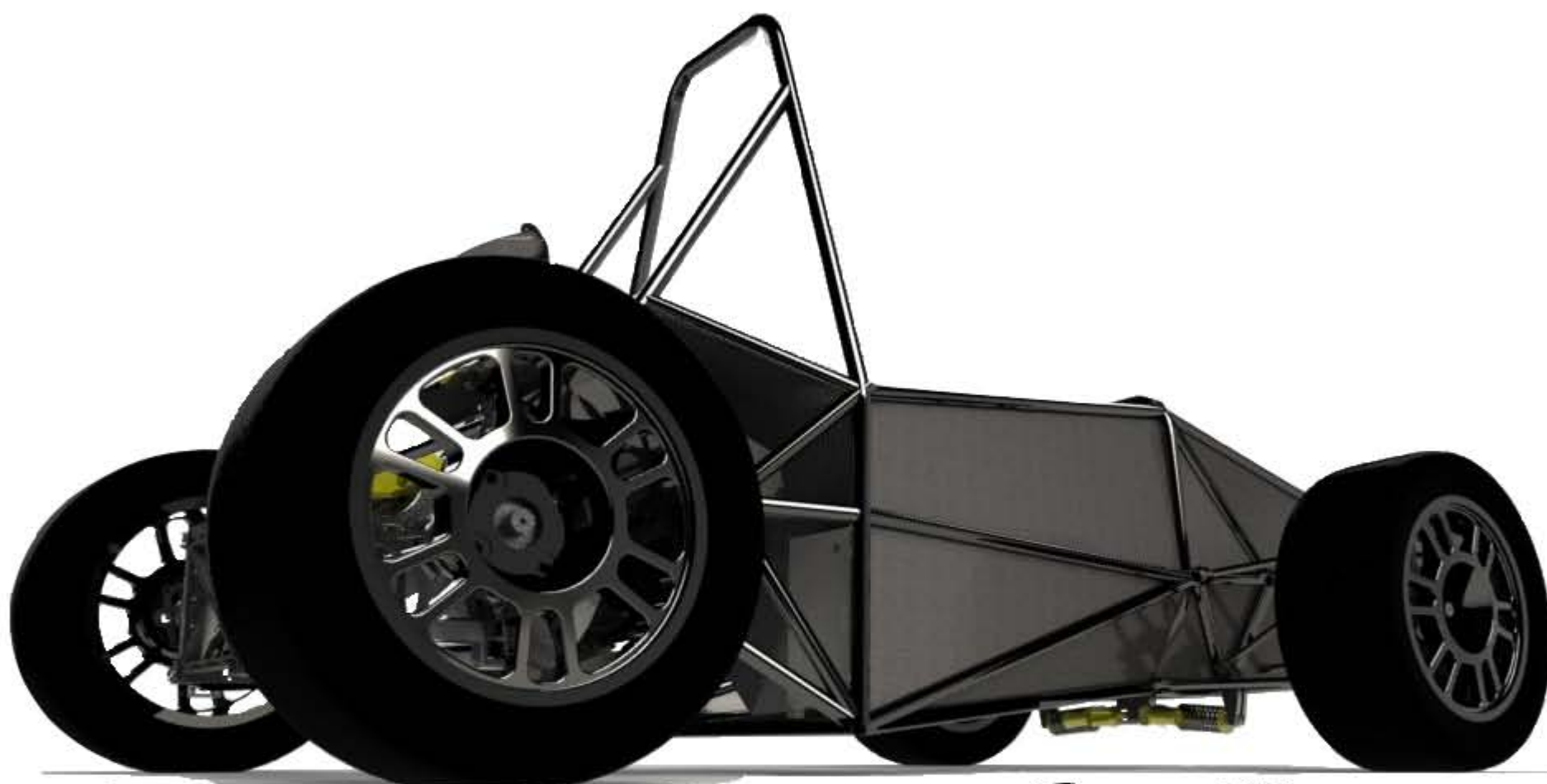


Formula Student - 2012

Prom Racing Team

Sponsorship Information Pack



Prom 11B



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National Technical University of Athens
Prom Racing - Formula Student
School of Mechanical Engineering

Introduction

The team, Prom Racing - Formula Student, of the National Technical University of Athens aspires to take part during 2012 in the Formula Student competitions, which take place in European countries every year during summer. To accomplish this aspiration, a team consisting of top students of the University is going to design and manufacture a single-seated Formula racing vehicle.

The specific competition was invented by the Society of Automotive Engineers (Student) in 1981, and through the years has evolved into an educational event where universities from all over the world compete in numerous international contests/competitions. The nature of these events is such that requires creativity and innovation from the part of the students in order to be able to compete with leading teams of the area.

To distinguish oneself in such competitions, a team can only accomplish that with recruiting members dedicated and determined to accomplish their goal, with, of course the support and the valuable help of its sponsors.

