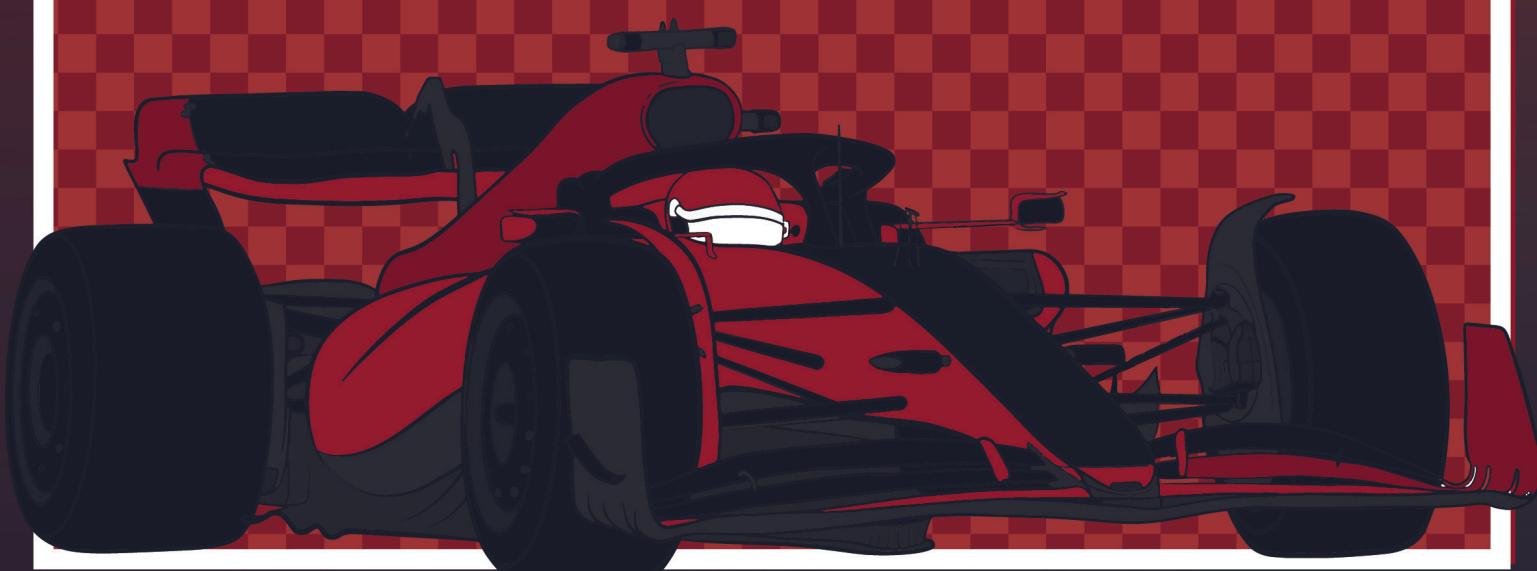




# MIST BLITZ

FORMULA STUDENT TEAM OF  
MILITARY INSTITUTE OF SCIENCE AND TECHNOLOGY

## SPONSORSHIP PROPOSAL





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# WHAT IS FORMULA STUDENT COMPETITION?

Formula Student is an international engineering competition where student teams design, build, and race formula-style race cars. The competition challenges students to apply their engineering knowledge to create a high-performance vehicle, demonstrating innovation, efficiency, and reliability. Teams typically consist of students from various disciplines, including engineering, business, and design, fostering collaboration and practical skills development.

Throughout the competition, teams are evaluated on various criteria, including design, cost, acceleration, handling, and endurance. Formula Student provides a platform for students to gain real-world engineering experience, network with industry professionals, and showcase their talents to potential employers. It also encourages creativity, problem-solving, and teamwork, preparing students for careers in the automotive industry and beyond. Overall, Formula Student is a highly competitive and rewarding experience that promotes excellence in engineering education.

