



SPONSORSHIP PROSPECTUS

2025-26



SUPPORT
INDIA'S
ENGINEERING
FUTURE



P R E F A C E



The following pages are a brief description of the past accomplishments and future endeavors of the team **GTU Motorsports**. The brochure depicts our identity, what we do and how you can help us to achieve our goals.

CONTENTS

ABOUT THE COMPETITION	4
OUR TEAM	6
OUR UNIVERSITY	7
WHAT WE MAKE	8
OUR JOURNEY	9
OUR ACHIEVEMENTS	10
MEDIA RECOGNITION	13
COST BREAKDOWN	15
SUPPORT US	16
WHAT YOU GET	17
OUR PREVIOUS SPONSORS	18
TESTIMONIALS	19

ABOUT THE COMPETITION

Imagine a competition, where university students from 57 countries across six continents come together to compete in an engineering design challenge where, each team must design, build, and drive a single-seater, open-wheeled formula car, alongside a cost report whilst defending the chosen design elements, and “sell” the design to prospective manufacturers, all while working on their engineering courses in a time-span of eight months or less. All of this is part of arguably one of the best and most highly respected educational endeavors in the world and is called by one of two Names - **Formula SAE or Formula Student**. At present, there are more than 800 teams from universities all over the globe which are competing with their self-constructed Race Cars.

The winner is not compulsorily the team with the fastest car, but the one with the best package with regards of construction, performance, financial planning and sales arguments. This competition presents students with practical engineering problems, project management and team work experience to complement their theoretical knowledge from the university.

Each team is judged on the basis of their engineering skills and ideas as well as production quality through a Design review. The design review is hosted by a panel of industry engineers specializing in a variety of automotive fields. The vehicle must go through a rigorous technical inspection followed by tilt, noise, and brake test before it is allowed to compete. Drivers must also prove they have all the required safety gear and the ability to egress the car in under 5 seconds. The dynamic portion of the competition includes acceleration, skid-pad, autocross, endurance and efficiency events. Lastly, each team is scored on the basis of their vehicle cost report as well as a business presentation. Each competition is an incredible experience in the preparedness and camaraderie it takes to compete in the automotive world.

The competition is designed to give teams an opportunity to demonstrate their design and engineering skills through a meaningful engineering project. It also challenges the students to consider other aspects of the automotive manufacturing process including cost-performance compromises in the Cost Report Event, marketing and production strategy in the Business Presentation Event.

FORMULA STUDENT COMBINES PRACTICAL APPLICATIONS WITH STUDENT'S ACADEMIC STUDIES BUT ALSO GIVES EXPERIENCE IN VITAL SKILLS SUCH AS BUDGETING, PROJECT MANAGEMENT AND TEAM WORK.



POINTS ARE EARNED IN A SERIES OF OFF-TRACK, "STATIC" EVENTS, AND ON-TRACK, "DYNAMIC" EVENTS. THESE POINTS ARE TOTALLED AND THE TEAM WITH THE MOST POINTS AT THE END OF THE COMPETITION WINS.



THE FORMAT OF THE EVENT IS SUCH THAT IT PROVIDES AN IDEAL OPPORTUNITY FOR THE STUDENTS TO TEST, DEMONSTRATE AND IMPROVE THEIR CAPABILITIES TO DELIVER A COMPLEX AND INTEGRATED PRODUCT IN THE DEMANDING ENVIRONMENT OF A MOTORSPORT COMPETITION.

OUR TEAM

Team GTU Motorsports is an extracurricular, student-run initiative dedicated to the development of a Formula style race car for the Formula Student competition. GTU Motorsports is unique in a way that the team consists of more than 50 students from 20 different colleges affiliated to GTU, mainly consisting of aspiring engineering students from 1st to 4th year.

The team's chain of command analogous to a corporate firm to provide students with many other fields of experience along with technical and practical knowledge. The main objective of the team is to build quality character offering them financial and managerial expertise complimenting the academics.



