



SPONSORSHIP PROPOSAL

2020-2021



BIRLA INSTITUTE OF TECHNOLOGY, MESRA

Established in 1955 by the visionary industrialist Mr. B.M. Birla, Birla Institute of Technology, Mesra is a premier technical institute and a deemed university under the governance of C.K. Birla group. 64 years down the line, the zeal to carry forward our mission and vision still burns in our hearts. Every BITian works with a single agenda of making BIT a globally recognised academic institution in consonance with the social, economic and ecological environment, striving continuously for excellence in education, research and technological service to the national needs. The institute stands for educating students at the undergraduate, postgraduate, doctoral and post-doctoral levels to perform challenging engineering and managerial jobs in industry and to build a nation capable in technology, education, and research in emerging areas.



FORMULA STUDENT

Formula Student is an engineering design competition for undergraduate and graduate students. The competition provides the participants with the opportunity to enhance their engineering design and project management skills by applying classroom theories in a challenging competition. Formula Bharat replicates the global Formula Student series hosted in 13 countries every year. A competition 'For the students, by the students', Formula Bharat runs with the objective to design, build, test and compete with an open-wheeled, single seater formula styled racecar, whose various static and dynamic events are judged by renowned international judges like Claude Rouelle and Peter Jones. Since its inception in 2017, Formula Bharat is held at Kari Motor Speedway in Coimbatore for 5 days, usually towards the end of January every year.

Supra SAEINDIA is an engineering design competition that challenges young minds to compete as teams in designing a Formula category vehicle. This competition consists of a total of 1000 points distributed evenly in different static and dynamic events. The static events include Market Presentation, Engineering Design, and Cost Evaluation, whereas the dynamic events include Acceleration, Skid-Pad, Autocross, and Endurance events.



THE TEAM

Team Srijan is one of the oldest technical clubs of BIT Mesra, that has been growing steadily since 2007. It is a group of undergraduate students from various branches of engineering who work together to design, conceive and manufacture the prototype of a formula race car to participate in Formula Student competitions held across the globe. We are bonded together by our passion to innovate and apply our knowledge into practical scenarios. For the smooth functioning of the team, we have a technical and management division in our team. The technical division takes care of the engineering aspects involved in designing and fabricating a formula race car prototype. The management division ensures efficient project management throughout the formula season. The engineering marvels that are conceived in the workshop are the result of the efforts put in by every member of the team.

OUR LEGACY



2011

SUPRA SAE
The team
was
reformed



2013

FS ITALY
2nd best
Indian
team in the
Design event



2016

FS INDIA
Only car to
clear TI with
a RE engine



2018

**FORMULA
BHARAT**
B-Plan - 1st
Design
event-6th
Overall - 11th

2007

FS UK
5th in class II
events.



2012

SUPRA SAE
2nd lightest
car



2015

**FORMULA
DESIGN
CHALLENGE**
Overall-7th



2017

**FORMULA
BHARAT**
Static
rank-6th
Overall-12th



2019

**FORMULA
BHARAT**
B-Plan - 8th
Overall-16th



VEHICLE SPECIFICATIONS



1

POWERTRAIN

- 1 Saitetta 119R PMDC Motor
- Chain Drive
- Drexler LSD
- Integrated Outboard Hubs
- KellyController

2

BATTERY PACK

- Li-Ion Westing House 18650 (2.6 Ah Cell)
- Orion BMS 2
- Forced Air Cooled Accumulator

3

LVS

- Custom PCBs
- Pe3 For Data Logging

4

CHASSIS

- AISI 4130 Cassis Tubes
- Al 7075-T6 Machined Rear Bulk Head
- Customized Ergonomic Seat

5

VEHICLE DYNAMICS

- Double Wishbone Geometry
- Ohlins TTX25 Dampers
- Front and Rear ARB
- Al 7075-T6 Machined Parts