# WHAT IS FORMULA BHARAT?

Formula Bharat is an Indian Formula Student engineering design competition in which students from colleges and universities all over the world compete with a life-size formula-style vehicle in areas of engineering design, overall cost, marketability, and dynamic performance. Each year around 80 teams participate in the competition involving approximately 2500 students or more directly.

The Formula Bharat 2025 competition will tentatively take place at Kari Motor Speedway from January 22- 27, 2025. Formula Bharat plays a crucial role in nurturing the next generation of automotive engineers and promoting the advancement of motorsport in India.



# WHO ARE WE?

We are MIST BLITZ. Comprised of diverse talents, we blend expertise from various disciplines to tackle challenges innovatively. This highly motivated team fosters collaboration, communication, and creativity, driving toward collective success. The team has already ranked no. 1 in the qualifying stage of Formula Bharat 2025.

Each member brings unique perspectives, skills, and experiences, enriching our problem-solving approach. With a shared commitment to excellence, we thrive on pushing boundaries, exploring new ideas, and delivering impactful solutions. Together, we're poised to embark on an exciting journey, leveraging our collective strengths to accomplish our project goals with precision and ingenuity.

## OUR TEAM GOALS

Our utmost objective is to build an ambitious team that will continue to participate in Formula designing competition and win respective races around the world. We aim to overcome the autonomous challenges faced by Bangladeshi teams and build a sustainable vehicle.

We believe in achieving prime success and engrave Bangladesh's name on Global Platform. Currently, we are targeting the upcoming 2025 Formula Student Competition of India, Japan and the UK. Primarily, we are working to meet the deadlines of Formula Bharat.



# WHY SPONSOR US?

Support Our Team and Help Advance Bangladesh's Autonomous Vehicle Industry:

- Motivate and Inspire Innovation
- Showcase Bangladeshi Talent
- Increase Brand Awareness
- Build Meaningful Relationships
- Target a New Market
- Boost Brand Recognition
- Unlock Sponsorship Benefits

By supporting our team, you're not just helping us, you're helping to position Bangladesh as a leader in the future of transportation.



MIST Blitz from the Department of Mechanical Engineering of Military Institute of Science and Technology (MIST) secured the top spot in the qualification quiz of the Formula Bharat 2025 competition. Being a first year team and securing the top position in a quiz that challenges your technical and theoretical knowledge depth shows our dedication and drive for glory. Your sponsorship and support will help us achieve our goals and bring glory to our country.



# WHY SPONSOR US?

## COVERAGE

### COUNTRIES THAT ARE HOSTING OUR TARGETED EVENTS



INDIA



JAPAN



UNITED KINGDOM

### ORGANIZER OF THESE EVENTS

Curiosum Tech  
Private Limited

Society of Automotive  
Engineers of Japan  
(JSAE)

Institution of Mechanical  
Engineers (IMechE)

### PREVIOUS SPONSORS OF THESE EVENTS

Bosch  
Coexilion  
Redbull  
Zukon  
Digikey  
Mathworks  
Brose  
Exponent  
Harman Automobile

Mathworks  
Toyota  
Nissan  
Suzuki  
Honda  
Toshiba  
Yamaha  
Panasonic  
Subaru

IPG Automotive  
Mecedes AMG HPP  
Continental.  
MAHLE Powertrain  
IPG Automotive  
Bosch  
DHL  
Audi  
Siemens

### PARTICIPATING COUNTRIES IN THESE EVENTS

Norway  
Hong Kong  
India  
Egypt  
Sweden  
Singapore  
Germany  
Portugal  
Denmark

UK  
Ireland  
Jordan  
Spain  
Turkey  
Pakistan  
Greece  
Mexico  
New Zealand

France  
Bangladesh  
Nepal  
Taiwan  
Japan  
Malaysia  
Russia  
Kazakhstan  
China

COVERAGE OF THESE EVENTS IS GIVEN THROUGH ALL THE SPONSORS'  
NEWSLETTERS, WEBSITES AND PARTICIPATING TEAMS.



