

2023 Sponsorship Prospectus



Formula One Competition



Introduction

Welcome to Astra's adventure into F1. This prospectus will cover our goals as a team, a little bit of more important information about this competition and what you can do to help us achieve our goals.



Welcome

Dear Appreciated Partner,

We are Astra, an F1 in Schools Team from Alamanda college in Melbourne, Victoria. After being introduced by our previous F1 team, Xeleron Racing, our team set out on an adventure to dominate this competition. With your contribution towards our goal, we can exceed the standards of a regular team while also representing you.

F1 in schools is Engineering Based competition, but this competition teaches multiple skills. One of the most important things to do in this competition is to raise funds by marketing. For our team to be successful in this national and world competitions, we are looking for financial and in-kind support from our kind and very generous sponsors. Each donation no matter what kind is greatly appreciated and will help us on our adventure. To collaborate with us, increases brand recognition. This will also boost your brand's PR.

We have reached out to you because we believe that you can be the one to help us obtain our objective. We are not just a group seeking for support, but we are passionate individuals striving towards new heights. With your support and consideration we can endeavour this extraordinary journey together, exploring and helping us bringing our aspirations to reality.

Sincerely,
Jas Hora
Astra's Marketing and Sponsorship Manager



The Competition

The F1 in schools' competition is a global competition that millions of student take part in. Throughout the competition, the students use a software called CAD/CAM to design, test, manufacture and eventually race their F1 car/rocket at the competition. The car is made from Balsa Wood and 3D printed parts. In addition to engineering the car, the teams need to raise money not only to make the car, but also for other things like team uniform, entry fees and so on. We must manage our budget in order not to spend over the budget. In this competition, a split second of time can decide which team loses and which team comes first. For that, students must understand advanced engineering topics. There is no question that these students will require some assistance/ guidance to reach levels where no student has ever been.

This F1 competition allows students to explore topics way more advanced than their level. Some of them are, physics, graphic design, marketing, engineering and computer science. With these skills in the future, they students can excel in competitive workspaces, these students are the ones to shape the future of the world.

Benefits of a Sponsorship

What's in it for you?

Here at Astra Racing, we pride ourselves with how we keep a good relationship with our sponsors. The students in the Astra Racing F1 Team are a group of highly driven people with a goal to represent Australia in the near future. This cannot happen without support from our amazing sponsors. Astra Racing as a team can guarantee effective communication with all sponsors no matter what kind of help that they give us. We will make sure that you are a part of our wonderful journey to success.

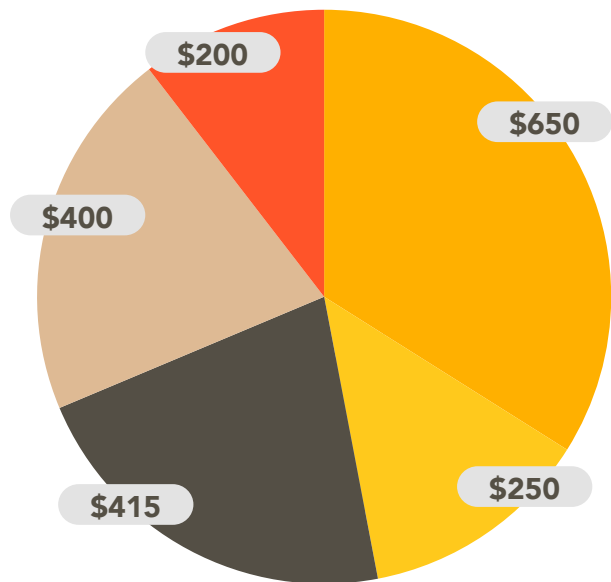
By sponsoring us, we provide many ways of increasing brand awareness. Also, sponsoring/supporting a group of young and motivated people like us can skyrocket company PR immensely.

What's in it for us?

Astra Racing is a group of young and motivated students striving towards the goal of representing Australia in the F1 in schools' program. We are constantly learning new skills that cannot be learnt in a normal classroom environment. Through the competition, each member gets to learn some skills that come in handy in real life. A couple of examples are communication in a professional manner and management of time and money.

The support and funding of sponsors is key to success in this competition. It helps us with getting resources that are required for this competition depicted in the budget. With your help, Astra Racing as a team can flourish in this competition and gain skills while doing so.

Budget



Competition Registration

Design, Manufacturing & Testing

Travel

Branding & Marketing

Pit Display

Total:
\$1915

Sponsorship Tiers

\$400-\$800

Certificate Of Appreciation

Recognition on Social Media

Recognition and Logo on
website

Logo on Pit Display

Logo on Portfolio

Recognition at public
events

\$800-\$1200

All the above

Logo on Team uniform

\$1200-\$1500

All the above

Replica of Team car

Sponsorship Rundown

In a sponsorship, we are seeking in-kind or financial contribution. At Astra, we believe that we can treat our sponsors professionally. We as a team have a lot of ways to display our sponsors. Our social media pages and the competition itself are only a few ways of how we get the brand out there.

Overall, providing sponsorships in the F1 in school program benefits both parties because of the many ways to present the brand in competitions and on social media. The sponsorships also helps our team to achieve our goal for this STEM competition.

Thank You **for your time**

Contact:

sponsorship.astraracing@gmail.com

astraracingf12023@gmail.com

0478967096

Marketing & Sponsors:

Jas Hora

Graphic Design:

Saanvi Bhagat