



# WESMO Sponsorship Proposal 2025


WESMO

*Waikato Engineering Student Motorsport Organisation*





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- A red open-wheel race car, likely a Formula 1 or similar, is shown from a front-three-quarter view. The car is on a dark asphalt track. The background is a blurred green hillside with some trees. The car has the number '25' on its front and 'WESMO' on its side.
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## Who is WESMO?

WESMO is a student organisation at the University of Waikato in Hamilton, made up of a mix of undergraduate students from a variety of backgrounds.

Each year the team research, design, manufacture and race an open wheel racing car in the world's largest engineering design competition, Formula SAE.

The Society of Automotive Engineers or SAE International organizes and hosts a number of events around the world. The closest Formula SAE competition is held at the end of each year in Melbourne where the team competes against like-minded teams from across the globe in business, design and performance events.

The team is managed and run entirely by students with the support and funding from the University of Waikato. This independence allows our students to get hands on experience on an exciting project.

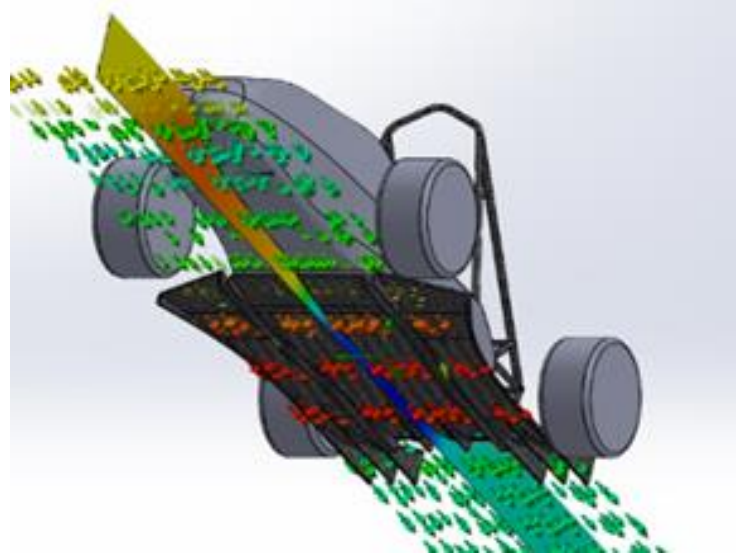






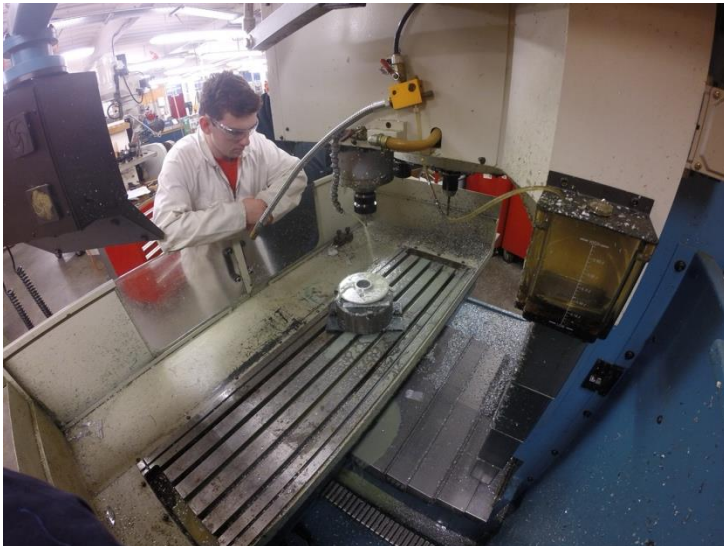
## Design

Every year the team takes on the challenge of improving the previous years design while adhering to a set of strict rules. At competition, points are not only awarded for designing the fastest car but also how well the team can present their design decisions.



## Manufacture

WESMO is the perfect hands-on experience for students. The car is almost exclusively built at the university's workshop by the team and students learn and develop a vast range of practical skills.



## Compete

After designing, building and testing their car, students fly to Australia and compete in the FSAE Australasia competition. The team and the car are judged on the justification and verification of their designs, a business and cost pitch, as well as on track events such as acceleration and autocross.





## The Past – WFS-23







## The Future – WFS-25

In the ever-evolving world of motorsport, WESMO has consistently showcased resilience, ingenuity, and competitive spirit. Notable milestones include a first-place finish in the Endurance event of 2016 and leading the IC class in 2022. These achievements reflect our commitment to excellence and our ability to adapt and thrive amidst challenges.

With an eye on the future and the shifting dynamics of the automotive industry towards sustainability, WESMO is embracing the challenge of developing a high-performance (EV) for the 2025 Formula SAE competition. This pivot towards electric technology is not just a response to industry trends but a bold step towards equipping our students with the skills and knowledge to excel in the future of automotive engineering.

Our goal for the year is to make a reliable car that can complete both the static and dynamic events. This is critical to being able to bring the competition to the other teams.