6

BRAKES

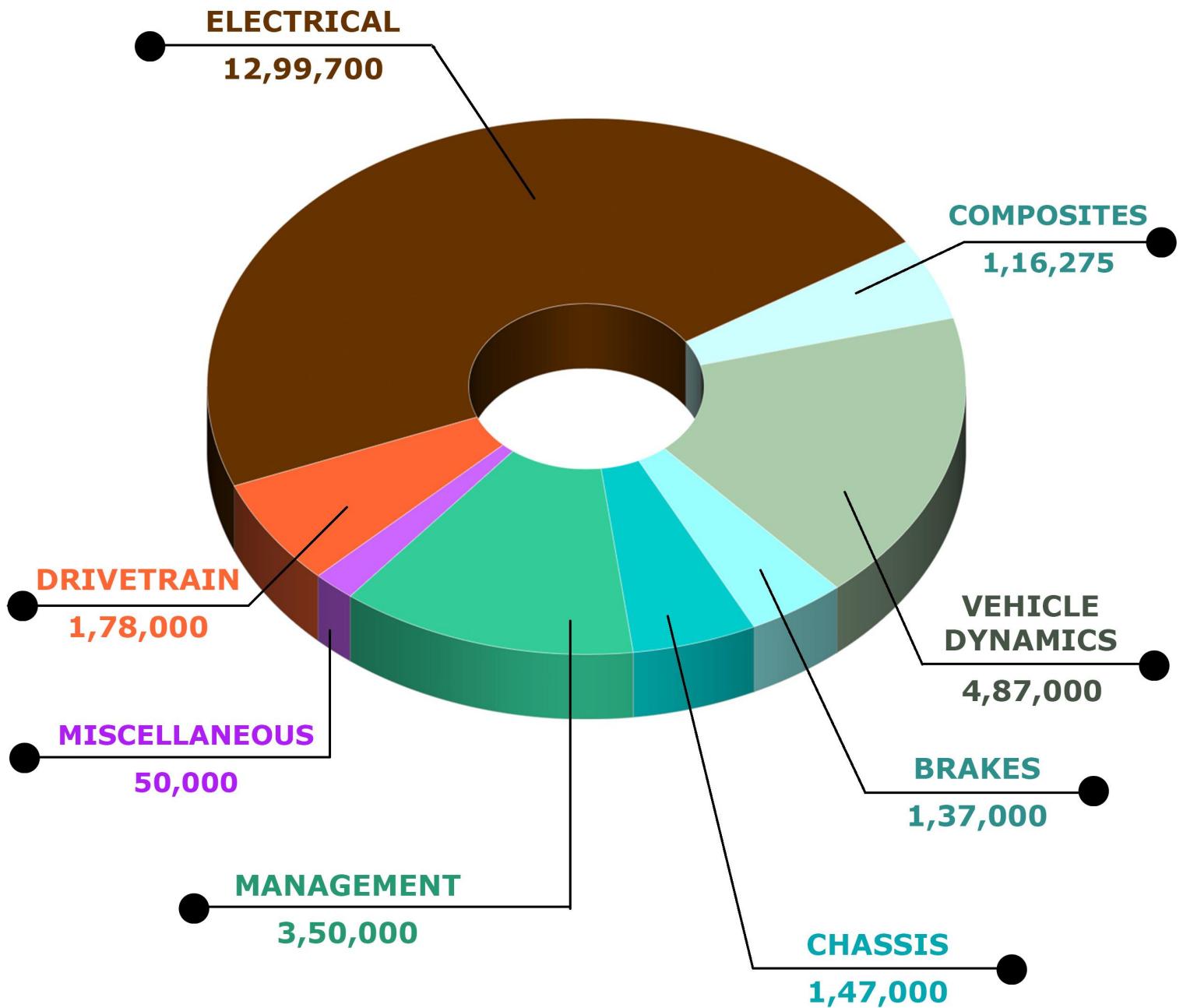
- Wilwood GP200 Calipers
- Custom Designed Floating Type
- Rotors
- AP Racing Master Cylinder
- Al 7075-T6 MACHined Parts

7

AERO AND BODY

- CFRP Based Bodyworks
- Custom Designed Side Pods and Undertray/Wings

BUDGET 2020-2021



TOTAL BUDGET

₹ 27,64,975

WHY SPONSOR US?

