



NITK Racing
Sponsorship Brochure 2016



The DH NR-XII at Formula Student Hungary, 2012

Top 10 in two out of seven events

Represented the nation

Participated at Formula Student India, 2016

Cleared Technical inspection and tilt test.

1st in Real Case Scenario, 6th in Cost Report, 8th in Business Plan

Bagged the Design Innovation Prize at Supra, 2014

Participated at Formula Student China, 2014





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

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



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 th place
Cost Report	10 th place
Design Report	33 rd 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.



昆仑润滑油杯
中国大学生方程式汽车大赛
KUNLUN LUBRICANT
FORMULA STUDENT CHINA

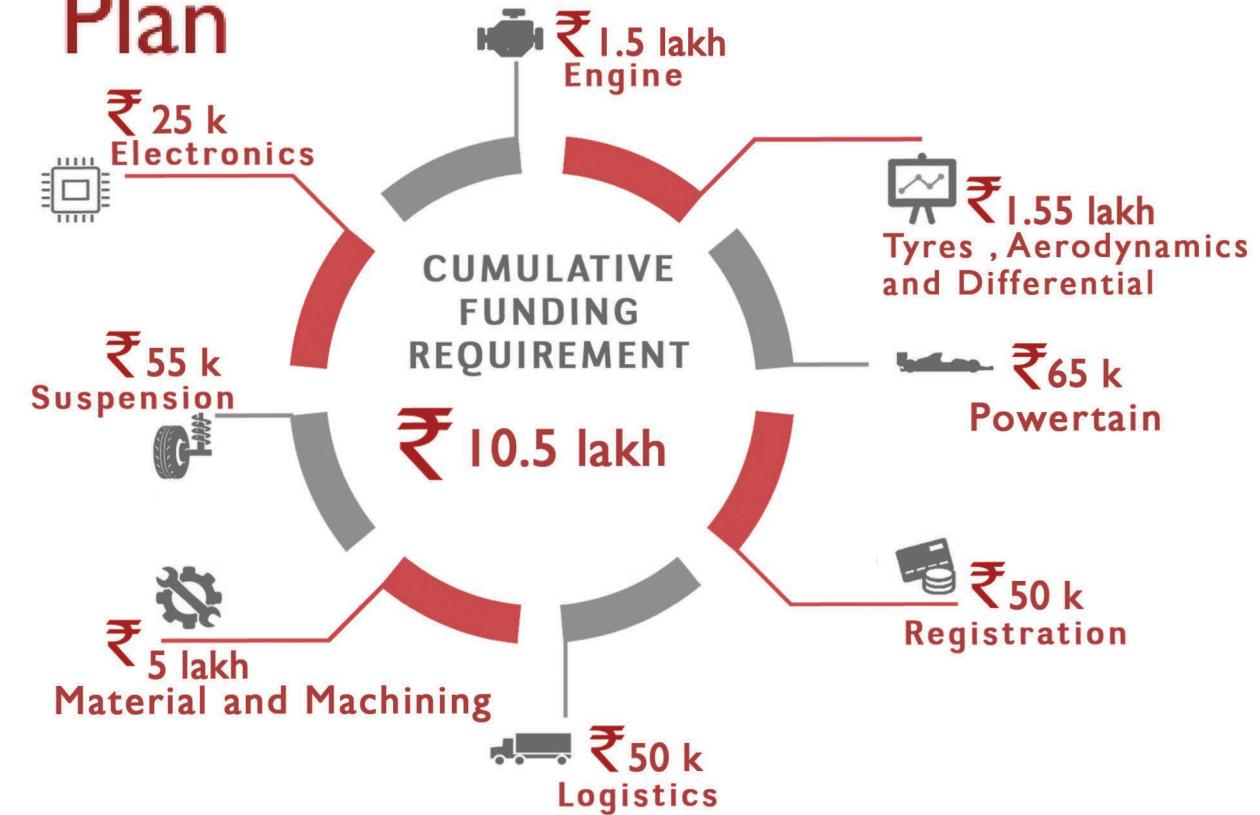
- Only Racing team representing India in FS China
- Top half finish in design out of 82 teams
- Top 25 in B-Plan



- Design Innovation Award for carbon fibre air-intake



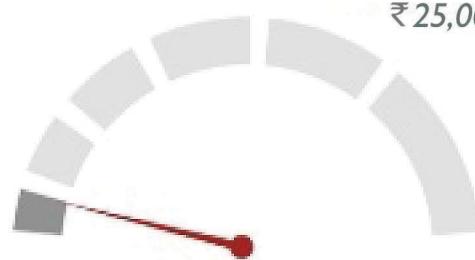
Budget Plan



GOODWILL

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

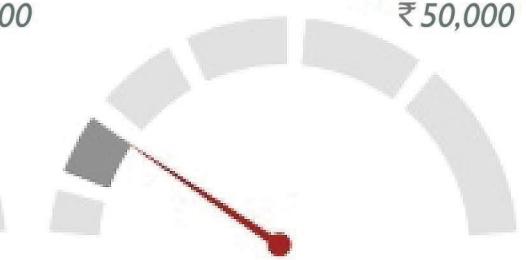
- Publicity at the Formula Student event
- Publicity for one year
- NITK Campus Benefits
- Alumni Connect: associate with over 17,000 alumni

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

BRONZE

USD 1300

₹50,000

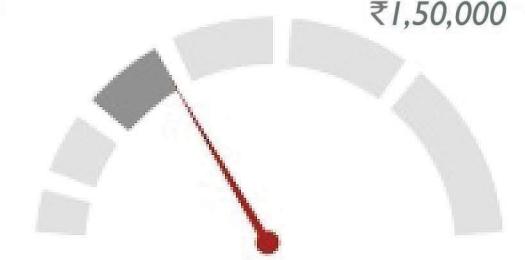


- Goodwill + Common benefits
- Up to 25 square feet of banners
- Up to 3 logos on apparel, goodies, merchandise
- Mention at events in college, malls

SILVER

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

GOULD

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

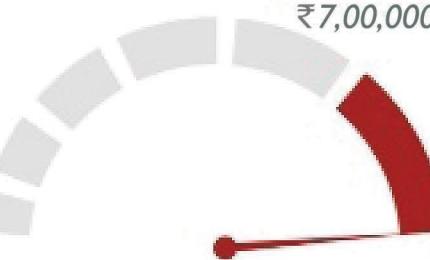


- Goodwill + Common benefits
- Up to 100 square feet of banners
- Up to 7 logos on car
- More logos on support vehicle and crate
- Up to 10 logos on apparel, goodies, merchandise
- Access to the car for sponsor's promotional activities
- Mention + banners at events in colleges, malls
- Prizes sponsor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

TITLE

USD 11830

₹7,00,000

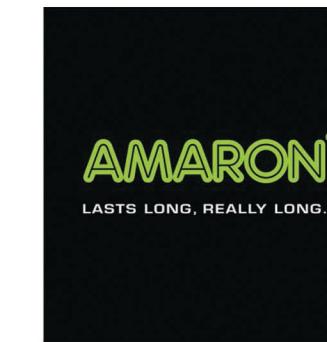


- Goodwill + Common benefits
- Naming rights of the car
- Up to 150 square feet of banners
- Up to 10 logos on car
- Logos on support vehicle and crate
- Up to 15 logos on apparel, goodies, merchandise
- Apparel design in consultation with sponsor
- Access to the car for sponsor's promotional activities
- 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





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