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# MARKETING STRATEGIES

Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage.

We the team members of TEAM NOVA also made efficient strategies for the successful marketing of our own manufactured car.

The steps involved in it are as follows -

1. **Fundamental goal :-** Fundamental goal is the ultimate process, the underlying objective behind every step and decision one makes.

In accordance with this definition we the team members assigned each and everyone the roles to be played by one during the competition. We initially don't know what would be the result but we didn't step out thinking of the other teams whose members are older to us. As per the tagline of our team, we have our hopes high to race along each and everyone and have a successful rank in the competition.

2. **Planning :-** The second step after deciding the goal is to make proper plan for the same. Now we decided to market our self manufactured car and have the sponsor's eye on us. To do these things we made a sponsorship proposal to make it more loud and say the crowd that we inspite of being younger in age can do wonders in life.

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## **SPONSORSHIP PROPOSAL**

**Dear sir/ madam,**

We thank you for sparing your precious time to read this mail. We are sharing this mail with you as we are seeking sponsorships. We are one of the teams that will be participating in the F1 in Schools Competition (sub-regional level) and we will be requiring sponsorships for the competition purposes.

Firstly, Let's make you familiar with the competition:

F1 in Schools is an international STEM (science, technology, engineering and mathematics) competition for school children (aged 9-19), groups of 5 students design and manufacture a miniature car out of the official F1 in schools Model Block, which is made up of balsa wood, using CAD/CAM design tools. These cars are powered by CO<sub>2</sub> cartilages and are raced against the cars of the other participating teams.

### **Know about us:**

Our team name is "Team Nova, Race Along". Our team comprises of 5 members: Shreeya Sakhuja (the team manager & manufacturing engineer), Aditya Tiwari (the design engineer), Asmit Kumar (the resource manager), Yashvi Goswami (the sponsorship manager) and Riddhi Khetan (the graphical designer). Each of the members in our team plays a vital role for its growth.

We are looking for sponsors who can help us in this competition.

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**Our budget:** Our total budget is around Rs. 10,000/-. Kindly go through our requirements below.

1. Car- 3,000/-
2. Uniform-2,000/-
3. Team identity – 500/-
4. Marketing and promotional- 1,500/-
5. Table-display- 2,000/-
6. Others- 1,000/-

Our team will be highly obliged if you could sponsor us. We would be helped even from a little sponsorship you provide us with.

**Deliverables:**

If you are kind and helpful to provide us with a good sponsorship, we promise to promote you in return. We will display your logo on our car, uniform, pit display, social media website, etc... We will also encourage people to use products of your company by representing your company on regional platform. We will be highly obliged if you can do so.

Thanking you for your help. We look forward to your reply or a contribution.

You may contact us at: 6387477004 (APURV MISHRA- THE TEAM MENTOR)

Yours sincerely,

TEAM NOVA

Yashvi Goswami

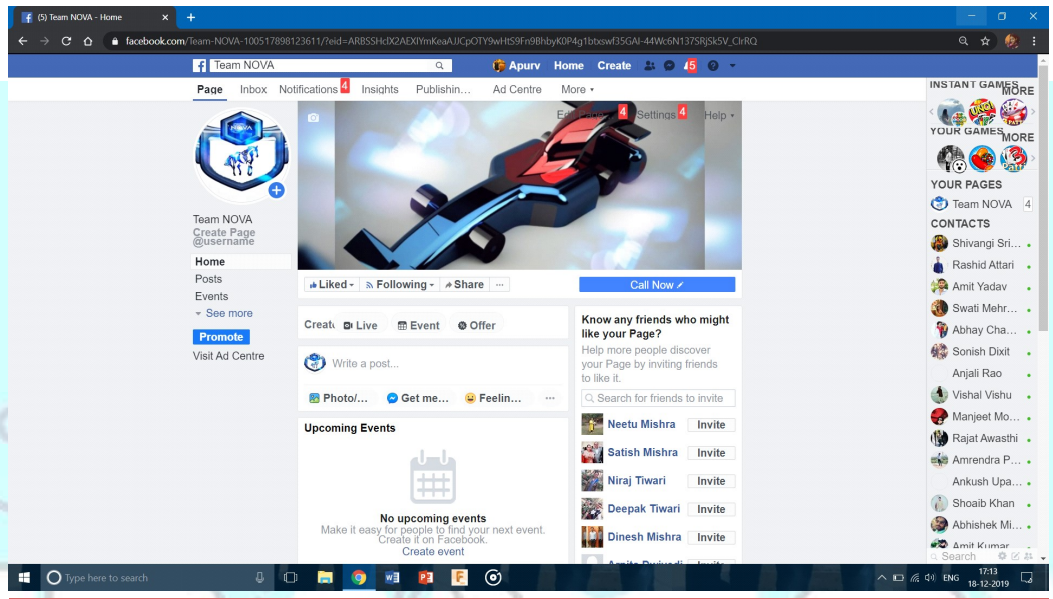
Sponsorship and marketing manager (TEAM NOVA)

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