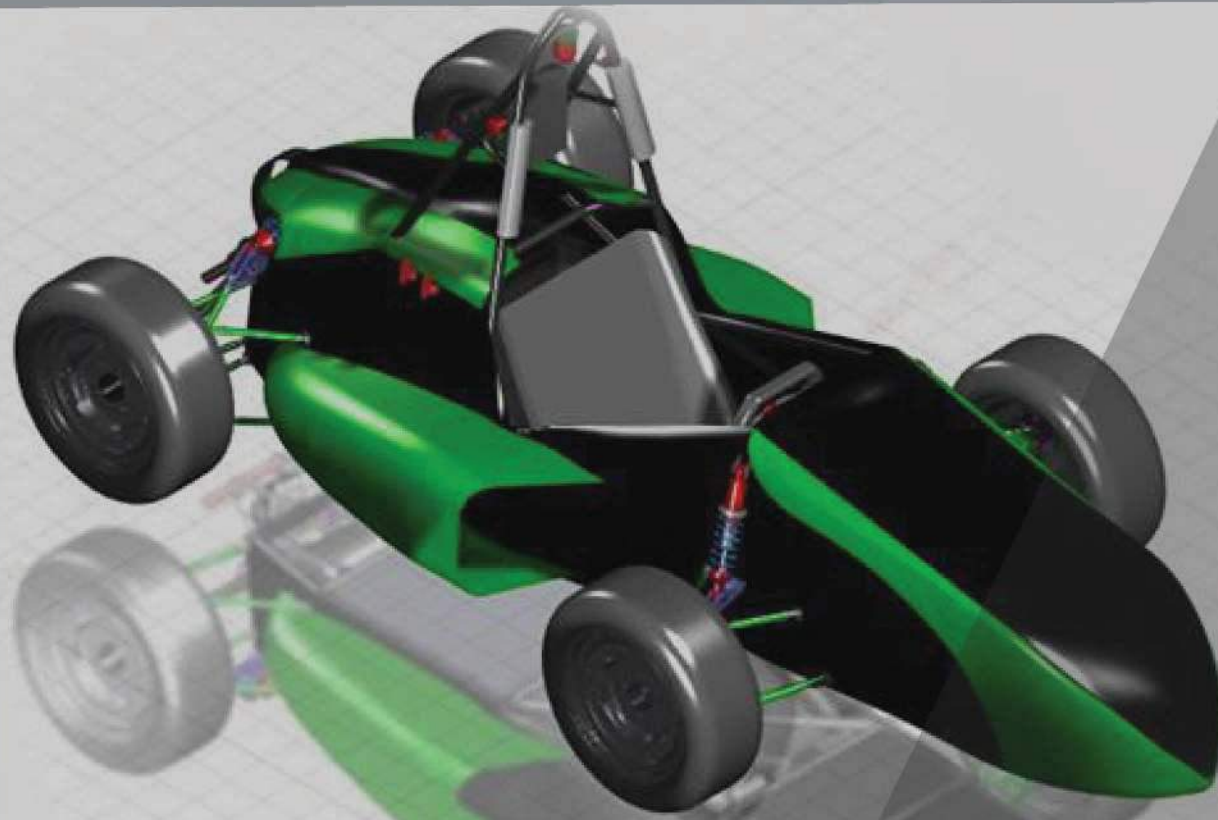
Mission

To develop race cars with innovative electric power-trains and represent IIT Roorkee in annually held International Engineering Competition Formula SAE (Society of Automotive Engineers).



Vision

To serve as a breeding ground for India's finest engineers and innovators who shall lead the nation's technological advancements in the field of hybrids and automobiles.