# WHY SPONSOR US?

## MEDIA VIEWERSHIP

Many national newspapers and channels cover these events, providing media opportunities for all sponsors. MIST Blitz will collaborate with Prothom Alo, The Daily Star, and other Bangladeshi online news portals to highlight their work and their sponsors. Below are some of the media outlets that have previously covered the events:

**AutoCar India:** Reaches 300,000 monthly readers.

**EVO India:** Reaches 120,000 monthly readers.

**Business Standard:** Has a daily readership of 2 million.

**RedBull:** Accumulates over 1 billion media views annually.

**Mathworks:** Serves over 5 million MATLAB and Simulink users worldwide.

**NHK (Nippon Hoso Kyokai):** Reaches a cumulative weekly audience of over 50 million viewers in Japan and also international broadcasting services with millions of viewers.

**Tokyo Broadcasting System Television (TBS):** TBS reaches an average weekly viewership of approximately 20 million people in Japan.

**Shizuoka Broadcasting System (SBS):** Operating primarily in the Shizuoka region, the venue of Formula Student event, has a local viewership of around 1.5 million people.

**Shizuoka FM Broadcasting (K-MIX):** Has a strong local presence with around 800,000 regular listeners.

**Asahi Shimbun Publishing:** One of Japan's leading newspapers, has a daily circulation of about 5 million copies.

**The Mainichi Newspapers:** Has a daily circulation of approximately 4 million copies.

**Nikkan Jidosha Shimbun:** Specializing in automotive industry news, it has a daily circulation of about 100,000 copies.

**IMechE:** Represents 120,000 members globally and provides newsletter and coverage to aspiring engineers worldwide.

**BBC News:** Reaches 22 million daily online visitors.

**Professional Motorsport World:** Has 50,000 monthly readers.

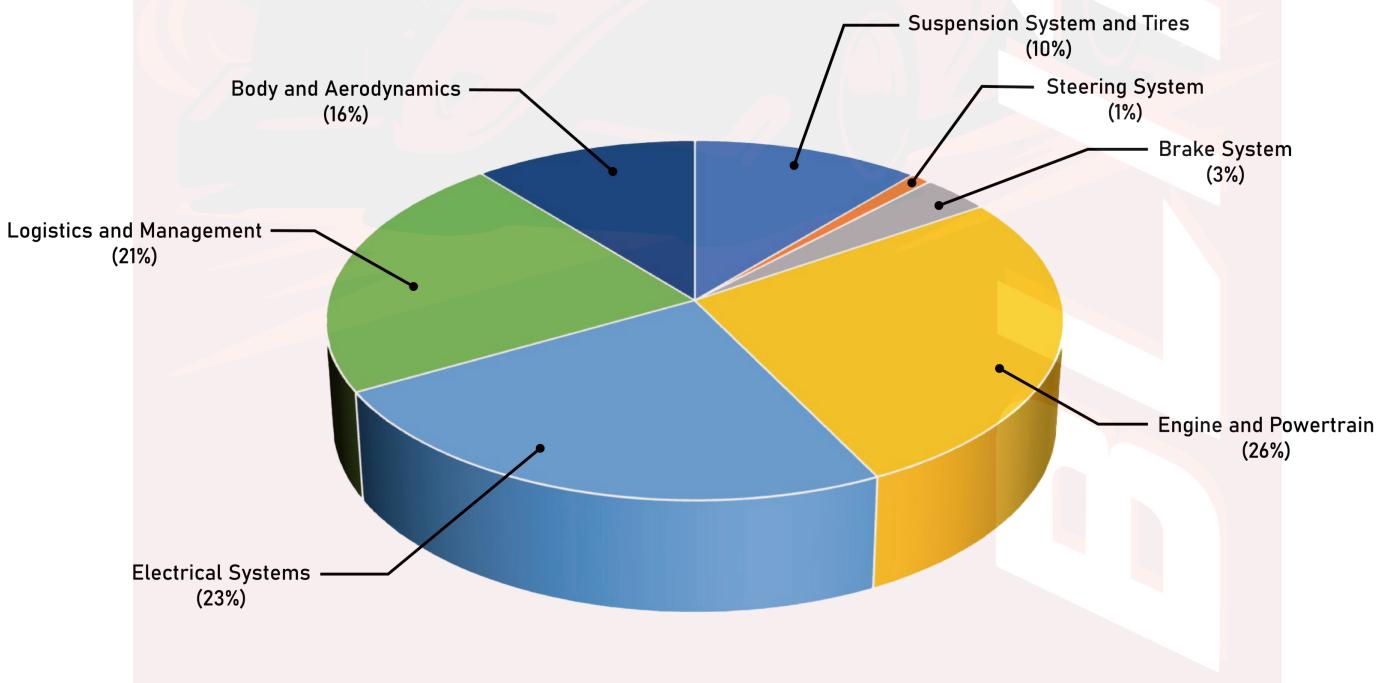
**Racecar Engineering:** Attracts 60,000 monthly readers.



