

Sponsorship Brochure

IIT ROORKEE MOTORSPORTS

Eat.Sleep.Build.Repeat.
Because RaceCar.





“Talent hits a target no one else can hit; Genius hits a target no one else can see.”
- Arthur Schopenhauer

Who we are ?



IIT Roorkee Motorsports is a group of inter-disciplinary students from IIT Roorkee. We participate in the World's largest Inter-Collegiate Engineering competition conducted by **Formula Society of Automotive Engineers, FSAE** where we design, fabricate, analyse, test and run a formula style race car. It's been seven years since the start of this exquisite journey when only nine guys with a dream chose a less travelled path and founded IIT Roorkee Motorsports.

The team made its debut in 2011 by participating in **FSAE-Australasia** held in Melbourne, Australia. After that we participated in **FS-UK 2013**. Ours was the only Hybrid Electric car among 149 registered teams. We had crossed another big milestone by being awarded with the **IMeche award of 2500 GBP**. The team bagged 2nd spot among the Indian teams. Then we went on to participate in **FSAE Australasia 2015** with an electric car. We won the "**CAMS Inspiring Motor Sport**" award for the best design among first year teams.



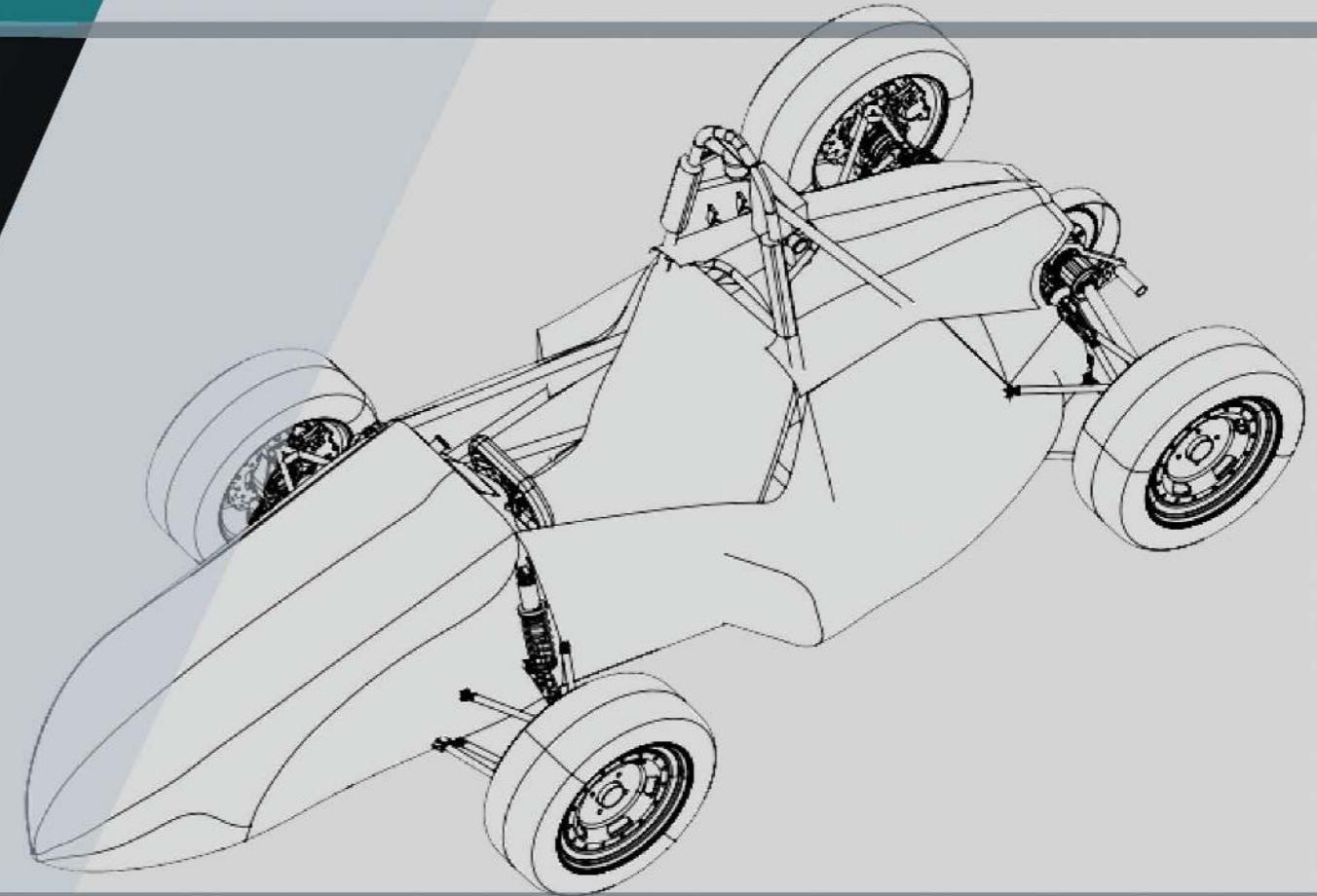
What is Formula SAE ?