VISION

The current engineering academics is being withheld by the limitations of orthodox syllabus and teaching scheme.

Team GTU Motorsports through this student project seeks to enhance student knowledge and practical proficiency. The team sights all the members as an engineer rather than engineering graduates.



GOAL

Our goal for next season is to achieve first position in all statics as well as dynamic events. The methodology is simple. Achieving subtle improvements in the design built and fine tune performance by incorporating improved engineering practices.



OUR UNIVERSITY



Gujarat Technological University (International Innovative University), commonly referred to as GTU, is a state wide institution affiliating many esteemed engineering, pharmacy and management colleges and varsities across the West Indian districts of Gujarat. The University is headed by the state government and came into existence on 16th May 2007. There are more than 400 colleges affiliated Technological University. to Gujarat

GTU has emerged as an International Innovative University in its pursuit of bringing innovation and internationalization in professional education. Within a short span, it has achieved several national accolades for its endeavor in bringing excellence in professional education.

GTU has always been at the frontier for the team. GTU not only provides technical assistance and support but also facilitates a platform for uninterrupted progress of the team. The platform is DIC GTU, which provides a 24x7 workshop facility for the team. Such student projects are fortuned with obstacles and engineering problems in almost all phases of progress and GTU being a major contributor to alleviate these issues. Gujarat Technological University ensures a continuous healthy working environment of the team by providing one of the premier class of workshop facilities in the whole state. The team has progressed a lot since the past and embarks its vision, GTU as an inevitable support.

GTU affiliated colleges are blessed with massive infrastructure facility. L.D. College of Engineering being the premier in the category. Team GTU Motorsports has been working in this well- equipped campus facility since its establishment. GTU supports a number of student projects under the title Automobile research group and thus ensures their smooth and efficient progress, inspiring young minds to design build and commercialize their prototypes.

