



SPONSORSHIP PACKAGE

Season 2018-2019

Support India's Engineering Future

Director's Message

Dear Corporates, Alumni and Well-wishers,



The students of this institution have always been successful in adding to the positive image of IIT Kharagpur as an institution which encourages its pupils to sharpen their engineering skills and to follow their dreams.

Living up to the motto of the institution, a group of students from various undergraduate disciplines, annually make a race car prototype for an educational motorsport event in United Kingdom called Formula Student. The competition seeks to challenge university students to conceive, design, build, present and compete as a team in a series of static and dynamic competitions.

These students have completed the design and manufacture of three such cars over the past few years. With performances that have been significantly improving year-after-year, the team's future looks very promising.

It is projects like these which expand IIT Kharagpur as an international institution and hence I sincerely recommend that you support these students in their future endeavors.

A handwritten signature in black ink, appearing to read "P.P. Chakrabarti".

P.P.Chakrabarti
Director, IIT Kharagpur

Formula Student

Formula Student is a series of international university competitions with over 500 teams worldwide. The aim of this project is to design and build a formula style race car. This presents students with practical engineering problems, project management and team work experience to complement their theoretical knowledge from university.

FORMULA STUDENT

Institution of
**MECHANICAL
ENGINEERS**

Innovative Platform

Brings out revolutionary ideas

Real world engineering challenge

Hands-on experience

Educational

Learning experience for students



The participants at Formula Student UK, Silverstone. (2014)

The Team

Formula SAE at IIT Kharagpur took a solid form in October 2008, when a group of enthusiastic students got together to form TeamKART. The project is carried out under the aegis of the Sponsored Research and Industrial Consultancy Cell (SRIC) and the Department of Mechanical Engineering, IIT Kharagpur. We are guided by our extremely competent faculty, backed by our institute and our sponsors.

Who

about 40 enthusiastic undergraduate students.

Where

IIT Kharagpur

Why

Because of our passion for automobile engineering.

When

All day! Everyday!

What

Build a Formula Style car and compete globally.

How

By putting in more than 35,000 manhours.



The team with K-2.2 (2015)

The Achievements

Formula Student India, 2015

- * **Second** place in the Business Plan Presentation.
- * **Second** place in the Cost Report Analysis.
- * One of the **7** teams out of 37 to clear the scrutiny.

Formula Student UK, 2013

- * Ranked **9th** in the cost report analysis, making us one of the most cost efficient team at the event.
- * One amongst the 6 teams nominated for the **Airbus Teamwork Award**.
- * One amongst the **top 3 rookie teams** in the event.
- * The **fastest** developing Indian team.
- * One of the 65 teams out of 150 to clear the rigorous scrutiny.



The K 2.2 with the **trophies** and the team at Formula Student India, 2015

The Achievements

Formula Bharat, 2017

- **Second** place in Business Plan Presentation
- One of the few teams out of 57 to have successfully cleared the Technical Inspection and Tilt test
- Received merits and tokens from Schaeffler Group
- Car design appreciation by Pat Clarke



The team with trophy at Formula Bharat, 2017

Our Future Endeavours



Our new project- K4

After rigorous research work and intellectual discussions with our institute's professors, upgrades in our 5th generation IC Engine Project are as follows:

Aerodynamics: Adding a full body undertray diffuser to our Aerodynamic package (Carbon Fibre).

Chassis: Using AISI 4130 mild steel tubes instead of AISI 1080 and reducing the weight by 10 Kg.

Drivetrain: Using Eccentric Differential mounts.

Electronics: Installing Electronic Gear Shifting mechanism and Li-ion battery.

Engine: 3D printing a new Side Intake.

Suspension: Installing Anti-roll bars.

The team plans to initiate the testing of K4 in the latter half of 2018 and compete in a Formula Student competition soon.

A new ERA- Electric Vehicle

After completing 5 projects in the segment of Internal Combustion Vehicles and with the shifting of World Automobile Sector towards Electric Vehicles and keeping in mind the National Electric Mobility Mission Plan (NEMMP) 2020, TeamKART has decided to initiate the research in the electric powertrain segment of Automobiles. With great support from our institute, alumni and corporates the manufacturing phase for our 1st electric Vehicle is scheduled to begin by the end of 2018 and we plan to compete in the EV Category of Formula Student competitions soon!



Electric Motor

Looking Ahead

By supporting TeamKART, you are giving students the opportunity to realise their own abilities in a real world competition and are supporting young Indian talent. With your help, TeamKART can further strive for development of our team through innovative design and manufacturing techniques. You would help provide us with the means and resources to become the most respected team in the world.