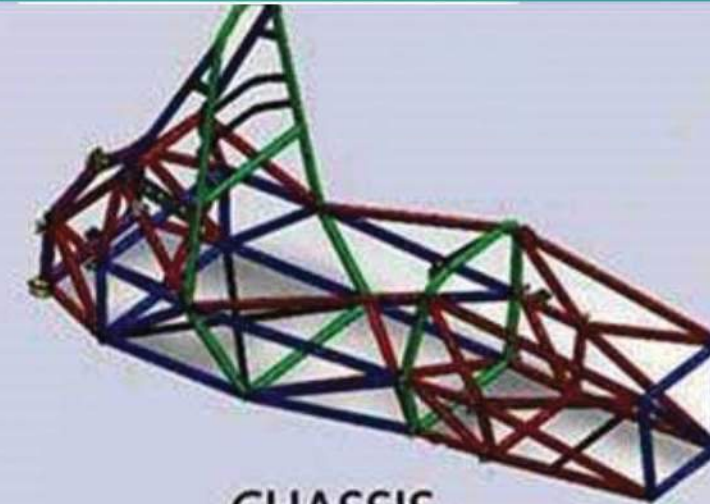




COOLING SYSTEM



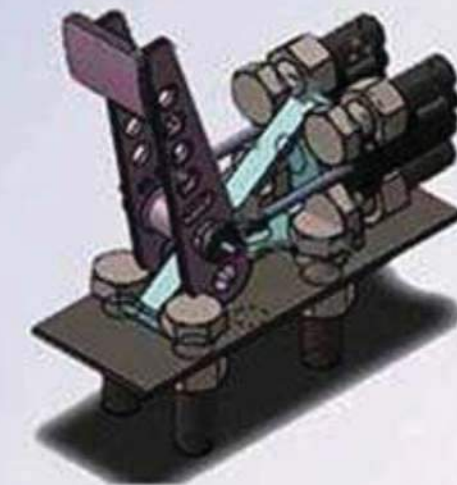
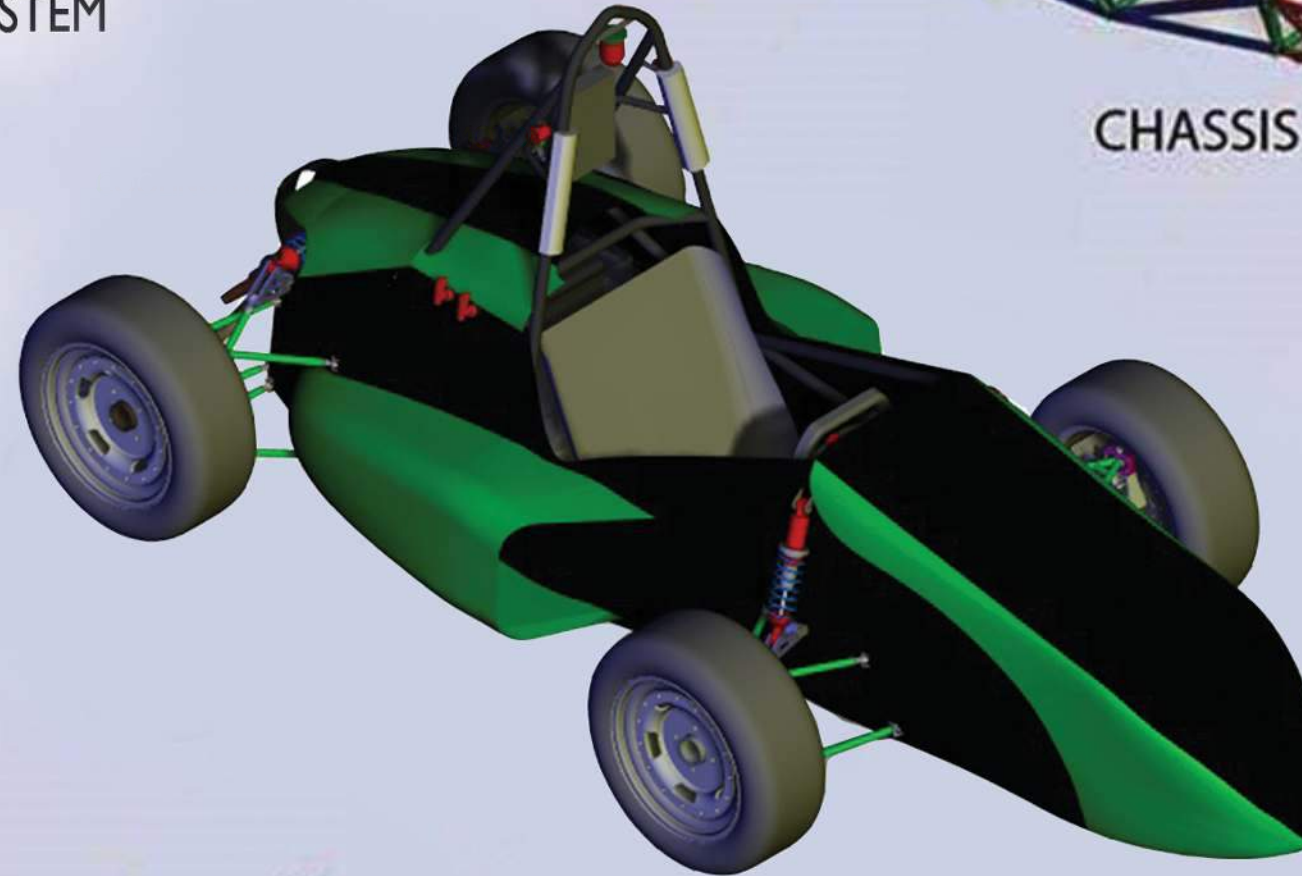
MOTOR