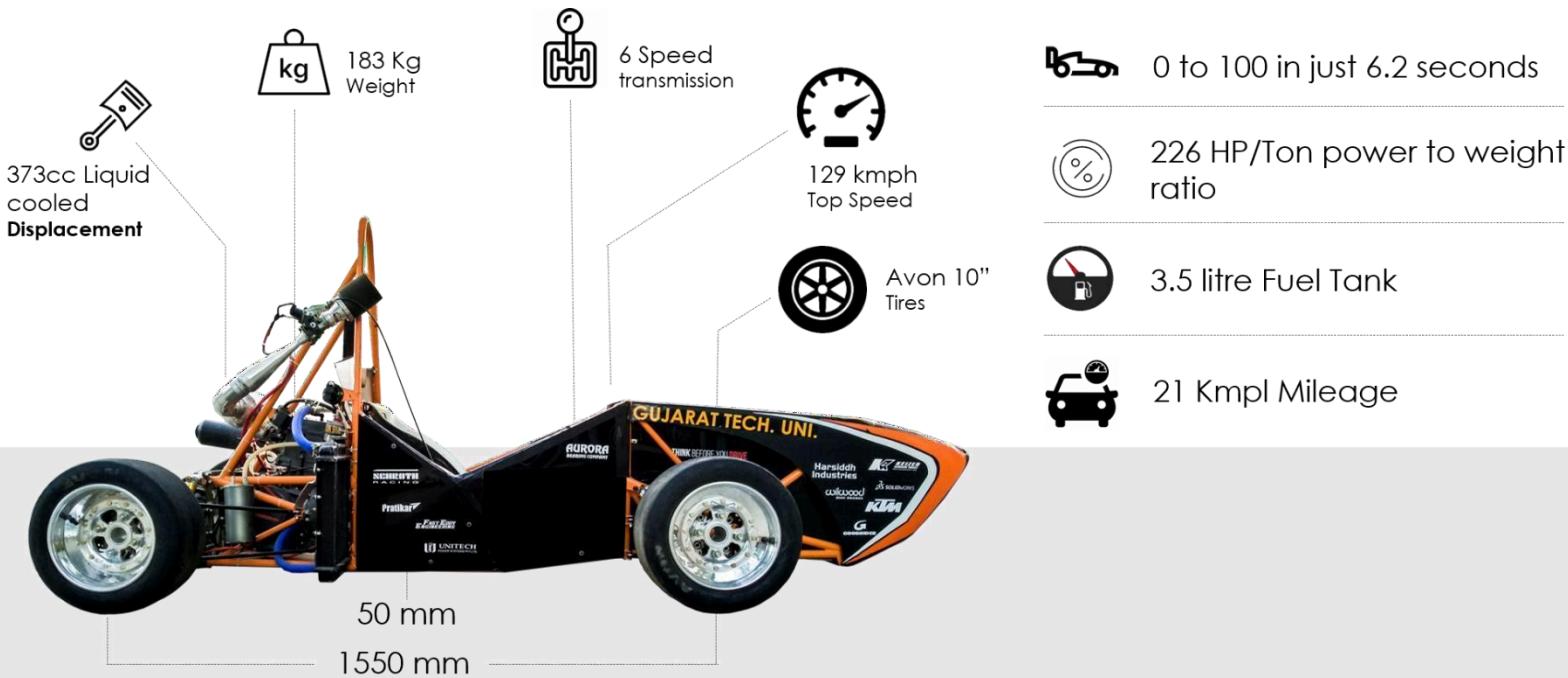
WHAT WE MAKE

We make open-wheeled formula-style Race Cars, which are built within a specific set of rules that are designed to encourage student creativity while ensuring the safety of the participants.

The cars should not only be compliant with the issued rules but also have to adhere to the specific size and safety requirements.

Beyond that, we have the freedom to design advanced suspension systems, powertrain, aerodynamic kits, and many more innovative systems for racing applications. Currently we are participated in EV category first time in history of GTU Motorsports.

A good example of the creation is picturized below.



The technical specification of GTM 18 – Our previous car of GTU Motorsports

OUR JOURNEY

Thoughts before actions, and idea before thought. Ideation, that is what set ablaze in mind of few engineering students, who took the step and founded the team GTU Motorsports.

The days back then were of 2015, when the team locked in on their first goal, Formula Design Challenge 2015. The major challenge for the team was to recruit and manage students from over 50 colleges and the dawn was not bright. The team failed to clear the Technical Inspection, the main reason being the lack of focus on important technical matters and focusing more managerially. The team members' spirit sprouted even higher rather than renouncing the team, which propagandized the team to participate in Supra 2015. But it went from bad to worse. The team had some technical issue and failed to clear brake test. It didn't impair team's enthusiasm and hope but instead led the team to test their skills in Formula Student India 2016 one more time. That's when we justified failures as stepping stone to success. The team, for the first time, completed the Endurance and finished at an overall rank of 9. Impressive for a novice Formula Student team! Since then, the team forged winning streaks in the endurance events, say it Supra SAE India 2016 or Formula Bharat 2017.

But the success stories didn't stride as expected as the team ran into a few monetary and political issues. The team somehow managed to participate in Supra 2017, which ended up drawing the dawn of success to the team. **TEAM GTU MOTORSPORTS WON!** The name of GTU Motorsports was conjugated with the title "**National Champions**" in Supra SAE India 2017.

