



CITY ST GEORGE'S RACING SPONSORSHIP BROCHURE 2025-26



Silverstone

WHO WE ARE



CSG RACING IS THE FORMULA STUDENT TEAM REPRESENTING CITY ST GEORGE'S, UNIVERSITY OF LONDON. OUR GROUP CONSISTS OF OVER 70 STUDENTS SPANNING ENGINEERING, BUSINESS, LAW, AND OTHER DISCIPLINES, UNITED BY A PASSION FOR MOTORSPORT AND INNOVATION.

WE OPERATE LIKE A PROFESSIONAL MOTORSPORT ORGANISATION, WITH TECHNICAL ADVISORS, SPECIALISED ENGINEERING DEPARTMENTS, AND MARKETERS, WORKING TOGETHER TO DESIGN AND BUILD AN ELECTRIC RACE CAR. THIS HANDS-ON EXPERIENCE DEVELOPS FUTURE-READY TALENT IN ENGINEERING, TEAMWORK, AND PROJECT MANAGEMENT.



WE ARE A DIVERSE AND INCLUSIVE TEAM WITH STRONG REPRESENTATION ACROSS DIFFERENT BACKGROUNDS AND DISCIPLINES. THIS MIX BRINGS DIFFERENT PERSPECTIVES THAT HELP US CREATE DESIGNS AND STRATEGIES THAT ARE BOTH INNOVATIVE AND PRACTICAL.

THE 2025 SEASON MARKED OUR RETURN TO FORMULA STUDENT AFTER 7 YEARS AND COMPETED IN THE CONCEPT CLASS. DURING THE COMPETITION WE ENGAGED WITH LEADING COMPANIES SUCH AS MERCEDES-AMG HPP, ASTON MARTIN, AND ALTAIR, AND BUILT CONNECTIONS WITH LIKEMINDED STUDENTS FROM VARIOUS UNIS. THESE EXPERIENCES HAVE POSITIONED CSG RACING AS AN ACTIVE PART OF THE GLOBAL FORMULA STUDENT COMMUNITY.

LOOKING FORWARD, OUR AMBITION IS TO COMPETE IN THE EV CLASS WITH A FULLY BUILT CAR AND TO CONTINUE GROWING YEAR AFTER YEAR. BY SUPPORTING US, SPONSORS HELP INCREASE OUR COMPETITIVENESS AND ENABLE US TO BUILD OUR FIRST ELECTRIC RACECAR.

OUR PROJECT

BUILDING THE FUTURE OF STUDENT MOTORSPORT



CSG RACING IS WORKING TOWARDS DEVELOPING AN ELECTRIC VEHICLE FOR FORMULA STUDENT UK. IN 2025 WE RE-ENTERED THE COMPETITION THROUGH THE CONCEPT CLASS, BUILDING THE FOUNDATIONS FOR FUTURE YEARS. OUR AMBITION IS TO ENTER THE EV CATEGORY FOR STATIC AND DYNAMIC EVENTS, AND WHILE A COMPLETED CAR IS STILL IN PROGRESS, OUR FOCUS IS ON CREATING A DESIGN AND DEVELOPMENT PATHWAY THAT CAN DELIVER LONG-TERM SUCCESS.

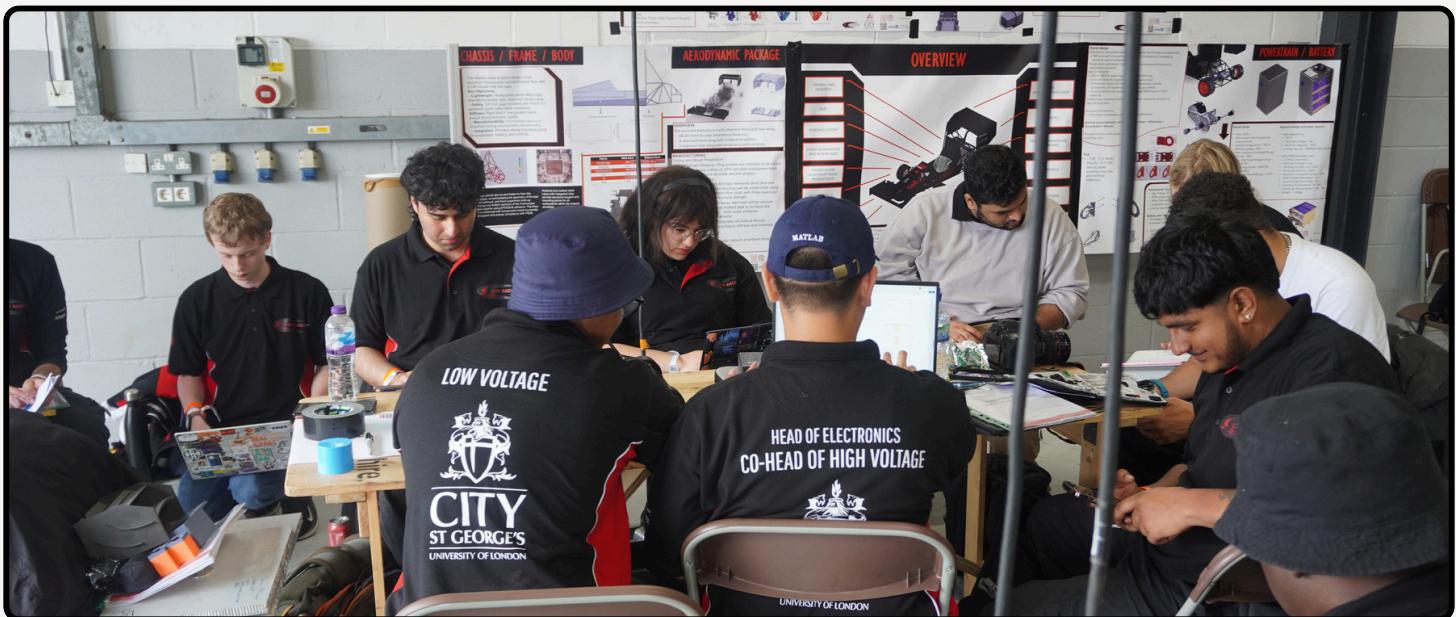
THE TEAM BRINGS TOGETHER SKILLS FROM VARIOUS ENGINEERING DISCIPLINES, BUSINESS, AND LAW. STUDENTS WORK ON AREAS SUCH AS CHASSIS, SUSPENSION, AERODYNAMICS, AND POWERTRAIN, WHILE OTHERS LEAD ON MEDIA, FINANCE, AND SPONSORSHIP. THIS MIX ALLOWS US TO OPERATE IN A WAY THAT REFLECTS A PROFESSIONAL MOTORSPORT ORGANISATION, WHERE TECHNICAL PERFORMANCE, SAFETY, AND PROJECT DELIVERY ARE ALL CONNECTED, ALL WHILST COMPLIANCE WITH FSUK REGULATIONS