The Sponsor's branding will be done at

- * Formula Student UK
- * Formula Student INDIA
- * Kshitij, the annual (Asia's Largest) Techno-Management fest of IIT Kharagpur
- * Annual Alumni Meet, IIT Kharagpur
- * Training Workshops
- * Kolkata Workshops
- * Media Articles
- * Team Website
- * Social Media
- * Team Apparel



Car display at Kshitij 2015

Alumni Branding

IIT Kharagpur has a enormous Alumni network. Most of these alumni currently hold senior posts at very successful companies and firms. IIT Kharagpur has always maintained healthy relations with it's alumni many of which come on regular visits to the campus.

Annual Alumni Meet

The Alumni-Cell at IIT Kharagpur annualy holds an alumni meet where over 300 alumni visit the campus during the first weekend of January.

TeamKART annualy hosts a show at this meet where the car is showcased. It is followed by a photo session with the car and interaction sessions with the team. This has become a major event which draws attention of all the visiting alumni. Our sponsors have always been satisfied with the extensive publicity done during this event.



Alumni interacting with the team and clicking picture with the car at The Annual Alumni Meet 2016

Event Branding

TeamKART conducts workshop through out the year to spread awareness, show students the practical side of automobile engineering and also to train them and teach them the same. Our sponsors will get visibility and get branding opportunity at all the events during 2018-19 session.

Kolkata workshop

TeamKART conducted an "Introduction to Automobile Engineering" workshop on 23rd march 2018 in Jadavpur University campus which saw a participation of over 600 students from various engineering colleges of Kolkata. The workshop was also graced by Mr Prashanth Tharani, a pioneer in the feild of Volkswagen racing Championship. News articles for the workshop were published through Branding And Relations Cell of IIT Kharagpur.



Our powertrain head teaching 4 stroke combustion cycle at kolkata workshop



Our team member demonstrating single cylinder engine at kharagpur workshop.

Kharagpur workshop

We regularly conduct automobile engineering workshops in our campus for the student community. These Workshops witnesses a collective participation of more than 500 undergraduate and postgraduate students.

We have also initiated hands-on workshops which aims at experimental implementation of theoretical knowledge in both mechanical and electrical aspects.

Event Branding

Kshitij 2018

We conduct a workshop in our annual techno-management fest of IIT Kharagpur. Kshitij is the largest fest of its kind in Asia. It receives over 50,000 outstation participants. We also present our car in front of the participants from various parts of the country. The event also saw the presence of eminent personalities, who were here as guest lecturers, including renowned scientists, technocrats, journalists and business tycoons.



Our car K3 displayed at auto expo during Kshitij 2018



Unleash event of K3 at IIT Kharagpur followed by a run in campus.

Unleash 2016

After the completion of K3, we presented our car to the whole world in Unleash 2016. The event witnessed an excited crowd of over 400 students standing amazed after witnessing the in-house car designed entirely by students. The event received extensive media coverage by over 20 famous newspapers all over the world including Economic Times, Business Standard. After completing our car's manufacturing we will be presenting this car to the whole world in Unleash 2018, in August 2018.

Team KART in Media

A photograph showing a green and white racing car, partially covered by a red cloth, parked on a paved area. In the background, there are trees and a building, with a sign that reads "TEAM K". The image is part of a news article from The Economic Times about an IIT-student-designed racing car.

THE FINANCIAL EXPRESS

Racing car designed by IIT-Kharagpur students to compete in Russia

IIT-Kharagpur students have designed their fourth Formula 1 racing car prototype which will compete at an international competition in Russia.

By PTI | Kolkata | Updated: July 25, 2016 4:37 PM

Built by a group of undergraduates of the institution, the new car 'K-3' will compete in the Student Russia 2016 this September with around 30 teams comprising 800 students from all over the world. (Source: Facebook)

जाइन की रेसिंग कार

By: Editorial Team

designed their fourth Formula 1 racing car for the international competition in Russia.

ates of the institution, the new car 'K-3' will compete in the Student Russia 2016 this September with around 30 teams comprising 800 students from all over the world.

est car weighing at just 220 kgs. It is also 15 kmpl in comparison to the earlier models. "We started designing of our fifth car K-4, which will be ready by August 2016," said team leader Ketan.

Hindu News | **India Today**

The image shows a news article from the Times of India. The title is "IIT-Kharagpur Students Design Formula 1 Racing Car Prototype". The article discusses the design and development of a racing car by IIT-Kharagpur students for an international competition in Russia. It highlights the car's efficiency and the team's future plans. A small photo of a person in a white shirt and tie is visible on the left, and a video player icon with the word "TEAM KART" is at the bottom left.

Online Publicity

Besides providing branding during the workshops, TeamKART ensures that it's event sponsors get massive online exposure and reach the target crowd.