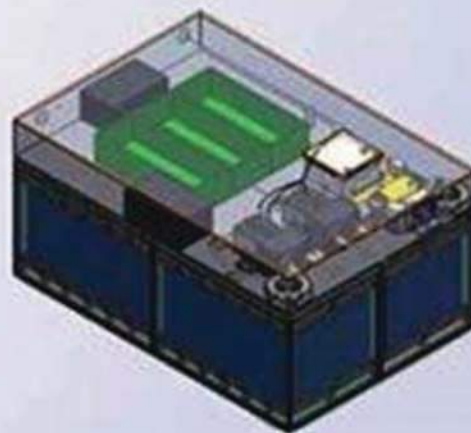
CHASSIS



MOTOR CONTROLLER



BRAKING SYSTEM



BATTERY PACK



SUSPENSION SYSTEM



STEERING SYSTEM

Achievements

- Ranked 4th in Design.
- Ranked 2nd in Cost.
- Ranked 4th in Business Presentation.
- Ranked 4th overall (among electric teams).
- The team won the 'CAMS Inspiring Motor Sport' award from CAMS Confederation of Australian Motor Sport for Best Design among first year teams.
- IIT Roorkee Motorsports now ranks first amongst Formula Student Electric Teams in India.

FSAE Australasia 2015



- The only Hybrid Car in FS UK in Silverstone.
- Winner IMachE Formula Student award of 2500 GBP.
- First in Cost and Business Presentation among Indian Teams.
- Second position overall as well as design among Indian Teams.
- 30th Position in Cost Efficiency.
- 31st Position in the Business Case.

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FS-UK 2013

FSAE Australasia 2011

- First IC engine car launched in 2011.
- The only Indian team among the 30 registered international teams to participate in Formula SAE Australasia 2011 held at Melbourne in December 2011.
- 1st position in the Fuel Economy.
- First Indian Team to finish the final 32 lap race in Australia.
- 6th Position in the Cost Presentation.
- 16th Position in the final race (Endurance Event).
- The car was also exhibited in the design pavillion of AUTO EXPO 2012, New Delhi

Join IITRMS

IIT Roorkee Motorsports offers various levels of sponsorship and invites enthusiastic and willing companies to get involved with the team. Our sponsorship period runs for the entire financial year and your business will be entitled to all applicable sponsorship benefits during this time.

Sponsorship Packages

Bronze	:	Rs. 75,000 - Rs. 2,00,000
Silver	:	Rs. 2 Lacs - Rs. 3.5 Lacs
Gold	:	Rs. 3.5 Lacs - Rs. 5 Lacs
Title Sponsor	:	Rs 5 Lacs and above



We also welcome support through the supply of products, services and resources to the values shown, and would be happy to discuss an alternative arrangement or customize a package to suit your company's requirement.

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Sponsorship Benefits



Increased Brand Exposure

IITR Motorsports aims to provide its sponsor with as much exposure as possible, including during all the events of the team, test runs and especially at the FSAE event, FS - UK 2018 & Formula Green 2018, thus promoting the brand amongst the organisers .



Enhanced Community and Public image

We are committed in producing industry ready, highly qualified engineers, while aiding in the promotion of practical engineering aptitude in young minds. Thus, our collaboration will positively influence your company's brand by highlighting its commitment towards IIT Roorkee and our country.