Formlua SAE is an international renowned student engineering design competition, organised by the Society of Automotive Engineers. The students take on the role of a small firm which develops a race car. Throughout a single year teams are challenged to conceive, design, finance, manufacture and finally race a prototype formula style racing car that adheres to the strict regulations outlined for FSAE.

FSAE competitions have expanded across the world and is recognised as the formost 'breeding ground' for the engineers of the future. Over 500 teams compete worldwide at annual competitions in two categories, mainly IC and EV. It is the beginning for many students into large industry such as Mercedes and other giants and in racing engineering careers such as Formula One.

Mission

To develop race cars with innovative electric power-trains and represent IIT Roorkee in annually held International Engineering Competition Formula SAE (Society of Automotive Engineers).



Vision

To serve as a breeding ground for India's finest engineers and innovators who shall lead the nation's technological advancements in the field of hybrids and automobiles.





COOLING SYSTEM



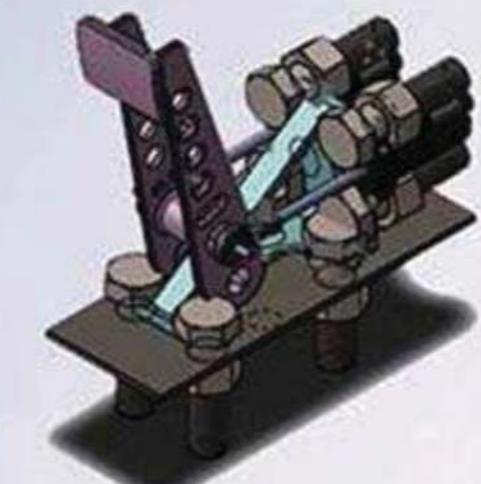
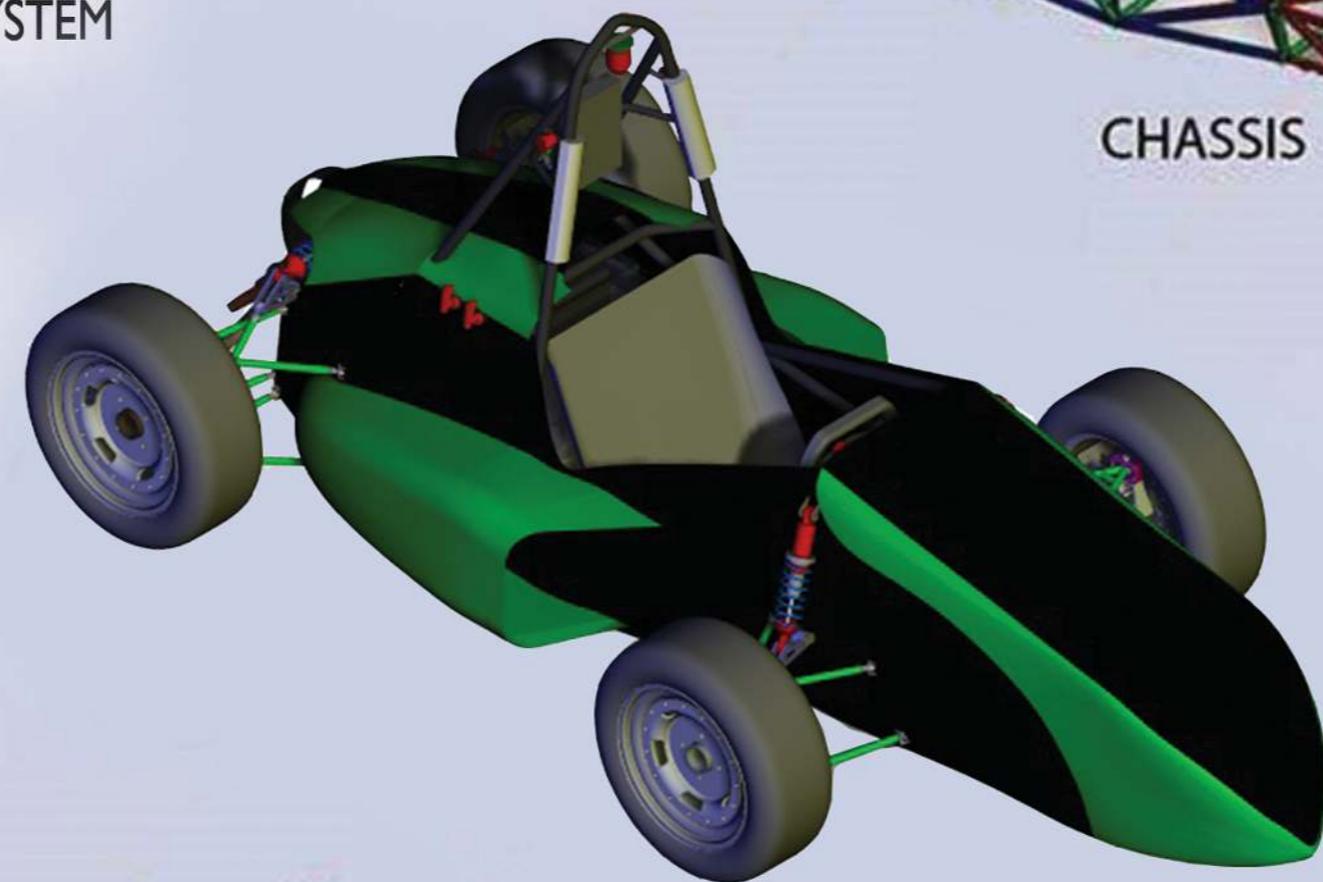
MOTOR