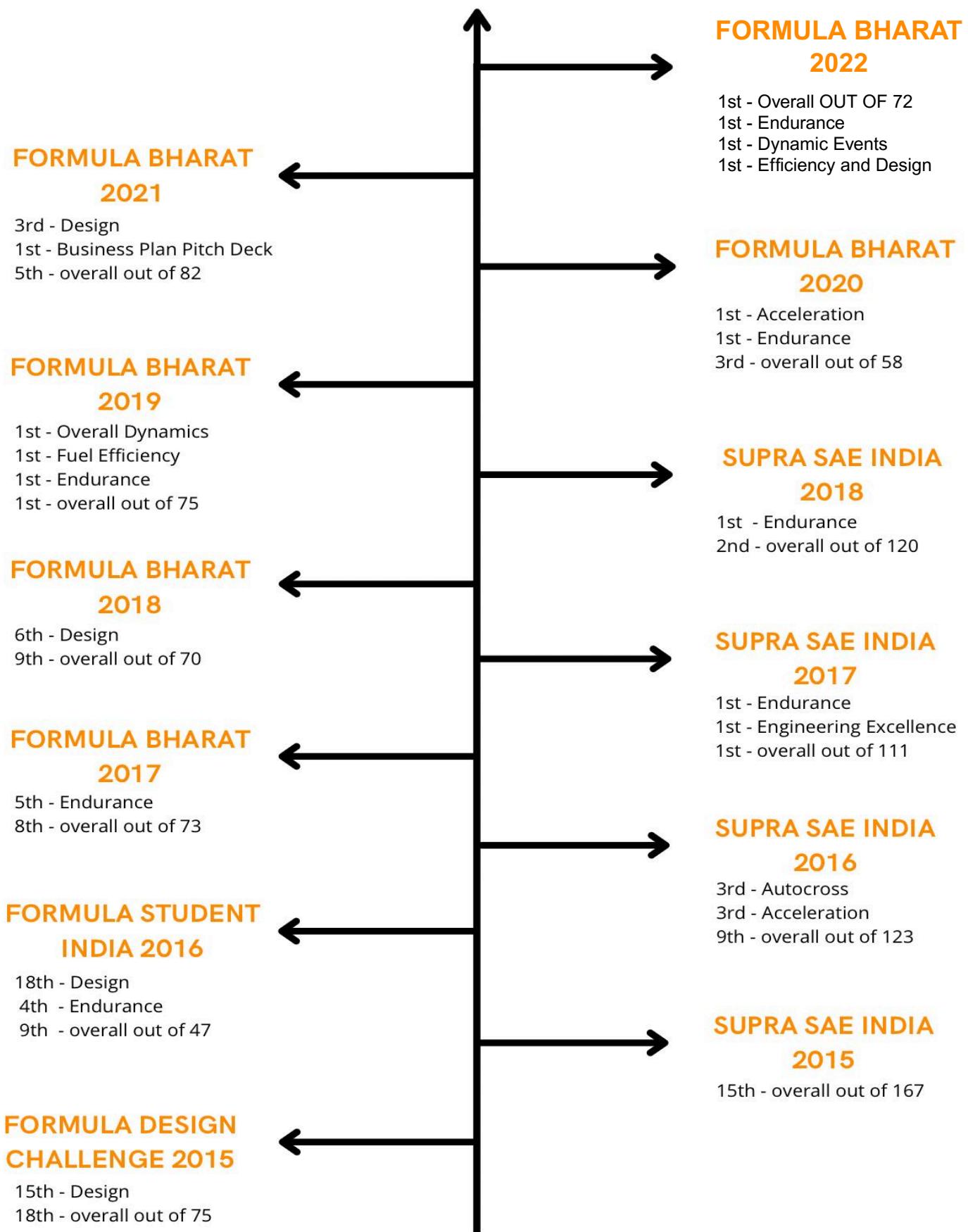
However, the joy didn't last very long as the team didn't manage to complete Endurance in Formula Bharat 2018, but still secured 9th rank.

Few months later, the team bounced back and became Runner Up as well as **Endurance winner** in Supra SAE India 2018. The team managed to carry this streak with a great performance as a result of which, the team was the **NATIONAL CHAMPION** in Formula Bharat 2019. In the Formula Bharat championship 2020, the team again tried to defend the title but ended up being on the podium at 3rd position. However, the team continued to dominate on the track and won the Endurance event.

Later, Formula Bharat 2021 ended up being virtual, where the team had the opportunity to develop in the static events as well. The team secured the overall 3rd position & 3rd in the Engineering Design Event, the highest positions secured in the statics category by the team at Formula Bharat!