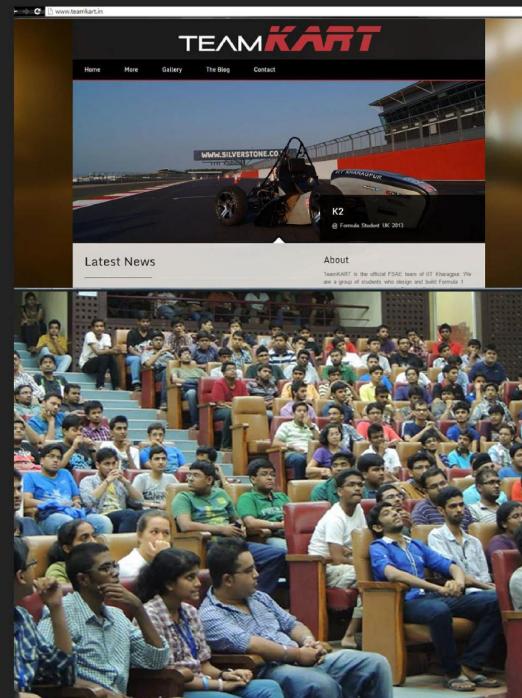
Social Media

Our event sponsors are publicized through TeamKART's Facebook page which has over 7000 followers.

<https://www.facebook.com/TeamKART>

Website

Our event sponsors get a hyperlinked logo on the team website which has over 200 unique visitors everyday.



Publicity Campaigns

We annually have two online publicity campaigns which have a reach of over 2,00,000 people.

Others

TeamKART tries to represent it's sponsors to the best of our ability. Other visibility areas for event sponsors include the workshop's participation certificate, the TeamKART newsletter, information brochures, etc.



Participants at the various workshops

Sponsorship Opportunities

Title Sponsorship

Sponsorship Amount: Greater than INR 3 Lakh

Major Sponsorship

Sponsorship Amount: INR 1 Lakh - INR 3 Lakh

Associate Sponsorship

Sponsorship Amount: Less than INR 1 Lakh

Technical Sponsorship

Sponsorship in kind

Workshop Sponsorship

Apparel Sponsorship

Logistics and Travel Partner

Media Partner

Title Sponsor

Deliverables before the event



- * **Color of the car and apparel** will be decided by the Title Sponsor.
- * In **media articles**, there will be a mention of the sponsor's name as well as a picture of the car with their logo distinguishably displayed.
- * Our **website** will carry a link to the sponsor's homepage along with the sponsor's logo and a brief description.
- * Banners with the sponsor's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- * Ample publicity will be given to the sponsor on social networking sites like **Facebook and Twitter**. Title Sponsor's logo will be a part of our **page's cover picture**.
- * All videos on the team's **YouTube channel** will initiate and end with the mention of the Title Sponsor.

Deliverables during the event

- * The logo of the Title Sponsor will be prominently visible on the **driver's helmet and team apparel in the front**.
- * The logo of the Title Sponsor will be prominently visible on the **nose of the cars made by the team**.
- * Our pit will have a **sponsor's corner** with the Title Sponsor's name and logo right on the top. We will also display the promotional video and the sponor's logo in the pit media display corner.
- * **Static event presentation** will be done with our sponsor backdrop and the sponsor's name will be highlighted the most.

Major Sponsor

Deliverables before the event



- * In **media articles**, there will be a mention of the sponsor's name as well as a picture of the car with their logo distinguishably displayed.
- * Our **website** will carry a link to the sponsor's homepage along with the sponsor's logo and a brief description.
- * Banners with the sponsor's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- * Ample publicity will be given to the sponsor on social networking sites like **Facebook and Twitter**.
- * All videos on the team's **YouTube channel** will initiate and end with the mention of the Major Sponsor.

Deliverables during the event

- * The logo of the Major Sponsor will be prominently visible on the **driver's helmet and team apparel**.
- * The logo of the Major Sponsor will be prominently visible on the **nose of the cars made by the team**.
- * Our pit will have a **sponsor's corner** with the Major Sponsor's name and logo. We will also display the promotional video and the sponor's logo in the pit media display corner.
- * **Static event presentation** will be done with our sponsor backdrop and the sponsor's name will be highlighted.

Associate Sponsor

Deliverables before the event



- * In media articles, there will be a mention of the Associate Sponsor's name as well as a picture of the car with their logo distinguishably visible.
- * Our **website** will carry a link to the sponsor's homepage along with the sponsor's logo and a brief description.
- * Banners with the associate sponsor's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- * Ample publicity will be given to the associate sponsor on social networking sites like **Facebook and Twitter**.

Deliverables during the event

- * The logo of the associate Sponsor will be prominently visible on the **team apparel**.
- * The logo of the associate sponsor will be prominently visible on the **sidepod of the cars made by the team**.
- * **Static event presentation** will be done with our sponsor backdrop and the associate sponsor's name will be highlighted.