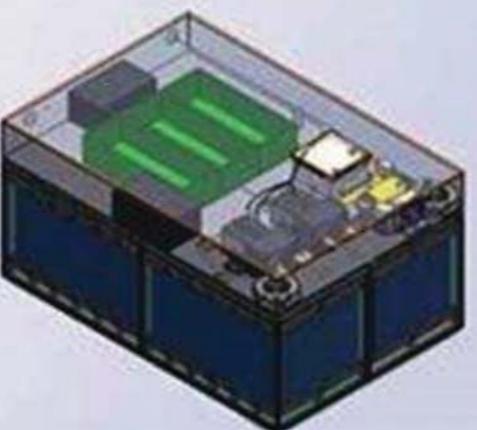
CHASSIS



MOTOR CONTROLLER



BRAKING SYSTEM



BATTERY PACK



SUSPENSION
SYSTEM



STEERING
SYSTEM

Achievements

- Ranked 4th in Design.
- Ranked 2nd in Cost.
- Ranked 4th in Business Presentation.
- Ranked 4th overall (among electric teams).
- The team won the 'CAMS Inspiring Motor Sport' award from CAMS Confederation of Australian Motor Sport for Best Design among first year teams.
- IIT Roorkee Motorsports now ranks first amongst Formula Student Electric Teams in India.

FSAE Australasia 2015

- The only Hybrid Car in FS UK in Silverstone.
- Winner IMachE Formula Student award of 2500 GBP.
- First in Cost and Business Presentation among Indian Teams.
- Second position overall as well as design among Indian Teams.
- 30th Position in Cost Efficiency.
- 31st Position in the Business Case.

FSAE Australasia 2011



- First IC engine car launched in 2011.
- The only Indian team among the 30 registered international teams to participate in Formula SAE Australasia 2011 held at Melbourne in December 2011.
- 1st position in the Fuel Economy.
- First Indian Team to finish the final 32 lap race in Australia.
- 6th Position in the Cost Presentation.
- 16th Position in the final race (Endurance Event).
- The car was also exhibited in the design pavillion of AUTO EXPO 2012, New Delhi



Join IITRMS

IIT Roorkee Motorsports offers various levels of sponsorship and invites enthusiastic and willing companies to get involved with the team. Our sponsorship period runs for the entire financial year and your business will be entitled to all applicable sponsorship benefits during this time.

Sponsorship Packages

- Bronze : Rs. 75,000 - Rs. 2,00,000
- Silver : Rs. 2 Lacs - Rs. 3.5 Lacs
- Gold : Rs. 3.5 Lacs - Rs. 5 Lacs
- Title Sponsor : Rs 5 Lacs and above



We also welcome support through the supply of products, services and resources to the values shown, and would be happy to discuss an alternative arrangement or customize a package to suit your company's requirement.

Sponsorship Benefits

Increased Brand Exposure

IITR Motorsports aims to provide its sponsor with as much exposure as possible, including during all the events of the team, test runs and especially at the FSAE event, FS - UK 2018 & Formula Green 2018, thus promoting the brand amongst the organisers .

Enhanced Community and Public image

We are committed in producing industry ready, highly qualified engineers, while aiding in the promotion of practical engineering aptitude in young minds. Thus, our collaboration will positively influence your company's brand by highlighting its commitment towards IIT Roorkee and our country.

Student Access and Networking Opportunities

IIT Roorkee is highly regarded for producing engineering graduates of the highest calibre in all engineering disciplines and involvement with our FSAE team facilitates interaction with students, opening up recruitment/employment possibilities. Also, the firm gets a unique opportunity of developing a professional network with talented students and staff.

