



## Cathay Racers proposal: May 2016

### F1 in Schools

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<https://www.facebook.com/cathayracers/>

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# What is Cathay Racers?

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Cathay Racers is a collaboration team consisting six senior school students from Hong Kong and China. In 2014, members from the Hong Kong side of the team attended the World Finals in Abu Dhabi as a collaboration team with Portugal. Collaboration teams are made up of competitors from successful teams around the world to create a single, stronger team. Teams develop invaluable skills, understanding the importance of teamwork and communication.

This year, we wish to challenge the very best once again at the World Finals in Austin, Texas, USA.

## **Brief summary**

- F1 in Schools is the only global multi-disciplinary challenge in which teams of students aged 9 to 19 deploy CAD/CAM software to collaborate, design, analyse, manufacture, test, and then race miniature compressed air powered F1 cars.
- Teams must raise sponsorship and manage budgets to fund research, travel, and accommodation.
- The challenge inspires students to use IT skills to learn about physics, aerodynamics, design, manufacture, branding, graphics, sponsorship, marketing, leadership/teamwork, media skills and financial strategy, and apply them in a practical, intuitive, competitive, and exciting way.
- The founding constitution for F1 in Schools stipulates that it is, and shall remain, a non-for-profit organisation. Funds raised through sponsorship are invested in administering, developing and expanding the challenge. All income is deployed in accordance with guidelines laid down by Formula One Management.
- The challenge is a unique global platform for the promotion of Formula One and partners to a youth market.

## The team

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Alexander Harfitt

Team Manager



Eddy Park

Communications Manager



Larry Poon

Sponsorship Director



Yifei Shao

Visual Identity Director



Qiyang Hu

Design Engineer



Kefan Zhou

Manufacturing Engineer

At first glance, the team of Cathay Racers simply looks like ordinary senior schools students who are aiming to achieve something that is far beyond their capabilities. However, unbeknownst to many, each member of the team has their own unique ability, which through efficient teamwork and communication will be able to shine through and create a magnificent performance, which lead us to victory in the respective 2016 National Finals, and which makes us as a collaboration team, perfectly capable of competing with the other winning teams at the World Finals.

## What is F1 in Schools?

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F1 in Schools is an international competition set out to provide an amazing but very challenging educational experience through the striking appeal of Formula One. The competition is the only global, multi-disciplinary for high school students, and is now recognised as the world's largest Science, Technology, Engineering and Mathematics (STEM) competition.

*"To help change the perceptions of science, technology, engineering and mathematics by creating a fun and exciting learning environment for young people"*

The competition involves teams of three to six members to design, construct, and race a scale Formula One car, powered by compressed air cylinders. Teams will not only be constructing a car, but they will be designing, analysing, testing, and presenting their car and process through a presentation, portfolio, and pit display. The challenge of F1 in Schools inspires students to use their knowledge regarding various aspects, such as aerodynamics, design, public relations, leadership, collaboration, financial strategy, media skills, and more, and to apply that knowledge in a practical and competitive way. The challenge of F1 in Schools is a unique global platform for the promotion of Formula One, and at the same time, creates an environment which allows students to experience the realities of the competitive, technological world.

## Our mission and values

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### **Short-term Aims:**

- To raise sufficient sponsorship to support Cathay Racers in the upcoming World Finals in Austin, Texas, USA;
- Using 3D Computer Aided Design software, design a Formula One car worthy of competing in F1 in Schools;
- To analyse and investigate the aerodynamics required to ensure that the best possible Formula One car is produced.

### **Long-term Aims:**

- To compete in F1 in Schools World Finals in Austin, Texas;
- To accumulate experience regarding business, public relations, manufacturing and engineering on an international level;
- To win prizes and come in the top three positions for the World Finals;
- To encourage future generations of Hong Kong and China to continue the F1 in Schools challenge.