OUR ACHIEVEMENTS



WORLD RANKING (WRL-C)

Formula student is a student engineering competition where student teams from around the world design, build, test and race a small-scale formula style racing car. Every year Formula student rankings are announced. The target is to allow all teams to see how it is developing and to identify consistency in working and developing team's performance year-by-year.

In the year 2020-2021, our team made it to the Top 50 teams out of 622 teams participating in the formula student competitions across the globe. Team GTU Motorsports secured 45th position with 58,509 world ranking points whereas the team also secured 1st position in India. The team is further determined to maintain the same enthusiasm in all the upcoming events and improve the world ranking points every year.



WE BECAME NATIONAL CHAMPIONS IN TWO CONSECUTIVE SEASONS OF MARUTI SUZUKI SUPRA SAE INDIA (2017 & 2018) & IN FORMULA BHARAT 2019. WE ACHIEVED AWARDS FOR BEST VEHICLE, APPEARANCE, OVERALL DYNAMICS, MOST FUEL EFFICIENT AND ENDURANCE WINNER.



WE WERE BLESSED BY THE PRESENCE OF HONOURABLE CHIEF MINISTER OF GUJARAT, SHRI VIJAY RUPANI AT L.D. COLLEGE OF ENGINEERING ON THE OCCASION OF GTU CENTRAL TECH FEST.

THE TEAM WAS INVITED BY THE HONORABLE EDUCATION MINISTER OF GUJARAT, SHRI BHUPENDRASINH CHUDASAMA TO APPRECIATE THE EFFORTS OF THE TEAM.



WE WERE DELIGHTED BY THE PRESENCE OF HONORABLE REGISTRAR, MR. BIPIN BHATT, PRINCIPAL OF L.D. COLLEGE, DR. G.P. VADODARIA AND OTHER GTU REPRESENTATIVES ON THE DAY OF MEDIA -LAUNCH OF OUR TEAM.

MEDIA RECOGNITION

જુટીયુની મોટરસ્પોટ્સ ટીમે ગ્લોબલ ફોર્મ્યુલા સ્ટુડટ્સ રેન્કિંગમાં 45મો રેઙ્ક પ્રાપ્ત કર્યો



अमरावती: अटीपुना रेसिंग ट्रॉप पोटस्ट्रोड्सहर्ले ग्लोबल सैर्कल्स आऱ्टेन्ट्स रेडिंग्स इंडिया मध्ये 150 प्रॅक्टिस रेड भेळवारा कराणीची प्रथम ट्रॉप ट्रॉफी आयोजित आणि भारताची प्रथम ट्रॉप बनाई. अटीपुना रेसिंग ट्रॉप आणि आमदारांनी प्रथम ट्रॉप बनाई. अटीपुना रेसिंग ट्रॉप आणि आमदारांनी प्रथम ट्रॉप बनाई. आमदारांनी एक दूसरी वर्षीय आमदारांनी प्रथम ट्रॉप बनाई. आमदारांनी एक दूसरी वर्षीय आमदारांनी प्रथम ट्रॉप बनाई.

કાલ્પિકી ટીમનું પોર્ટિફિસ સહૃદ રહ્યું છે. 2019થી 2021 સુપ્રીમનાં સેક્રેડિટ અને દાખણેપિક પર્ફોર્મન્સને ઘણાખ ચાપીને 1000 પોર્ટિફિસની કાલ્પિકી ટીમે 745 પોર્ટિફિસ વાળી છે. એ પોર્ટિફિસની આપણી કાલ્પિકી ટીમને બાધાલાં રેન્ટમાં 450માં રેન્ટ મધ્યો છે અને આપણા કોણ્યાં સુરક્ષા રેન્ટને રેન્ટિનાલ ટોપ્સ 50માંને મેળવાની કાર્યતાની ટીમ પ્રયત્ન ભારતીય ટીમ અની છે.

