

# 10 reasons to support NITK Racing

## 1. **Publicity**

Publicity: through Logos on car, merchandise, banners, media presentations; at colleges, malls and all events we conduct / attend; through print media, internet, radio, etc.

## 2. **More Publicity**

Year long publicity campaign, unlike college fests; extendable to two years; Premium Sponsors' Club benefits; On/off-site, on/off-campus publicity; Access to NITK Surathkal and resources.

## 3. **"Formula Student is unique"**

University students are challenged to build a complete product, a race car, on their own. The set of people who are involved in such events are amongst the smartest students and professionals. Clearly, reaching out to such future decision makers is a key aspect for long term marketing goals.

## 4. **Support an Educational Venture**

The primary goal of the team has always been to gain knowledge and experience in handling real life situations. Supporting the team, ensures that these lessons in engineering go on. Once in a while, we also conduct workshops and activities, so as to spread knowledge and instill interest amongst other colleges and schools.

## 5. **International Exposure**

Breaking any existing country barrier, this proposal offers an opportunity to publicize abroad. It also allows for a possibility to connect with foreign companies. International publicity at dirt price.

## 6. **Encourage the spirit of Entrepreneurship**

The team is nothing short of a business startup. Students are involved in designing, prototyping, manufacturing, testing, marketing a product as complex as a Formula Race Car. We raise and handle finances in excess of INR 30 Lakhs; manage a team of over 40; recruit and lay-off annually; and make long-term plans, spanning years.

## 7. **Associate with NITK Surathkal**

NITK Surathkal has created a brand for itself on the international front. Be associated with a college that is highly lauded by the intelligentsia, enormously supported by the government and widely appreciated by the public.

## 8. **Our Legacy**

NITK Racing has been around for 6 years now participating and habitually winning at the national level races - Baja SAE India. Since 2011, the team went international, participating at Michigan and representing the nation. At FS Hungary 2012, the team had the best debut performance, by an Indian team ever, securing Top 10 spots in 2 events; We were also the best Asian team that year. The NR-XI was also the lightest Indian Formula Student Car - bettering well-established teams.

## 9. **Support India**

It is truly an honor for NITK Racing to represent India at international competitions of this magnitude and importance. Our efforts have always been to uphold the name of our country.  
*Support NITK Racing. Support India.*

## 10. **WIN - WIN situation**

Formula Racing is the fastest growing sport in India. Indian Grand Prix last year further bolsters the support and attention received by Formula Racing. Its about the best time to support the sport.

More importantly, its *off-beat marketing*.