This year's team also has members specifically dedicated to promoting sponsorship material on WESMO and Waikato university social media pages, while also at the events we participate in throughout the year





## How can you help?

### **Material Support**

We manufacture most of the car at the university and as such we are always grateful for any consumable resources such as aluminium, carbon fibre, metal billets and any composite materials.

### **Research Support**

At competition, major points can be scored for justification and verification of designs and as such we aim to verify as many design decisions as we can. Any support with software such as CAD, CFD or multi body dynamics simulation, as well as training on the creation of valid simulations and access to testing facilities can help us improve immensely.

### **Manufacturing Support**

To help with our goal of building a lightweight car, we are grateful for any support with manufacturing techniques such as water jet and laser cutting, metal 3D printing and composite layup.

### **Monetary Support**

Cash donations allow our team to pursue and develop out-of-the-box thinking concepts by allowing for extra material and manufacturing or subsidising our flights and accommodation that would normally not fit in our budget.





## What does sponsorship offer?

WESMO provides a unique platform to raise awareness of your company or organisation. Sponsor logos or names are proudly displayed on the car, team apparel, the team's website and promotional material used at events. This exposes a wide range of audiences to your company including motorsport enthusiasts, engineering companies, academics and the general public. Events that the team has or will be attending in 2025 include but are not limited:

Event	When	What
Waikato University (Hamilton) Open Day	May 23	Car and sponsor board on display
STEMFEST	TBA	Car to be on display
Waikato University (Tauranga) Open Day	June 25	Car and sponsor board to be on display
CRC Speedshow	TBA 24	Sponsor board to be displayed, live demo of car
Waikato Engineering Design Show	TBA ~Oct 24	Car and sponsor board to be on display
Unveiling of WFS-25	TBA 24	Sponsor board and new car with sponsor logos
Formula SAE Australasia	December 11	Display and demonstration of car





## Sponsor Exposure

# 3,200

followers across social media platforms



October 15, 2018 · 🌐

We have just unveiled W-FS18 to the public at the [Faculty of Science & Engineering - University of Waikato Engineering...](#)

👍❤️ You and 114 others

9 Comments

# 30,000

overall visitors at events we attend



# Your logo

on team gear and our sponsor board







## Sponsorship Opportunities

	Bronze < \$250	Silver \$250 - \$500	Gold \$500 - \$2000	Platinum From \$2,000
Invitation to the official car unveiling night	✓	✓	✓	✓
Your logo on the official WESMO website	✓	✓	✓	✓
Logo on our sponsor board	✓ (~5 cm)*	✓ (~5 cm)*	✓ (~10 cm)*	✓ (~12 cm)*
Framed 'Thank You' plaque	✓	✓	✓	✓
Colour logo on the car		✓ (~5 cm)*	✓ (~12 cm)*	✓ (~17 cm)*
Social media post acknowledging your support		✓	✓	✓
Logo on team gear			✓	✓
Logo feature in our unveiling video			✓	✓
Distribution of your company's promotional material at events				✓
Invite to official sponsor drive day/BBQ				✓

\* Diagonal measurement





## Naming Rights Sponsorship A Legacy Opportunity (\$15,000)

As the Naming Rights Sponsor, you will have the distinct honour of associating your brand directly with WESMO's pioneering electric vehicle. This partnership goes beyond traditional sponsorship, offering a unique chance to be integrally linked with the future of motorsport and engineering education not just for this year but for years to come.

Here's what the Naming Rights Sponsorship includes:

- **Conjoint Branding:** The vehicle will be officially referred to in conjunction with your brand and WESMO/Waikato, e.g., "The [Your Brand] WESMO 2025". This ensures prominent brand visibility at all events and ensures lasting visibility as the vehicle continues to be showcased—typically, Waikato University exhibits former team cars at various events long after their competition year, accumulating considerable attention over time.
- **Custom Colour Scheme:** Creative rights to the vehicle's colour scheme, allowing your brand's identity to be seamlessly integrated into the design, showcasing your commitment to innovation and support for aspiring engineers.
- **Prominent Logo Placement:** Beyond the standard logo placements, your brand will feature dominantly on the car, team apparel, and all promotional materials, highlighting your pivotal role in the project.
- **Exclusive Branding Opportunities:** Your brand will be the focal point of all team communications, presentations, and promotional activities, including a feature spot on the WESMO website, social media platforms, and at all team events.
- **Engagement and Hospitality:** First rights to exclusive team events, including the car unveiling, sponsor days, and the opportunity to host private events with the team, offering unparalleled access to the project and the people behind it.





## Join our Journey!

WESMO is an exciting group of students competing internationally representing the University of Waikato. This is your chance to get involved and help students build a legacy and prepare them for their future careers.

WESMO would love to have you and your company on board to help us reach our goals in 2025. We invite partners of all forms, whether you can lend a hand with fabrication, training or something else. No matter what area of expertise you have, we would love to sit down and have a chat about how we could help each other.

Unsure if we are the right fit? Get in contact to organise a tour around our workshop, see the car and meet the passionate people behind the WESMO team.

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🌐 [wesmo.co.nz](http://wesmo.co.nz)

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