



# NITK Racing

Sponsorship Brochure 2015



The DH NR-XII at Formula Student Hungary, 2012

Top 10 in two out of seven events

Represented the nation

Bagged the Design Innovation Prize at Supra, 2014

Participated at Formula Student China, 2014

Participating at Formula Student India, 2016





Founded in 1960, the Karnataka Regional Engineering College(KREC), has been a premier institute in the nation for imparting technical education and supporting research and development in the field of engineering. In 2002, the college was renamed to National Institute of Technology Karnataka (NITK), making it an institute of national importance. NITK continues to attract some of the brightest minds of the nation, in its quest to be centre for excellence. Over the years, NITK has produced unparalleled results in the field of academics, sports, cultural events and international competitions. Our Alumni network, covering a diverse range of technocrats, entrepreneurs, managers and most importantly, leaders, proves to be a testimony to this fact.

# NITK Surathkal

**17000** distinguished  
alumni  
from 1960 - 2011

**5000** smart minds  
in the UG and PG programme

**400** faculty members  
with expertise in 15 departments

**I** opportunity  
**NITK Surathkal**

# Formula Student

Amongst the most comprehensive competitions for university students, Formula Student involves the teams to design and build a complete product - a Formula race car. Backed by reputed industries and engineers, this competition draws some of the brightest minds from across the globe.

Team of  
under  
graduate  
college  
students

DESIGN  
BUILD  
TEST  
MARKET  
RACE



Formula Car

in a world  
tournament  
against top  
universities  
every year

**High-performing**  
engineering project valued by industries and  
high profile engineers

**Educational**  
motorsport competition by SAE / IMechE

**Real-world**  
engineering experience for undergraduates  
shifting from university to workplace

**Innovative**  
means to develop skill and technology



## EVENTS AT FORMULA STUDENT

### Dynamic Events:

#### Acceleration Test

Traverse a distance of 75 km as quickly as possible while beginning from rest.

75 points

#### Skidpad

Maneuver the car successfully through a figure 8 track in the least time.

50 points

#### Autocross

Zip through the race circuit to clock the fastest lap.

100 points

#### Endurance Race

Pull through a 22km race that pushes the car to its limits.

400 points

### Dynamic Events

These gauge various performance parameters of the car.

### Static Events

These gauge aspects that went into the making of the car.



# Not just about a fast car.

# Treading Ahead. Making a mark. NITK Racing.

**Who:** Team of 36 undergraduates from 9 engineering disciplines

**What:** Build a Formula Race car and compete in Formula Student series

**Why:** Shift out of the class room paradigm and face the real-world

**How:** By putting in over 4500 man-hours, building a car.

**When:** Work everyday to race annually

2006: NITK Racing begins. Looks at participating in 2007 BAJA competition.

2010: NITK Racing forms 2 teams for Baja and Formula Student. Baja continues.

2012: The team participates at FS Hungary in August. Top 10 in 2 events.

March, 2013: Complete building the car. Commence testing and validation

October, 2014: Participate in Formula Student China, Xiangyang.

2010: Successful runs at Baja series inspires the team to expand to Formula Student

2011: The team participates at FSAE Michigan in May. Represents India

September, 2012: Design and Marketing sub-teams commence work for the NR-XIII

January, 2014: Participating in Formula Student India, Buddh International Circuit, Greater Noida.



**CHASIS**  
Tubular Space Frame  
2314 Nm/deg Torsional Rigidity  
SAE 1018 Grade Mild Steel

**BODY-SHELL**  
Aerodynamically Designed  
Glass Reinforced Plastic

**SUSPENSION**  
Double Unequal A-Arm  
FOX Vanilla RC Shock Absorbers

**GEAR SHIFTER**  
*Semi Automatic  
Electronic Paddle Shift*

**INTAKE**  
*Restricted to 20mm  
Optimised through CFD*

**ENGINE**  
Honda CBR 600RR  
45BHP @ 9,500 rpm  
Custom Made ECU

**TYRES**  
20.5x7R13 Hoosier  
R25 Compound Rubber



**The DICV NR-XV**

# Achievements

Event	Position
Business Presentation	10 <sup>th</sup> place
Cost Report	10 <sup>th</sup> place
Design Report	33 <sup>rd</sup> place
Technical Inspection	Cleared
Tilt Test	Cleared
Noise Test	Cleared



- Top 10 in 2 out of the 7 events at FSH. First ever Indian team to achieve such a feat in any FS circuit.
- Cleared Technical inspection in first attempt - unprecedented performance by any Indian Team.



