

2019 Sponsorship Prospectus

A Formula 1 race car, likely a Red Bull Racing car, is shown on a track. The car is blue and red, with various sponsor logos including 'INFINITI', 'TOTAL', and 'MOBILE'. The car is positioned on a blue and white checkered line. The background is a blurred race track with spectators and barriers.

 **CELERITAS**
RACING

THE FORMULA ONE TECHNOLOGY CHALLENGE

Welcome

Dear Valued Partner,

We are Celeritas Racing, an F1 in Schools Team from Wheeler High School in Marietta, Georgia. After being introduced to the competition by the previous team from our school, AeroFlow Racing, we have embarked on a journey to succeed in the competition. With your contribution, we can exceed the standards of traditional F1 in Schools Team.

F1 in Schools is an engineering-centered competition, but it teaches so many other skills. One important aspect of the competition is raising funds through marketing. For us to succeed at the National and World competitions, we seek financial and in-kind support from our generous sponsors. Each donation helps us greatly in achieving our goal of success. Partnering with us entails increased brand awareness and a PR boost from contributing to youth education and leadership.

This competition has taught us and will continue to teach us invaluable lessons that we cannot learn in a traditional classroom setting. With your help, we can achieve our goals and shape the future. Thank you so much for your time and consideration in contributing to a motivated group of students with unwavering ambitions.

Sincerely,
Shashaank Aiyer
Celeritas Racing Executive Manager

Contact
celeritasracingf1@gmail.com
931-330-0686

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Introduction

Welcome to Celeritas Racing's Sponsorship Prospectus. This prospectus will cover our journey to the 2019 National Finals in Austin, Texas, and hopefully to the World Finals later next year. Continue reading to discover more about the competition, our team, and how you can help us realize our dream of representing the United States in the World Competition.



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The Competition

F1 in Schools is a global multi-disciplinary challenge for teams of students aged 9 to 19. Through the competition, students use CAD/CAM software to design, test, manufacture, and ultimately race miniature model F1 cars. The cars are made from polyurthane foam and 3D printed parts and are powered by compressed carbon dioxide. In addition to engineering the car, teams need to raise money and manage their budgets in order to fund research, travel, and manufacturing of all competition elements.

In this competition, where a hundredth of a second decides whether a team places 4th or 1st, where participants must understand complex engineering topics, where teams are driven to their best, it is crucial that teams receive guidance and support to reach new bounds.

F1 in Schools allows students to receive exposure to a variety of subjects such as physics, engineering, computer science, graphic design, marketing, and time and resource management. With these skills, students can thrive in the competitive workplace and become the leaders that shape the future.

Previous Winners



HORIZON

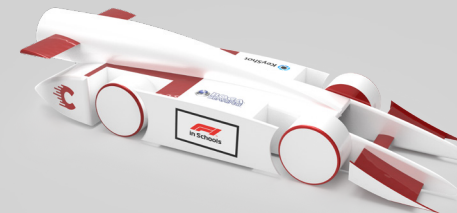
2018

HYPERDRIVE

2017



2016



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A WORLDWIDE COMPETITION



20,000,000
STUDENTS

26,000
SCHOOLS

44
COUNTRIES

The Celeritas Team



Shashaank Aiyer
Executive Manager &
Graphic Designer



Chase Waddington
Manufacturing Engineer



Jared Ryley
Design Engineer



Sai Rajendrakumar
Marketing Director



Mateen Jangda
Financial Manager



Davis Nilson
Resource Director &
Web Designer


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AeroFlow Racing was the second F1 in Schools team from Wheeler High School and are the reigning National Champions! They recently competed in the World Finals in Singapore and placed 15th out of 60 teams! We were inspired to create our team because of their success, and with their mentorship and guidance, we hope to follow in their footsteps and represent the United States in the 2019 World Finals.