## Expenses for World Finals

### Predicted expenses for World Finals in Austin, Texas:

Use	Cost (HKD)
Shipment costs (equipment, monitors, posters, displays, etc.)	4,000
Ceramic bearings or F1 race car	800
Accommodation at finals	9,000
Food and beverage	2,000
Uniform (shirts, trousers)	3,000
Flights (return HKG to AUS)	94,500
Machining (CNC F1 cars)	2,500
Styrofoam blocks (material for F1 cars)	1,500
Paint for F1 cars	1,000
Wheels (3D printed)	1,000
Axles	300
Competition entry fee	3,500
Pit display – posters / merchandise	12,000
Taxis (to and from airports)	1,600
<b>Total estimated expenses</b>	<b>136,700</b>

### Sponsorship already received:

- I-Study Learning Centre Limited, Hong Kong - \$5,000
- Sunshine Ltd, Hong Kong - \$5,000



## Sponsorship options

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### Level of sponsorship

Sponsorship level	Sponsored amount (HKD)	Benefit for sponsor
Exclusive sponsorship	137,000	<p>Through this package, the sponsor has...</p> <ul style="list-style-type: none"> <li>• Exclusive right to make changes to the team identity if there is a desire to amend the teams Return of Investment policy.</li> <li>• Name and logo displayed clearly on all team collateral.</li> <li>• Publicised and presented at all interviews or speeches</li> <li>• Publicised and presented on team Social Media pages and website</li> </ul>
Platinum sponsorship	50,000	<ul style="list-style-type: none"> <li>• Name and logo displayed clearly on all team collateral.</li> <li>• Publicised and presented at all interviews or speeches</li> <li>• Publicised and presented on team Social Media pages and website</li> </ul>
Gold sponsorship	25,000	<ul style="list-style-type: none"> <li>• Name and logo displayed on team car and uniform.</li> <li>• Publicised and presented on team Social Media pages and website</li> </ul>
Silver sponsorship	10,000	<ul style="list-style-type: none"> <li>• Name and logo displayed on team uniform.</li> <li>• Publicised and presented on team Social Media pages and website</li> </ul>
Bronze sponsorship	5,000	<ul style="list-style-type: none"> <li>• Publicised and presented on team Social Media pages and website</li> </ul>

## Incentives to Sponsorship

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Sponsorship can only be described as a crucial key to achieving success in any line of work, whether it be to help set up and kick-start a new company, or to help a non-income, non-governmental organisation purchase items to help them achieve success. In F1 in Schools, all teams depend heavily on the kindness and generosity of other corporate organisations and companies to provide us with the means of achieving success.

At Cathay Racers, our ultimate goal is to go to the F1 in Schools World Finals in Austin, Texas to represent Hong Kong and China. To achieve this goal, team members of Cathay Racers will need to design and print team pit displays, write and print portfolios, design and manufacture our team uniform; and most importantly, design, test, and manufacture a to-scale Formula One car. The tasks listed are just a meagre part of what the project requires, and all of these tasks have a heavy financial requirement.

To ensure a successful and beneficial relationship with any corporate sponsor, Cathay Racers promises to focus on five key areas: help build brand visibility, recognize generosity of sponsor, offer creative approval, measure metrics and keep lines of communication efficient and open.

Direct benefits of sponsorship:

- Corporate sponsors will have their logos publicized and presented on event collateral, meaning t-shirts, banners, signage, newsletters, print and web ads, social media posts, press releases, and billboards, arranged by our team's Sponsorship Director.
- Corporate sponsors will be recognized for their generosity through public speeches, board meetings, advertisement, and more. If corporate sponsors desire so, Cathay Racers will gladly arrange meetings in order to enlighten due sponsor regarding the doings of Cathay Racers.

Without sponsorship, the idea of success would be a mere dream, but with the help of sponsors, that mere dream can become an amazing reality, and Cathay Racers would be so ever thankful for the opportunity given by sponsors.

*For more information regarding sponsorship, please contact:*

*David Stott (Teacher & F1 in Schools Co-ordinator, Sha Tin College, Hong Kong)*

*Tel: +852 2699 1811*

*Email: [dzs@shatincollege.edu.hk](mailto:dzs@shatincollege.edu.hk)*

Additionally, you can visit the official website for more information regarding the competition: [www.f1inschools.com](http://www.f1inschools.com)