Student Access and Networking Opportunities

IIT Roorkee is highly regarded for producing engineering graduates of the highest calibre in all engineering disciplines and involvement with our FSAE team facilitates interaction with students, opening up recruitment/employment possibilities. Also, the firm gets a unique opportunity of developing a professional network with talented students and staff.



CSR & Tax benefits

As IIT Roorkee comes under the department of **MHRD** and as IIT Roorkee Motorsports represents IIT Roorkee, any sponsorship given by the firm in support of the team is liable to get tax benefits.

• SPONSORSHIP BENEFITS •

Invitation to IITRMS Events

Company Logo on Car front

Company Logo on Car sides

Logo on Team Apparel

Monthly Newsletter Promotion

Exclusive Event Promotions

Company Logo on Website

In-college Event Promotions

TITLE SPONSOR



30x30 cm²

30x30cm²

Front and Back

Exclusive Company Coverage

Company Logo on Website



✓ Large

Exclusive

GOLD SPONSOR



20x20 cm²

25x25cm²

Back

Full Page Coverage



✓ Medium

Exclusive

SILVER SPONSOR



20x20cm²

Half Page



✓ Small

Exclusive

BRONZE SPONSOR



15x15cm²

Half Page



✓ Small

Exclusive

ऑस्ट्रेलिया में दौड़ेगी आइआईटी रुड़की की

ऑस्ट्रेलिया में बजा आइआईटी रुड़की

एयरलाइन्स ऑस्ट्रेलिया में हवाई बिजनेस शुरू

नया दिल्ली, 14 अक्टूबर: एयरलाइन्स ऑस्ट्रेलिया में हवाई बिजनेस शुरू करने के लिए आइआईटी रुड़की की टीम ने एक प्रस्ताव पेश किया है। प्रस्ताव के अनुसार, आइआईटी रुड़की की टीम ऑस्ट्रेलिया में हवाई बिजनेस शुरू करने के लिए एक प्रस्ताव पेश करेगी। प्रस्ताव के अनुसार, आइआईटी रुड़की की टीम ऑस्ट्रेलिया में हवाई बिजनेस शुरू करने के लिए एक प्रस्ताव पेश करेगी। प्रस्ताव के अनुसार, आइआईटी रुड़की की टीम ऑस्ट्रेलिया में हवाई बिजनेस शुरू करने के लिए एक प्रस्ताव पेश करेगी।



एयरलाइन्स ऑस्ट्रेलिया में हवाई बिजनेस शुरू करने के लिए आइआईटी रुड़की की टीम

THE TIMES OF INDIA CITY

IIT Roorkee's car design bags award



IIT-Roorkee team with their award-winning electric car

DEHRADUN: An electric car designed by a team of students from IIT Roorkee has won the "CAMS Inspiring Motorsports Award 2015" in an international student motorsport competition held in Melbourne. The win has bagged the institute the 1st position in India and 66th slot internationally in the recently released Formula 1.

The team from IIT Roorkee Motorsports participated in Formula SAE Australia 2015, an annual international student motorsport competition held from 10-13th December 2015. The electric car "BOLT" designed by the students won the "CAMS Inspiring Motorsports Award 2015".

ऑस्ट्रेलिया में दौड़ेगी

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आइआईटी रुड़की

ऑस्ट्रेलिया में दौड़ेगी आइआईटी रुड़की की टीम ने बनाई कार

IIT Roorkee race car sets new records in Aust



The students started working on this project in August 2010, breaking the entire project in different phases such as reading and learning, designing and simulation, fabrication, testing and competition.

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ऑस्ट्रेलिया में दौड़ेगी फाइट-11



ऑस्ट्रेलिया में दौड़ेगी फाइट-11

आइआईटी रुड़की

ऑस्ट्रेलिया में दौड़ेगी आइआईटी रुड़की की टीम ने बनाई कार

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IIT Roorkee MotorSports



Contact us

IIT Roorkee Motorsports
Mechanical Engineering Department
Indian Institute of Technology Roorkee
Roorkee, Uttarakhand - 247667
iitrms@iitr.ernet.in
iitrms.iitr@gmail.com

Vivek Kumar
Team Leader
+91-7060334417
vivekkmr2706@gmail.com

Abhishek Kumar
Marketing Head
+91-8171360730
abhi94kumar@gmail.com

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