The background image shows a Formula 1 pit board. At the top, the word 'START' is displayed in large white letters on a green background. Below it are several small circular lights. The board is divided into two main sections for drivers 1 and 2. Driver 1's section shows a large '1' on the left, a digital display showing '0000' and '1488' in the center, and a large '2' on the right. Driver 2's section shows a large '2' on the left, a digital display showing '0000' and '1099' in the center, and a large '1' on the right. The board also features the 'IN SCHOOLS' logo and the text 'FORMULA 1 CHALLENGE'. In the foreground, there are various pit board components and a person in a white shirt. The text 'If you dream it, you can do it.' is overlaid in large, bold, black letters across the center of the image.

**“If you dream it,
you can do it.”**

- Walt Disney

Sponsorship Overview

Through a sponsorship, we are seeking in-kind or financial contributions. At Celeritas Racing, we believe in the hospitable and professional treatment of all sponsors. Our ability to display our sponsors across social media, local outreach events, and large competitions widens the target demographic to nearly all ages, a variety of educated audiences globally.

Consequently, sponsorship of F1 in Schools teams offers significant benefits for both parties due to the expansive opportunities present to students as well as the diverse population participating in the Formula One Education community.

Our Sponsors

The logo for Novelis, featuring the word "Novelis" in a bold, yellow, sans-serif font.The logo for A&R ENGINEERING, featuring the text "A&R ENGINEERING" in a white, sans-serif font on a dark blue rectangular background.

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“Education is second
to none in
importance today in
the world , because it
really is our future.”

F1 in Schools has
spawned engineers
who went on to study
engineering and...then
joined Formula One
teams.”

-The New York Times

-Chase Carey,
Formula One CEO

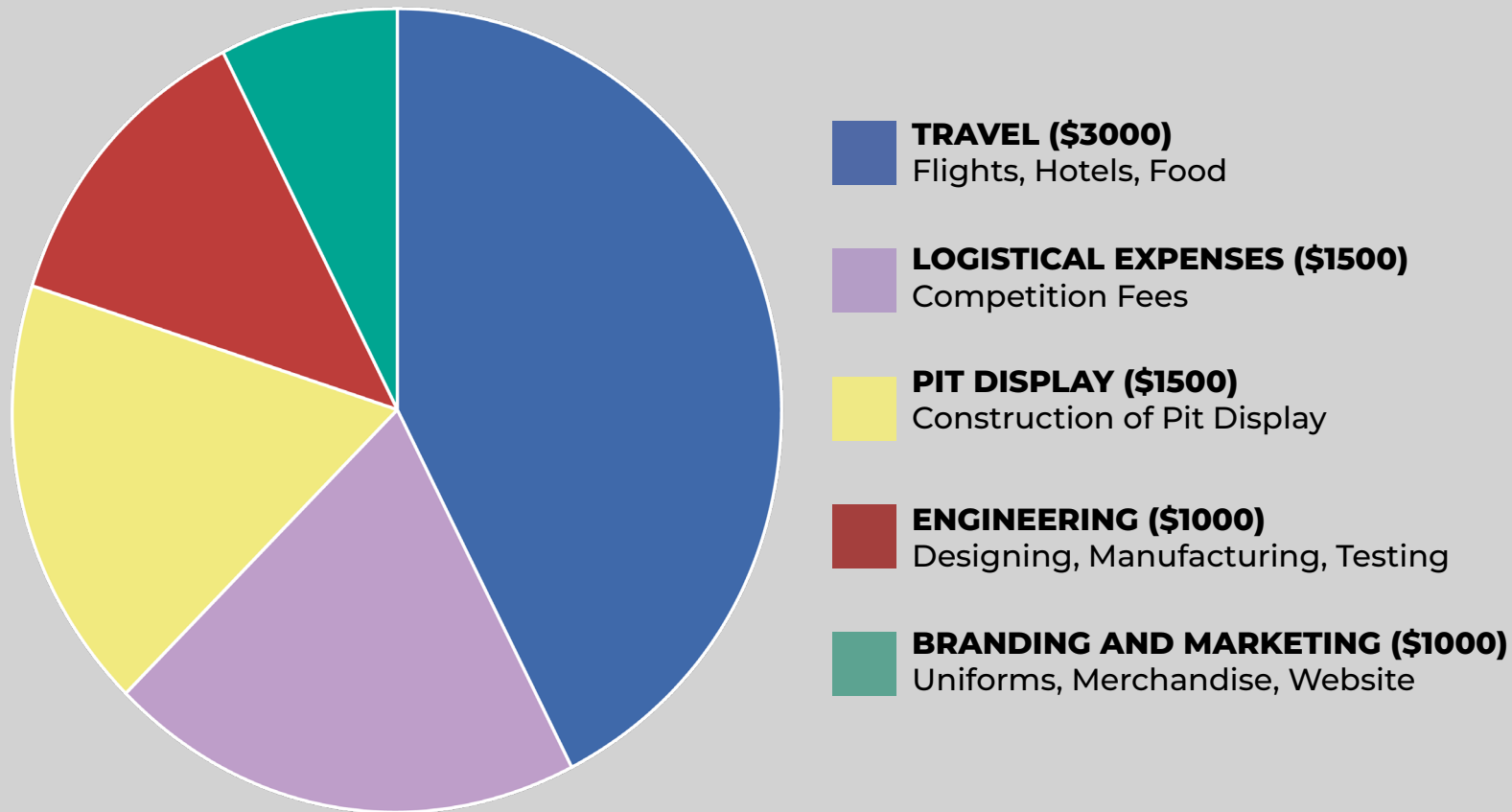
“As a global educational
initiative, F1 in Schools aims
to develop the next
generation of engineers
through the magnetic
appeal of Formula One.”