- Only Racing team representing India in FS China
- Top half finish in design out of 82 teams
- Top 25 in B-Plan

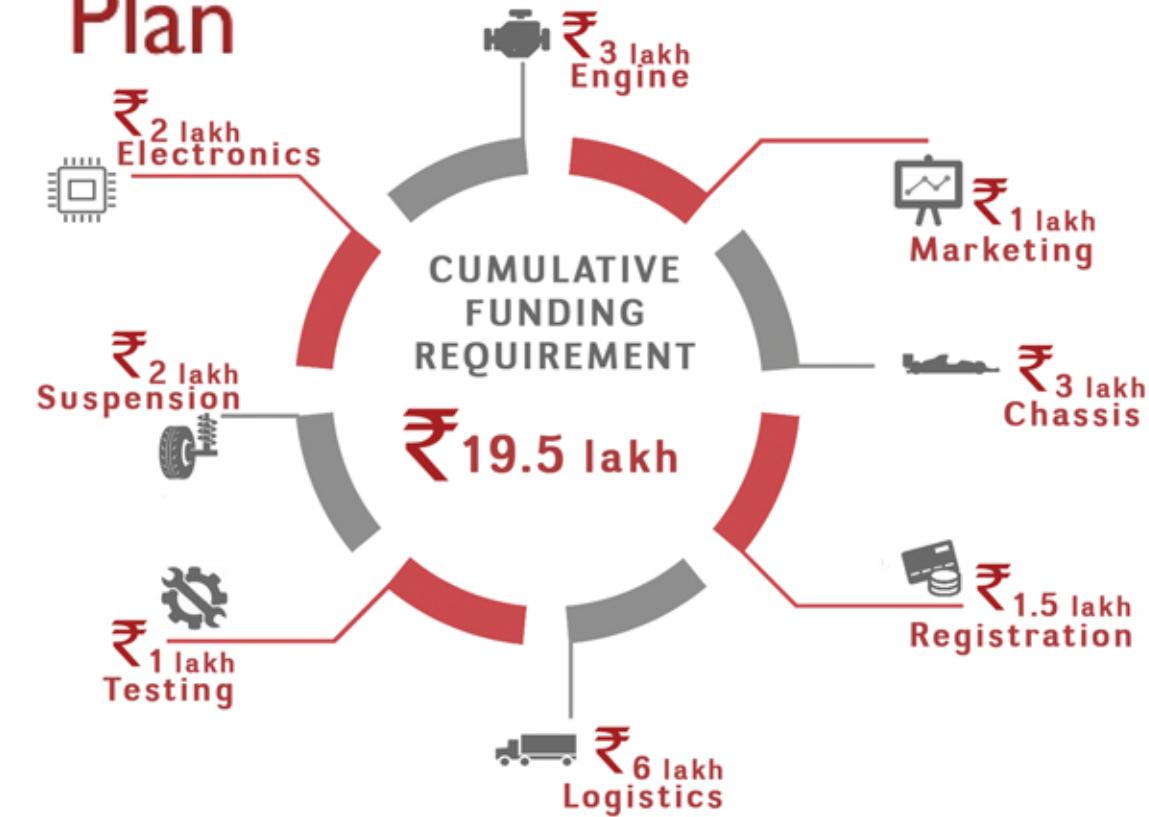


- Design Innovation Award for carbon fibre air-intake



coming soon...

# Budget Plan



*6000WIEE*

*USD 500*

₹25,000



- Logo / mention on website
- Mention in presentation at events
- New media publicity

#### *INKIND SPONSORSHIP*

- Logos on car based on sponsorship amount.

# Sponsor Benefits

#### Common benefits

- Publicity at the Formula Student event
- Publicity for one year
- NITK Campus Benefits
- Alumni Connect: associate with over 17,000 alumni

The extent of benefit is in proportion to the sponsored amount.

*88BRONZE*

*USD 1300*

₹50,000



- Goodwill + Common benefits
- Up to 25 square feet of banners
- Up to 3 logos on apparel, goodies, merchandise
- Mention at events in college, malls

*88SILVER*

*USD 2115*

₹1,50,000



- Goodwill + Common benefits
- Up to 50 square feet of banners
- Up to 4 logos on car
- Up to 5 logos on apparel, goodies, merchandise
- Mention + banner at events in college, malls

*8888GOLD*

*USD 4225*

₹2,50,000



- Goodwill + Common benefits
- Up to 75 square feet of banners
- Up to 6 logos on car
- Logos on support vehicle and crate
- Up to 8 logos on apparel, goodies, merchandise
- Access to the car for sponsor's promotional activities
- Mention + banners at events in colleges, malls
- Premium Sponsors' Club

*PERTINUM*

*USD 6760*

₹4,00,000



- Goodwill + Common benefits
- Up to 100 square feet of banners
- Up to 7 logos on car
- More logos on support vehicle and crate
- Up to 10 logos on apparel, goodies, merchandise
- Access to the car for sponsor's promotional activities
- Mention + banners at events in colleges, malls
- Prizes sponsor for events by NR
- Premium Sponsors' Club
- Free Goodwill for year after

*8888TITLE*

*USD 11830*

₹7,00,000



- Goodwill + Common benefits
- Naming rights of the car
- Up to 150 square feet of banners
- Up to 10 logos on car
- Logos on support vehicle and crate
- Up to 15 logos on apparel, goodies, merchandise
- Apparel design in consultation with sponsor
- Access to the car for sponsor's promotional activities
- Mention + banners at events in colleges, malls
- Event sponsor for events by NITK Racing
- Mention in newspaper articles
- Premium Sponsors' club
- Free bronze for year after

# Gallery



# Current Sponsors

# DAIMLER

Daimler India Commercial Vehicles Pvt. Ltd.



**BOSCH**  
Invented for life



**AMARON**

  
**NetApp®**





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