1

MARKET EXPOSURE: Formula Student is the biggest engineering design competition in the world. This itself explains the quality crowd it attracts on the national and international level. Your brand is publicized amongst the most affluent and prominent figures and companies. Our online and offline marketing strategies will ensure that your brand name receives maximum benefit.

2

EXTRA MILEAGE TO YOUR BRAND NAME: Being associated with our Formula team will not only portray you as a company that strives for educational and technological advancement but also as an entity that stands for today's youth.

3

ADD A NEW DIMENSION TO YOUR CSR ACTIVITIES: Being associated with our student project fulfills the requirement under the CSR Act. This project is quite different from the CSR activities normally taken up by the companies and the uniqueness will give you an edge over other companies.

4

CREATING A STRONGER WORKFORCE FOR TOMORROW: By helping out team today, you are generating a workforce that might be prospective employees of your company in the coming years. Your support ensures that this workforce is skilled and trained.

HOW CAN YOU SPONSOR US?



MONETARY SUPPORT: You can support the team by providing funds that will be used for procuring various parts and adopting better manufacturing practices.



IN-KIND SUPPORT: You can help the team by sponsoring various parts and services.



TECHNICAL SUPPORT: You can share your expert knowledge and practical industrial experience in the form of workshops and seminars to help the team gain technical and management skills.



LOGISTICS SUPPORT: You can help us in transporting our car to the event site which would save us a lot of hassle and let us have funds that can be used for making a better car.

ADDED BENEFITS

You, being our sponsor, help us get our dream car in actions and enable us to participate in national and international events. In return, we try our best to provide all possible efforts that will give mileage to your brand name.

1

BRAND LOGO ON APPAREL AND CAR BODY: Your company's logo will be printed on our team T-shirt which we sport every year wherever we go, be it events or fests. We also put your logo on our car's body. So, every time our car runs, everyone is bound to notice you as well.

2

PROMOTION IN COLLEGE: We will also promote your brand name during our yearly fests held in college, namely Bitotsav, Pantheon and Vajra, the cultural, technical and sports fest respectively. They are grand extravaganzas from where you will get positive promotion as well as new opportunities to associate with other potential partners.

3

GRAND LAUNCHES: We launch our car at various centres of attraction in Ranchi, namely Pantaloons, JD High Street and other places of prominence.

4

EVENT SITE PROMOTION: The event is attended by national and international judges and prominent companies along with the teams of some of the most eminent universities of the country. Your logo on the flexes, team T-shirts and the car body is bound to help you grow in the eyes of the viewers.

5

ONLINE PUBLICITY: We have a robust Facebook page by the name of Team Srijan with 6000+ followers, on which your name will be featured along with your company's logo with a direct link to your website. We are active on Instagram and Issuu which are visited regularly by other FSAE teams and judges. All the posts on these platforms are accompanied by the mention and logos of our sponsors that gives them widespread publicity. Eye-catching videos with your brand name associated with our car posted on YouTube will definitely attract people on social media.

SPONSORSHIP PACKAGES

PLATINUM

More than ₹ 2,00,000

DIAMOND

₹ 1,25,000 – ₹ 2,00,000

GOLD

₹50,000 – ₹1,25,000

SILVER

₹20,000 – ₹50,000

PARTNERS

Less than ₹20,000



	PLATINUM	DIAMOND	GOLD	SILVER	PARTNERS
LOGO ON CAR	●	●	●	●	●
LOGO ON TEAM APPAREL	●	●	●	●	●
ONLINE PROMOTION	●	●	●	●	●
BANNERS & FLEXES	●	●	●	●	●
SPECIAL MENTION IN VIDEOS	●	●	●	●	
TEAM & CAR AVAILABILITY	●	●	●		
SPONSOR THEMED BODY	●				

OUR SPONSORS



SIMSCALE

 **ClickUp**



The Telegraph



CONTACT US

ADITYA SINGH
+91 8789833041

DIVYA POLURI
+91 9006067079

 www.teamsrijan.com

 www.facebook.com/team srijan

 www.instagram.com/team_srijan

 teamsrijan@bitmesra.ac.in

 in.linkedin.com/in/teamsrijan

KUNDAN LAL & SONS



ADITYA BIRLA GROUP