-Andrew Denford,
F1 in Schools Founder



Competition Budget

Below is a graphic of the distribution of expenses for us to successfully compete in the National Finals in February 2019.



Total: \$8000

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Benefits of Sponsoring

For the Sponsor:

At Celeritas Racing, we give great importance to maintaining a strong relationship with all of our sponsors. We are a driven group of students aspiring to represent the United States in the F1 in Schools competition, and we cannot do so without the amazing support of our sponsors. We guarantee **effective communication with all sponsors** and will make sure that they are a part of our journey to F1 in Schools success.

By sponsoring us, we provide a **global platform for brand awareness** supported across a wide demographic of people. In addition, sponsoring a young, motivated group of students and future leaders like us can **boost company PR** greatly.

For the Students:

Celeritas Racing is a truly passionate group of students who are determined to succeed in F1 in Schools while imbibing the great skills that the competition offers. Through the competition, each member gets to learn real-world skills such as **communication** in a professional setting and proper **time and money management** that are unachievable in a traditional classroom setting.

The support and funding of sponsors is key to competition success, as it helps us gain necessary competition resources depicted in the competition budget. With your help, we can truly flourish in the competition and gain crucial skills while doing so. Thank you so much for your consideration in contribution to a motivated group of students aspiring to be future leaders and thinkers eager to shape the future.