WE ARE LEARNING FROM OUR EXPERIENCE IN THE CONCEPT CLASS AND FROM OBSERVING EVENTS (PARTICULARLY SCRUTINEERING) AT SILVERSTONE. WE ARE APPLYING LAST YEAR'S FEEDBACK FROM JUDGES, MENTORS, AND INDUSTRY PARTNERS TO IMPROVE, CREATING PROCESSES THAT WILL HELP US BUILD A COMPETITIVE AND RELIABLE EV.

THE PROJECT ALSO PROVIDES MEMBERS WITH PRACTICAL SKILLS IN ENGINEERING, SUSTAINABLE MOBILITY, AND PROJECT MANAGEMENT. FOR SPONSORS, IT REPRESENTS A CHANCE TO SUPPORT A TEAM THAT IS PROACTIVELY IMPROVING AND OVERCOMING CHALLENGES TO INCREASE COMPETITIVENESS, WHILE DEVELOPING THE NEXT GENERATION OF ENGINEERS AND BUSINESS LEADERS.

WHY PARTNER WITH US?



VISIBILITY

OUR TEAM PROVIDES A PLATFORM TO SHOWCASE YOUR BRAND IN FRONT OF A DIVERSE THROUGH OUR UNIVERSITY NETWORKS, OUTREACH EVENTS, AND SOCIAL CHANNELS.

ENGAGEMENT

PARTNERING WITH US OFFERS DIRECT ACCESS TO MOTIVATED STUDENTS WHO ARE DEVELOPING SKILLS ACROSS ENGINEERING, BUSINESS, AND PROJECT MANAGEMENT. COLLABORATION WITH OUR TEAM PROVIDES OPPORTUNITIES TO CONNECT WITH FUTURE GRADUATE TALENT AND BUILD RELATIONSHIPS WITH STUDENTS WHO WILL ENTER INDUSTRIES RANGING FROM AUTOMOTIVE TO FINANCE AND TECHNOLOGY.

REPUTATION

BY SUPPORTING CSG RACING, YOUR BRAND IS ASSOCIATED WITH INNOVATION, SUSTAINABILITY, AND EDUCATION. FORMULA STUDENT IS RECOGNISED ACROSS THE ENGINEERING AND BUSINESS COMMUNITIES AS A PRESTIGIOUS COMPETITION, AND SPONSOR INVOLVEMENT REFLECTS A COMMITMENT TO ADVANCING ELECTRIC MOBILITY AND SUPPORTING THE DEVELOPMENT OF THE NEXT GENERATION.



*DESIGNS AND PLACEMENTS SHOWN ARE FOR ILLUSTRATION PURPOSES ONLY AND ARE SUBJECT TO CHANGE.



PARNTERSHIP OPPORTUNITIES

SUPPORT FOR CSG RACING CAN TAKE MANY FORMS: FINANCIAL CONTRIBUTIONS, DISCOUNTED SERVICES, PARTS, SOFTWARE, OR PROFESSIONAL GUIDANCE. TO RECOGNISE THE DIFFERENT WAYS OUR PARTNERS GET INVOLVED, WE OFFER CLEAR LEVELS OF PARTNERSHIP, EACH WITH INCREASING VISIBILITY AND OPPORTUNITIES FOR COLLABORATION.

BRONZE	SILVER	GOLD	DIAMOND
Logo on team website	Bronze benefits + logo on team kit	Silver benefits + logo on car (secondary placement)	Gold benefits + prime logo placement on car
Mention in social media updates	Logo on promotional materials	Featured in university and media materials	Large logo on team kit
Invitation to visit our workshop	Recognition at outreach events	Opportunities to connect with students for recruitments and networking	Opportunities for technical collaboration, mentoring, or co-brand activities

THE PACKAGES ABOVE ARE SIMPLY FOR REFERENCE;
WE WELCOME DISCUSSIONS TO CREATE A PARTNERSHIP PACKAGE THAT WORKS FOR YOU!

LET'S WORK TOGETHER!

THANK YOU FOR CONSIDERING SPONSORING CITY ST GEORGE'S RACING. WE VALUE ALL FORMS OF SUPPORT AND ARE HAPPY TO TAILOR A PARTNERSHIP THAT MEETS YOUR NEEDS.

PLEASE GET IN TOUCH, AND EXPLORE THE POSSIBILITIES TOGETHER!

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