Student's Corner

GTUના ફાન્ડ્યુલા રાસગા કાર GTM-૨૦૧
એક્સાલરેશન અને એન્ડરેન્સ ટેસ્ટમાં કર્ટર્ડ રેન્ક

11 મહિનામાં તૈયાર કરેલ ફોર્મ્યુલા રેસિંગ કાર
120 કિ.મી. પ્રતિ કલાકની ઝડપ ધરાવે છે



શુદ્ધિકારી વિદ્યાર્થીનોને અનેરી સિદ્ધી : ફોર્મ્યુલા ભારતની સમગ્ર સ્પર્ધામાં જીતીયું તૃતીય સ્થાન દરિંદા કર્યું



*જુટીયુના વિધાર્થીઓ દ્વારા બનાવેલી જુટીઓમ-૨૦ રેસર કારને
કોર્મલા ભારત રૂપરામાં (ઉત્તરી).

*જુટીયુના વિદ્યાર્થીઓને ૧૨ મહિનામાં જુટીએમ-૨૦ કર બનાવી.

*१२० किमी प्रति कલાકની ઝડપે જુટીએમ-૨૦ ગતી કરી શકે છે.

*જુલાઈ ૨૦૨૦મા યાજનારા બુદ્ધ સાકટ સુપ્રાસથ ઠાન્ડયા સ્પષ્ટામા પણ જાટીય તરફથી ભાગ લેશે

निर्माण एवं उपकरणों की विकासी तरीकों
से अधिकारी अवस्था में आया। इनका
नियन्त्रण एवं व्यवस्था में बहु-
विधान सभाने १०० अधिकारी
नामों पर अलग अधिकारी
उपकरणों का विभाग बनाया गया।

13

 IndianTorque

GTU Motorsports Achieves 45th Global Rank – Team GTU- Gujarat Technological university ki motorsports team ne secure kari hain global 45th rank by rising up 27 ranks in the worldwide formula student ranking index, GTU Motorsports bann chuki India ki sabse pehli formula student team jisne itni highest rank achieve kari ho global platform par. GTU Motorsports team top 50 teams mein se ek bann chuki hain abb which is definitely a proud moment for our nation, so aaiye hum aur thoda detail mein discussion karte hain ki exactly what is GTU Motorsports team all about?:

GTU Motorsports Achieves 45th Global Rank



[Indian Torque](#)

 icon

AUTOMOBILE INDUSTRY

45th Rank For GTU Motorsports Globally In Formula Student Ranking Index



[India Car News](#)

GTU MOTORSPORT MADE INDIA RANK 45TH IN FORMULA STUDENT RACING.

April 7, 2021 / 0 Comments / 23 / Car News



Team [GTU Motorsports](#) is the Formula Student Combustion Team of GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) based in Ahmedabad, Gujarat. The Team was formed in April 2014, when seven GTU affiliated institutes signed a Memorandum of Understanding (MOU) to form a team under GTU. The team comprises a well-balanced combination of seniors with talent and expertise as well as juniors who bring creativity and zeal to the advancement of the Team.

[Shutter Drives Media](#)

“Creativity may be the last legal unfair competitive advantage we can use to gain lead over the competition”

