

ZUURA FORMULA RACING SPONSORSHIP PROPOSAL

FORMULA SAE 2014



Warriors who rise to design and conquer



INTRODUCTION

SAE

SAE (Society of Automobile Engineers) embodies Engineers, Executives from Industry, Government Officials, Academics and Students. The founding principle of SAE International is to unite scientific and technical staff to perform free academic discussions, to dedicate themselves to the cause of prospering of the science and technology for automotive vehicles and to make contributions to speed up the modernization of automotive industry.



STUDENT FORMULA JAPAN-2013



SFJ is an international student level competition in which teams from universities all over the world plan, design, analyze, fabricate and compete a formula type car, which is evaluated during a series of static and dynamics tests like Design, cost evaluation, presentation, acceleration, skid-pad, auto-cross, fuel economy and endurance. Originally started in USA by SAE International as FORMULA SAE. Today it is being organized in several countries all over the world with different names like STUDENT FORMULA JAPAN (SFJ). These FSAE events offer excellent practical exposure to engineering students and along with technical knowledge, students also gain an insight into the non-technical aspects of a project like leadership, team work, project management, finance, public relationship, etc. It is a form of out-of-the-classroom education which moulds budding engineers to perform well when they enter the industry.

THE SCORING

There are two parts of the competition, namely static and dynamic events in which the car's design and durability are put to the test. There are various facets of the car's design which are tested in each of these events like skid-pad and autocross. Basically, these dynamic events are scored to determine how well the car performs. Each dynamic event has specified minimum acceptable performance levels that are reflected in the scoring equations.

The following points are possible:

Static Events:

Presentation	75
Engineering Design	150
Cost Analysis	100

Dynamic Events

Acceleration	75
Skid-Pad	50
Autocross	150
Efficiency	100
Endurance	300

Total Points 1,000



THE DESIGN

The competition is for formula style race cars in the under 610cc segment usually weighing in at less than 500 pounds. That means a very high power to weight ratio and speeds approaching 100 MPH. This is why the design of the car is so crucial in this competition. Every detail about the vehicular dynamics and geometry can significantly influence the overall performance of the car in the dynamic events.

A great amount of study and iteration have led to the conception of our final design, the ZR-01.

Below are given a few images of the design of the space-frame chassis and the stylishly designed aerodynamic outer body.



ZR-01

UVP

Sponsorship is a platform to enrich the quest for attaining the podium of success that will leverage one's brand value and status quo through extensive publicity and media coverage to an audience represented by the automotive sector at an international level right at the heart of Asia's automobile industry; Courtesy Japan.

TEAM ZUURA

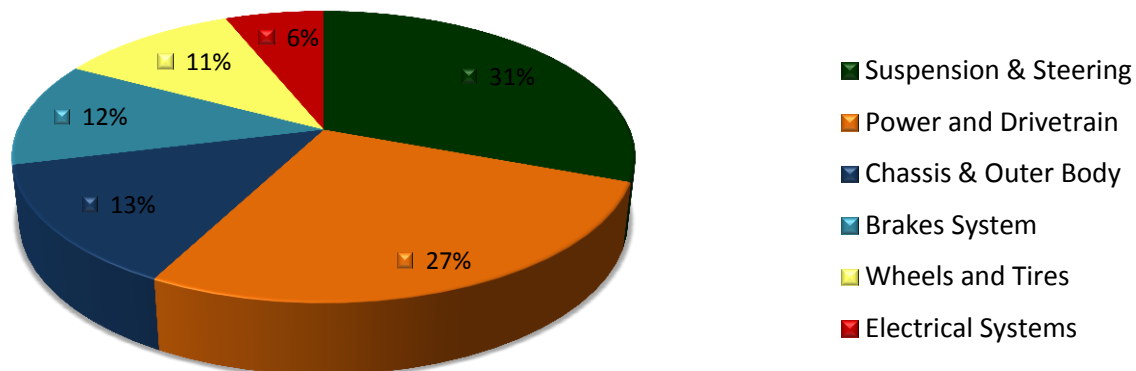
Team ZUURA has made a division of labor into 2 sectors, namely technical and non-technical. The technical sector of work is further divided into 7 independently headed departments working under the able guidance of the captain and the non-technical work is taken up by a small group side by side.

The team has been working hard for the past few months and significant progress has followed in terms of technical detail and actual design of the car for the competition.