Technical Sponsor



Deliverables before the event

- * In media articles, there will be a mention of the Technical Sponsor's name as well as a picture of the car with their logo distinguishably visible.
- * Our **website** will carry a link to the sponsor's homepage along with the sponsor's logo and a brief description.
- * Banners with the technical sponsor's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- * Ample publicity will be given to the technical sponsor on social networking sites like **Facebook and Twitter**.
- * All the videos on the team's **YouTube channel** will end with a mention of the technical sponsor.

Deliverables during the event

- * The logo of the Technical Sponsor will be prominently visible on the **team apparel**.
- * The logo of the technical sponsor will be prominently visible on the **sidepod of the cars made by the team**.
- * Our pit will have a **sponsor's corner** with the Technical Sponsor's name and logo. We will also display the promotional video and the sponsor's logo in the pit media display corner.
- * **Static event presentation** will be done with our sponsor backdrop and the technical sponsor's name will be highlighted.

Workshop Sponsor

Deliverables for the event



- Banners, hoardings and pamphlets for the workshop with the Sponsor's logo will be **setup and distributed around the city**.
- The sponsor's logo will be visible in the **backdrop and on separate banners** inside the auditorium during the entire workshop.
- Social Media publicity through TeamKART's official **Facebook, twitter and instagram page and on team's website**.
- All **participation certificates** for the workshop will carry the sponsor's name and logo.
- The sponsor's name will be mentioned in all **mass media articles, news papers and news channels**.
- All workshop related **videos on the team's social media platforms** will end with mention of our event sponsors.
- **Workshop's report** to be circulated to all participants and college students with **special mention of the Workshop sponsors**.

Media Partner

NEWS

Deliverables before the event

- * Our **website** will carry a link to the sponsor's homepage along with the sponsor's logo and a brief description.
- * Banners with the media partner's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- * Ample publicity will be given to the media partner on social networking sites like **Facebook and Twitter**.
- * All videos on the team's **YouTube channel** will end with the mention of the media partner.

Deliverables during the event

- * The logo of the media partner will be prominently visible on the **sidepod of the cars made by the team**.
- * Our pit will have a **sponsor's corner** with the media partner's name and logo. We will also display the promotional video and the partner's logo in the pit media display corner.
- * **Static event presentation** will be done with our sponsor backdrop and the sponsor's name will be highlighted.

Apparel Sponsor

Deliverables before the event

- * In **media articles**, the apparel sponsor's name and logo will be there.
- * Our **website** will carry a link to the sponsor's homepage along with the sponsor's logo and a brief description.
- * Banners with the apparel sponsor's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- * Ample publicity will be given to the apparel sponsor on social networking sites like **Facebook and Twitter**.

Deliverables during the event

- * The logo of the apparel sponsor will be prominently visible on the **sidepod of the cars made by the team**.
- * Our pit will have a **sponsor's corner** with the Apparel Sponsor's name and logo. We will also display the promotional video and the sponsor's logo in the pit media display corner.
- * **Static event presentation** will be done with our sponsor backdrop and the sponsor's name will be highlighted.

Logistics and Travel Partner



Deliverables before the event

- * In media articles, the name and logo of the logistics and travel partner will be distinguishably visible.
- * Our **website** will carry a link to the partner's homepage along with their logo and a brief description.
- * Banners with the logistics and travel partner's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- * Ample publicity will be given to the logistics and travel partner on social networking sites like **Facebook and Twitter**.
- * All videos on the team's **YouTube channel** will initiate and end with the mention of the logistics and travel partner.

Deliverables during the event

- * The logo of the Logistics and Travel Partner will be prominently visible on the **team apparel**.
- * The logo of the logistics and travel partner will be prominently visible on the **nose of the cars made by the team**.
- * Our pit will have a **sponsor's corner** with the Logistics and Travel Partner's name and logo. We will also display the promotional video and the partner's logo in the pit media display corner.
- * **Static event presentation** will be done with our sponsor backdrop and the partner's name will be highlighted.

Current Sponsors

TITLE SPONSOR



MAJOR SPONSORS



Forgify 3D Labs



GF CNC



TATA MOTORS



Technology Alumni Association Bangalore
(Alumni Association of IIT Kharagpur in Bangalore)



hurixsystems

TECHNICAL SPONSORS



CONTACT US

Team Leader

Sagar Sengar
M: +91 8825143008
E: sagarsengar1508@gmail.com

Team Manager:
Technical Team

Ankit D
M: +91 9738541287
E: adjw221b@gmail.com

Team Manager:
Corporate & Public
Relations

Subodh Ranjan
M: +91 9609777857
E: subodh.ranjan.001@gmail.com



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