CSR & Tax benefits

As IIT Roorkee comes under the department of **MHRD** and as IIT Roorkee Motorsports represents IIT Roorkee, any sponsorship given by the firm in support of the team is liable to get tax benefits.

• SPONSORSHIP BENEFITS

- Invitation to IITRMS Events
- Company Logo on Car front
- Company Logo on Car sides
- Logo on Team Apparel
- Monthly Newsletter Promotion
- Exclusive Event Promotions
- Company Logo on Website
- In-college Event Promotions

TITLE SPONSOR

- ✓
- 30x30 cm²
- 30x30cm²
- Front and Back
- Exclusive Company Coverage
- ✓
- ✓ Large
- Exclusive

GOLD SPONSOR

- ✓
- 20x20 cm²
- 25x25cm²
- Back
- Full Page Coverage
- ✓
- ✓ Medium
- Exclusive

SILVER SPONSOR

- 20x20cm²
- Half Page
- ✓
- ✓ Small
- Exclusive

BRONZE SPONSOR

- 15x15cm²
- Half Page
- ✓
- ✓ Small
- Exclusive

IIT Roorkee race car sets new records in Aust

responsible for answering to you all they were doing after the first time nobody believed in the efforts and refused to help. The first bag was in the hands of J M S Stevens Assistant Principal, Mr. George Shuster, Executive, Assistant Principal, Principal, Mrs. Chapman, Mr. George Surber and Mrs. Hause (CRM), Atlantic Power Ltd who

the Australian government of our long term policy the protection of which we have had coverage for many years in India. All the major insurance firms have been covering the risk for India and other countries like Australia, Macau, and many Indian Hydrocarbon companies have been doing so for many years now. We are looking at a scenario where a hybrid model of April 2013 will not be able to meet the transportation needs of India." Superficially

The students started working on this project in August 2010, breaking the entire project in different phases such as reading and learning, designing and simulation, fabrication, testing and competition.



Finally, a consortium of the oil majors began the fabrication on May 1987 and after that the team never looked back and over time to generate the total funding from: majority stakes from SABIC & Total and IFC Resources, Infinisys Oil Capital, Asset Group, CENAT Ltd, Unilever Services India, Prentex Anti Pollution, Royal Dutch SHE, AIAI Gasworks (TIC) being the major sponsors of the Bhopal plant.

countries who are members of the Australian group of countries, the members of our wing have been given the permission to do so. We have coverage for 100% of India, all the countries from Latin America to India and the Americas. The Automobile Manufacturers of India (AMI) has given us the right to do 100% of India for our vehicles. We are monitoring and are continuing a hybrid model from April 2013 and will be launching our first hybrid in 2014." Summarising further, he said:

ऑस्ट्रेलिया में बजा आईआईटी रुड़की

- रुपालीरह में विनियोग



THE TIMES OF INDIA
CITY

T Roorkee's car design bags award

A black and white photograph showing a group of approximately ten young men, likely students, standing behind a white electric car. The car has some colorful graphics on its side, including a flower and the letters 'IIT'. They are all smiling and looking towards the camera. The background is slightly blurred, suggesting an outdoor setting like a race track or exhibition area.

In IIT Rockville Motorsports participated in Formula SAE Australia international student motor-sport competition held from 10-13th May 2015. The electric car "SOLT" designed by the students won the "Engineering Award 2015".



ऑस्ट्रेलिया में दौड़ेगी 3

संक्षिप्त वर्णन कार्यक्रम : भवित्वानुसार में
विवरण पर्याप्त होने वाली है। इस वर्णनालयों से
उपर्युक्त विवरण विवरणालय परिवर्तनालय में
उपर्युक्त विवरणालयों के द्वारा दाएँ विवरण
पर्याप्त विवरण देते रहते हैं। यहाँ यह पहले है।
इसके बाहर को इस विवरण में उपर्युक्त
विवरणालय का विवरण दिया जाता है। यहाँ यह
पहले है। इस विवरण में उपर्युक्त
विवरणालय का विवरण दिया जाता है।



ताइआर

इन्हें बिटकॉन, मैट्रोनिक्स और
बाकी टिप्पणी के 70 छात्रों द्वारा टीम में
दुनाई करने

अँग्स्ट्रेलिया में डिस्कर म अधिकारी
होने वाले देश कहर डिजाइन
की स्थापिताएँ में प्रतिभाग होंगी। 18
जुलाई की टाई



आस्ट्रेलिया में दौड़ेगी फाइटर-11



शिकायतों के निस्तारण को
प्रानिदेशक को दिया ज्ञापन

उदाहरण के लिये मैं
उत्तरी भारतीयों के
विवरण देता हूँ।

लाइसेंस रद्द, फिर
ताल से बांट रहा

PREVIOUS SPONSORS





IIT Roorkee MotorSports



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