Prior to starting any technical work, members immersed themselves in deep study about the various automotive systems at play in a car and their fine working and mechanisms. Two members attended the CAD course for advanced Solidworks modeling, one powertrain member worked closely with the powertrain department at Maruti Suzuki India Limited and one member has worked with the Vehicle Dynamics, Safety and Materials Lab at ARAI, Pune. After a period of nearly 2 months of such preliminary research, the team swiftly moved into working on the various systems like suspension and steering, etc. with the help of softwares for both their design and analysis. The design process continued iteratively with modifications and betterments successively till date.



ESTIMATED BUDGET PLAN





































In this competition, each and every component involved in the manufacture of the car from the engine and ECU down to every last nut and bolt must be found and bought by the team and it is for this that we seek your gracious sponsorship support. And through this channel of sponsorship, we aim to give back as much as possible to your company and its name in the form of publicity and media coverage that will echo its way all around the globe by the time our car lines up for the go flag in Japan. The budget breakdown of the project is illustrated above and detailed below.

PROJECT EXPENDITURE	COST IN INR	
Engine	1,20,000	Car Development 8,15,000
Limited Slip Differential	45,000	
Driveline	55,000	
Uprights	80,000	
Suspension Assembly	1,20,000	
Rack and Pinion Assembly	50,000	
Wheels and Tires	90,000	
Chassis	65,000	
Outer body	45,000	
Brakes System	95,000	
Electrical Systems	50,000	
Event Registration	50,000	
Vehicular Logistics	4,00,000	
Travelling, Stay and Food	9,00,000	
GRAND TOTAL	21,65,000	




SPONSORSHIP FRAMEWORK

Team Zuura has devised **five levels of sponsorship**; **Bronze**, **Silver**, **Gold**, **Platinum** and **Ultimate** Sponsorship. Associate Sponsorship can be undertaken as well. As a token of appreciation for their valuable support, all of our sponsors will receive a certificate on behalf of our college and a framed photograph of the team. The five different levels of sponsorship each entail various benefits as elucidated below.

BENEFITS		B	S	G	P	U
1	MENTION IN TEAM PROMOTIONAL VIDEO					
2	BANNERS AND BROCHURES					
3	LOGO ON THE TEAM CAR					
4	LOGO ON THE TEAM APPAREL	—				
5	COMPANY'S LINK IN TEAM WEBSITE	—				
6	ADVERTISEMENT AT TEAM EXHIBITIONS & EXPOS	—	—			
7	RECOGNITION IN COLLEGE MAGAZINE	—	—			
8	PUBLICITY ON TEAM'S FACEBOOK PAGE	—	—	—		
9	CAR'S PRESENCE IN COMPANY EVENTS	—	—	—		
10	INTEGRATION OF COMPANY NAME WITH TEAM NAME	—	—	—	—	




ASSOCIATE SPONSOR

(INR 10k-25k)

-  Company's name and logo mentioned in the team's promotional video
-  The company's name and logo will also have a presence in any banners or brochures of the team
-  A small company logo printed on the side-pods of the car






BRONZE SPONSOR

(INR 25k-50k)

-  Company's name and logo mentioned in the team's promotional video
-  The company's name and logo will also have a prominent presence in any banners or brochures of the team
-  A company logo printed on the side-pods of the car

SILVER SPONSOR








(INR 50k-1L)

-  Company's name and logo mentioned in the team's promotional video
-  The company's name and logo will also have a prominent presence in any banners or brochures of the team
-  Medium size logo on the side body of the car
-  Company logo printed on the back of the team T-Shirt
-  A link or an icon of the company website will be integrated into the home page of the team website











GOLD SPONSOR

(INR 1L-2.5L)

-  Company's name and logo mentioned in the team's promotional video
-  The company's name and logo will also have a prominent presence in any banners or brochures of the team
-  A larger logo on the side of the car
-  Company logo printed on the back of the team T-Shirt
-  A link or an icon of the company website will be integrated into the home page of the team website
-  Company advertisement at team ventured exhibitions and stalls set up in the college during important events where apart from team brochures including the company logo in them, company brochures & pamphlets are also distributed
-  Mention will be made in the college e-magazine @www.vitvibes.com






PLATINUM SPONSOR

(INR 2.5L-4.5L)