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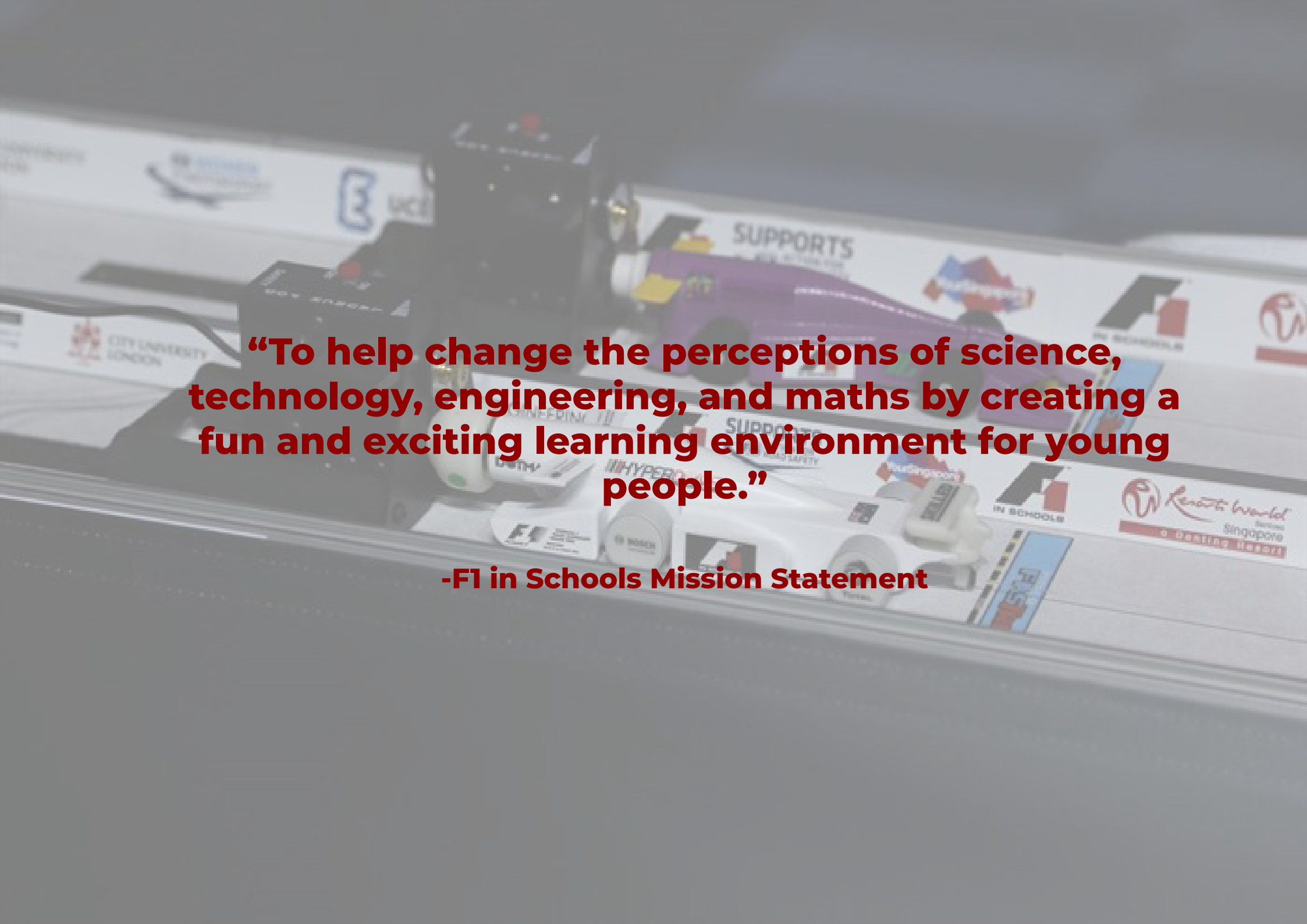
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“To help change the perceptions of science, technology, engineering, and maths by creating a fun and exciting learning environment for young people.”

-F1 in Schools Mission Statement

Sponsorship Tiers

Below are our sponsorship tiers and the respective benefits for each tier. We appreciate any contribution and value all of our sponsors greatly!

	Red \$5000+	Gold \$3000	Silver \$1500	Bronze \$500
Replica of Team Car				
Logo on Team Car				
Logo on Team Uniform				
Recognition at Outreach Events				
Logo in Competition Portfolio				
Logo on Competition Pit Display				
Logo on Website				
Recognition on Social Media				
Certificate of Appreciation				

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REDEFINING
SPEED