- Dave Trott

COST BREAKDOWN

TOTAL COST 35,00,000

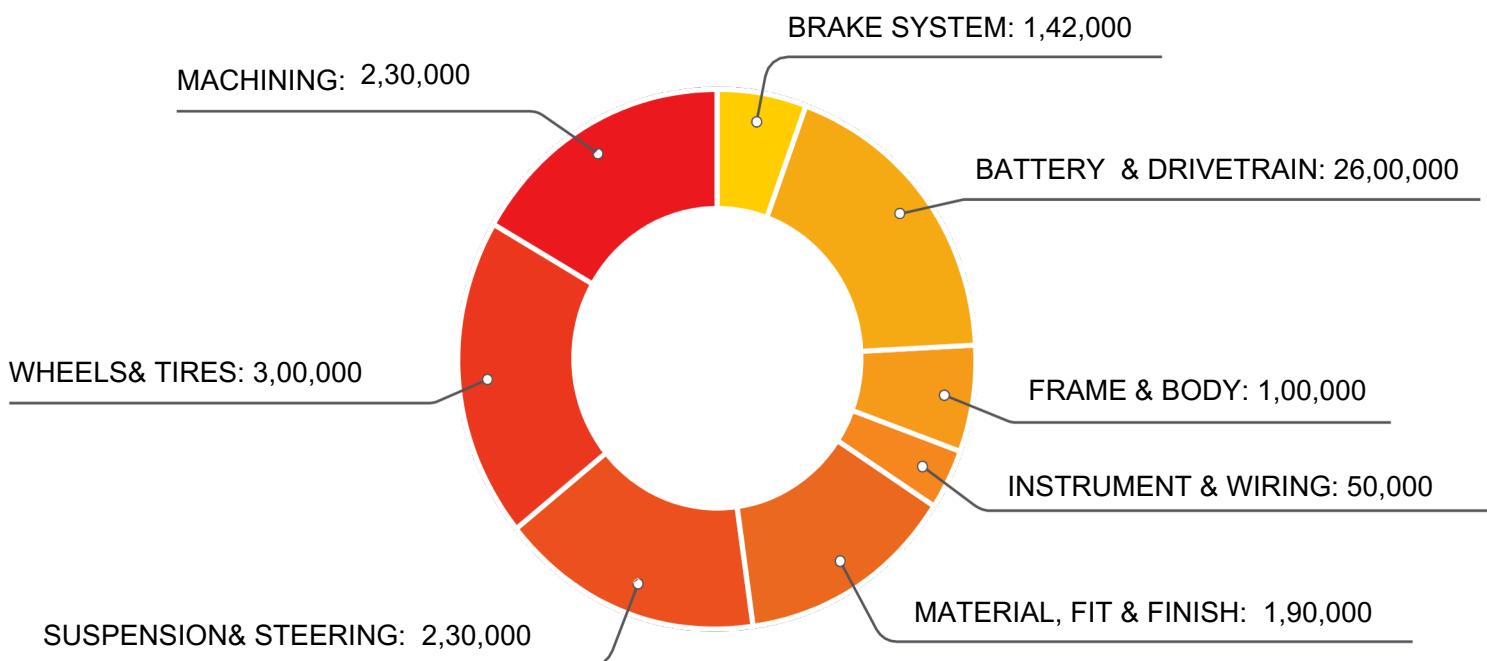
GTU Motorsports are seeking 33,00,000 for the 2025-26 season to allow us to build a car for our existing standards and allow us to compete at the highest level.

MANUFACTURING COST 15,00,000

We estimate that the manufacturing cost of our car will cost 15,00,000, not including in-kind sponsorship.

ENTRY COST, LOGISTIC EXPENSE 20,00,000

Formula Student competitions entry is in excess of 2,00,000, whereas logistics and car preparation reaches 18,00,00.



SUPPORT US

We strive for excellence

The team constantly works for the betterment of its own and the influents. The team strives to achieve proficiency in student motorsport world. And this is impossible without continuous monetary and technical support.

But it isn't cheap

The team compensates all departments of its functioning being design, engineering, management etc. by involving fresh intellectuals and accepting external aids. But the one dimension where the team fell short funds. This is where 'Sponsor' comes into the picture. Sponsors help the team to bridge the gap between the team and its success.

That's where you come in

Formula student is a student project requiring huge funds and it is not possible for the team to cover all expenses. Thus, the team needs to arrange for an external help. You as a sponsor assist the team with their requirements and act complimentary to the team.

As collaboration has benefits

As a renowned formula student team, we generate exposure opportunities which can serve as a platform for your company's branding and marketing. These opportunities being a feasible medium of exchange between us can benefit both of us in both competitive and corporate world.

So, let's build a relationship!

Sponsors are an inevitable part not just as supporters but being the team itself. We understand this bond and thus seek for your support. We will be more delightful to contribute from our side as well.