-  Company's name and logo mentioned in the team's promotional video
-  The company's name and logo will also have a prominent presence in any banners or brochures of the team
-  Company logo printed on the front hood of the car in appropriate proportion of size
-  Company logo on the sleeve of the team T-Shirt where it's more prominent
-  Company advertisement at team ventured exhibitions and stalls set up in the college during important events where apart from team brochures including the company logo in them, company brochures & pamphlets are also distributed
-  Mention will be made in the college e-magazine @www.vitvibes.com
-  Special mention on the team's Facebook page and any advertisements for the company's new products or such will also be shared
-  Allowing the company to exhibit the car at any exhibitions or functions of importance to the company

ULTIMATE SPONSOR

(INR > 4.5L)

-  The Ultimate sponsor is our foremost supporter and thus enjoys ALL of the live and virtual publicity benefits mentioned for Platinum Sponsors in the biggest way possible
-  Company logo will be centered on the front hood of the car and be present on the side too, bigger than the other logos
-  Company logo will be made to cover most of the front of the team T-shirt
-  Special recognition of the Ultimate sponsor as the team's prime sponsor will be voiced out by the team during any media coverage and according importance will be given in any promotional material of the team
-  The highlight of Ultimate Sponsorship though, is the **integration of the company's name in the team name** as the ultimate gesture of gratitude from the team

*As sponsorship is not limited to only cash, any support in kind via parts or material which can be used in the fabrication of the car is also appreciated and shall be credited according to local market values in discerning the level of that sponsorship.

All sponsorship funds are to be made out to VIT UNIVERSITY payable at CHENNAI.







TERMS OF BENEFITS IN DETAIL

1. Team Promotional video: A movie will be created to be put up on YouTube that could well serve as the flagship mark of mass communication. The company's name and logo will have a prominent presence in it.
2. Banners and Brochures: Banners tend to be the centre of attraction in our own garage where the car is going to be manufactured. Brochures serve as a wonderful communication technique to pass on sufficient information about the car and the company to people who are inquisitive about it
3. Logo on Car: The logos of the respective companies can be printed on the car serving as a valuable means for advertisement both in the college and during the competition as it would catch the eye of a large part of the automotive sector that would be present at or viewing the event via media coverage.
4. Logo on Team apparel: This involves an additional advantage as apparels involve publicity not only in the event but sometimes also for any public appearance in general.
5. Link in Team website: There will be a website for the team that will throw light on all the intricacies and experience of TEAM ZUURA. A link or an icon of the company would be integrated in the home page to take the viewer to the company's website.
6. Advertisement in Team ventured exhibitions: Stalls would be set up in the college during important events such as VITEEE (VIT's entrance exam) & counseling or during technological fests and symposiums where apart from team brochures containing the company logos, company brochures & pamphlets are also distributed. This serves as an efficient communication to people outside VIT.
7. College magazine mentions: Since this project is being taken up by students from VIT CHENNAI a page about the project will be dedicated to TEAM ZUURA in VIT Chennai's official magazine "Vibes" which is an online and dynamically maintained platform where the company's name and logo can make their presence for constantly helping us in our stride for success.
8. Publicity on Team's Facebook page: Updates about the sponsors and their new products, etc. will be posted regularly on the team's Facebook page @ www.facebook.com/TeamZuura
9. Car's presence in company events: As a mark of gratitude for very gracious sponsoring in the form of a huge sum, the team would like to pay it back by allowing the company to exhibit the car in company exhibitions or any important functions of the company.

OUR PREVIOUS YEAR'S SPONSORS



TERMS AND CONDITIONS

-  ALL THE LISTED CONDITIONS VALID TILL DECEMBER 31st, 2014.
-  SPONSORSHIP IN KIND SHALL BE CREDITED ACCORDING TO LOCAL MARKET VALUES AT THE TIME OF RECEPTION OF MATERIALS
-  THE ORDER OF PREFERENCE FOR THE LOGOS IN TERMS OF POSITION AND DIMENSION:
(ULTIMATE > PLATINUM > GOLD > SILVER > BRONZE)
-  COST OF THE MATERIALS IS SUBJECT TO CHANGE



VIT UNIVERSITY CHENNAI CAMPUS

TEAM ZUURA



For Further Details, Please Contact:

Captain	Hardik Nasit	801 561 0188
Manager	Shantanu Chauhan	729 916 0557
Manager	Pranav Kopargaonkar	996 204 4795

Email ID: teamzuura.vitchennai@gmail.com



THANK YOU FOR CONSIDERING TEAM ZUURA