# TENTATIVE BUDGET

## 2025 FORMULA BHARAT BUDGET

Category	Total Expense (BDT)
Suspension System and Tires	3,00,000
Steering System	28,000
Brake System	92,000
Engine and PowerTrain	7,30,000
Electrical Systems	6,55,000
Logistics and Management	6,00,000
Body and Aerodynamics	2,94,350
<b>Total</b>	<b>26,99,350 BDT</b>



# SPONSORSHIP BENEFITS

## BENEFITS

	DIAMOND 10 LAC TK	PLATINUM 7 LAC TK	GOLD 5 LAC TK	SILVER 3 LAC TK	BRONZE 1 LAC TK
LOGO ON WEBSITE	✓	✓	✓	✓	✓
STICKER ON CAR* (INCREASING SIZE WITH SPONSORSHIP LEVEL)	✓	✓	✓	✓	✓
LOGO ON TRACK SHIRTS* (INCREASING SIZE WITH SPONSORSHIP LEVEL)	✓	✓	✓	✓	
MENTION ON SOCIAL MEDIA PLATFORMS	✓	✓	✓	✓	
BANNER AND PHOTO AT INTERNATIONAL EVENTS	✓	✓	✓		
ACCESS TO SPONSOR THANK-YOU EVENTS	✓	✓	✓		
PRODUCT SHOWCASE	✓	✓			
PRESS RELEASES AND MEDIA COVERAGE	✓	✓			
PLACEMENT IN PROMOTIONAL MATERIALS	✓	✓			
FREQUENT TEAM UPDATES AND ANNOUNCEMENTS	✓				
PRIVATE ON-CAMPUS COMPANY PHOTO SESSION WITH VEHICLE	✓				
OPTIONS TO USE CAR AT PROMOTIONAL EVENTS AND PHOTO OPPORTUNITIES	✓				
BRANDING OPPORTUNITIES	✓				

\*\*Sponsorships of any form such as equipment or technical support will be classified within a category based on the monetary value. Terms and benefits for a sponsorship can be discussed further.



# CONTACT INFORMATION

If you are interested in contributing to our project and would like to sponsor us, please contact us.

- Advisor & Treasurer : Major Md. Anisur Rahman  
G2, ME Dept, MIST  
01769023988
- Advisor : Md. Ahsan Siddique  
Lecturer, ME Dept, MIST  
01710301593
- Team Captain : Tahmid Muntasir Auhin  
Level 3 Student, ME Dept, MIST  
01797523281
- Team Member (Finance) : Md Sakin Islam  
Level 3 Student, ME Dept, MIST  
01401411057
- Mail Address : [mistblitzf1@gmail.com](mailto:mistblitzf1@gmail.com)