A FEW
GLIMPSES OF
OTHER REACH-
OUT ACTIVITIES
THAT WE DO.

WHAT YOU GET

GTU Motorsports always tries to keep our supporters happy by promoting their company in best possible ways. Our sponsorship period runs for the full financial year till the next competition and your business will be entitled to all applicable sponsorship benefits during this time.

Being the national champions, our team enjoys a lot of media attraction and this certainly helps our sponsors to grab people's attention. We satisfy our sponsor's expectations according to the contribution they have made towards our project.

BENEFIT	TITLE	PLATINUM	GOLD	SILVER	BRONZE
Contribution	Flexible	Flexible	Flexible	Flexible	Flexible
Logo on Car	XXL	XL	L	M	S
Prime Logo Location	Full Side, Nose Cone	Nose/Side Pod	Side Pod	Side	Rear Body
Logo on Race Suits/Team Wear	<input checked="" type="checkbox"/> Large	<input checked="" type="checkbox"/> Medium	<input checked="" type="checkbox"/> Small	—	—
Website & Social Media Posts	Featured + Reels	Monthly Posts	Regular Posts	Quarterly Posts	1 Post
Video Promo with Sponsor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	—	—	—
Invitation to Events & Unveiling	VIP	VIP	General	General	General
Logo on Event Banners	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Press Release Mention	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	—	—
No. of Sponsors Allowed	1	2	3	5	Unlimited



We will work to tailor your promotional campaign so that it meets your needs and accomplishes your marketing goals. Thank you!

OUR PREVIOUS SPONSORS

We would like to thank our kind sponsors for investing in not only the future of our organization but also in the future of our education and the automotive industry. We give our team members a creative way to apply what they learn in the classroom in a real-world setting. It is because of your loyalty to advancing the education of our team that we have experienced so much success. Through your support, your company is helping to cultivate inspired students and engineers and furthering their extensive technical experience and managerial skills that make our students desirable industry leaders



Harsiddh
Industries



TESTIMONIALS

“Passion and Expertise are the features that I have found in GTU Motorsports since the very beginning. Serious and reliable engineering students but also very helpful, nice and open-minded people, willing to listen and compare different ideas. All the values in which GTU Motorsports believes makes this agency a partner, not just a supplier, a partner with whom we have had the opportunity to achieve significant commercial results in terms of success and image.”

-Saumil Shah
Owner, Neptune Coatings

“We have been working with team GTU Motorsports for over 4 years now, with results that have been satisfactory to say the least; we have always been very happy with the level of professionalism, the original creativity and the support that the team and its members have constantly guaranteed us.”

- Jay Patel
Owner, SKM India

“Team GTU Motorsports - One team one dream. As they have always said "Against All Odds", in my presence they have proved it till the day. It sure is a team of racing enthusiasts and great future engineers.”

- Parth Sejpal
Team Faculty Advisor

“GTU Motorsports has been the place where I got to apply and practice what I learnt in my engineering degree. It has given me better understanding of technical concepts and has also made me a more punctual, responsible and composed individual. A big part of my personality has been shaped by the experiences I got here and I will always be grateful to the team.”

-Prashant Patel,
Team Captain
2017-20

Without the contributions of our sponsors, the educational opportunities and career preparation available through our team would not be possible. By supporting us, you are investing in the training and education of tomorrow's best innovators, engineers and business people.

CONTACT

Team Captain

ROHAN MANNA

+91 9327190765

 motorsports@gtu.edu.in

Marketing Head

VRAJ LAKKAD

+91 8799242789

 motorsports@gtu.edu.in



[Facebook.com/teamgtumotorsports](https://www.facebook.com/teamgtumotorsports)



[Instagram.com/gtumotorsports](https://www.instagram.com/gtumotorsports)



[Linkedin.com/company/gtu-motorsports](https://www.linkedin.com/company/gtu-motorsports)



[GTU Motorsports](#)