Team Prom Racing of NTUA, with 4 years of experience in the area of Formula Student and new-found determination, sets every year the first place as their goal.

An ambitious plan as the above requires investment in human resources and commitment from the part of the students, and of course financial support, which is entirely covered by sponsors.



What is Formula Student?

Essential Background

Formula Student was founded three decades ago from the Society of Automotive Engineers in USA. Nowadays, 8 different events-competitions, which take place all over the world, are evidence of the success of a priceless experience.

Teams from the best universities of the world take up the task to build a small prototype of a F1 racing car during an academic year. As in every competing category, there are different technical, or not, restrictions. Formula Student is no exception. However, these restrictions are lenient enough to let the students think and act in a wide range of designing concepts and ideas, thus making every car unique. The peak of all the efforts is a competition lasting several days, during which all the teams with their cars compete against each other in regard of design and performance.

These design and performance competitions do not only contain what is thought to be a typical motorsport event. On the contrary, they are constructed in such a way to examine every team in several different domains which refer to the design, the manufacturing and the competitiveness, a combination of which will judge the winning team and formula prototype.

This constitution attracts judges of international prestige every year, who are not only interested in the competition, but have also worked for many years in the area of motorsports.

Prom Racing: Formula Student Team of the National Technical University of Athens

The team consists of almost 60 students of NTUA, who all have a passion for engineering and motorsport. Our team's structure follows the standards of a professional motorsport company, with specialized subgroups, offering the students a real experience and preparing them for the future.

Our goal is to participate every year in tournaments held by the Formula Student institution, competing in best design, construction and presentation of a model racing car. In these events, only the best engineering teams of the top universities in the world take part.

The first time Prom Racing participated in the competition with a fully constructed and equipped car was in 2011, and is very happy due to all the positive feedback it got from the judges. As a matter of fact, the achieved rankings were the best an emerging group could hope for.



Our Campaign for 2012

After a very promising first appearance in 2011, Prom Racing, the Formula Student Team of the National Technical University of Athens, is now closer than ever to winning the first place in Class 1 of the contest.

Motorsports demand continuous evolving because the teams tend to improve the level of their work in designing and car manufacturing. For example, our team's aim for 2012 is to design and construct parts made out of carbon fiber, and especially a carbon fiber frame which will dramatically decrease the weight of our single-seater. Furthermore, based on our team's experience, several fields need to be improved, like the directional and transmission systems.

Regarding the engine, our team will keep the 4-cylinder Yamaha YZF-R6, but it will keep on improving the fields of lubrication mainly, but also the peripheral ones, like the systems of input, exhaust and electrical control.

However, none of these are plausible without the support from our sponsors. This year we aim in increasing our budget by up to 40%. After all, our last year's successful performance, compared to other teams' that had three times the same budget as ours, shows our dedication to our goal.

Furthermore, we intend in the best possible promotion. This can be achieved through newspapers, blogs as well as TV and radio shows., and also, by taking part in several related fairs and exhibitions, such as in P.I.C.K-2011 (Patras International Circuit For Karting).



Benefits of a Sponsorship

Formula Student is one of the greatest undergraduate activities in the world's most elite universities. Since Prom Racing Team of Athens' National Technical University already has many distinctions in its history and consists of the best students of the finest university in the country, it can offer many benefits to its sponsors.

Broadcast

By sponsoring our team your company will be able to promote itself on an international and local level. Moreover, as NTUA is one of the best educational institutions in the country, it attracts a great deal of public interest and the attention of the mass media. A promotion through our car is a great way of advertising your company.

Educational Contribution

Our team's annual successful performance is due to the help that we receive from our sponsors, as the construction of a race car is highly costly. Considering the challenges we meet and the need to improve our mechanical and leadership skills, as well as the spirit of fair play, it is a unique educational experience.

Future Career Prospects

Current sponsorships give many companies the opportunity to approach the best future graduates. Many mechanical engineers are now members of professional racing teams or work for the car industry. Generally, Formula Student is considered the cradle of passionate engineers in this field.

Use of Brand and Products

Besides advertising your brand name, you can also benefit from the fact that many students come in touch with the products or the services you offer. The regular use of your products by our team can certainly boost your company, as our members will eventually promote them to their future employees, among others. This can be considered as a safe investment for the future.

Support of Young Acts

Sponsoring our team gives your company a great opportunity to approach people through a voluntary spirit. Your support is, without doubt, a highly needed investment to the future of the Greek engineers.

Our team has already been supported by the Lab of vehicles of the school of Mechanical Engineering in NTUA and the National Bank of Greece with generous offers of technical equipment and financial help. In other words, our effort has already been highly appreciated by a respected university and bank. By offering financial aid they made it clear that they are more than willing to help a student participation in an event with a car of the highest performance, which also happens to be their creation also.

Levels of sponsorship

There are many ways to sponsor us. Some companies choose financial support while others choose to offer material support, by offering products or services that are required during the whole project.

Prom racing offers 4 levels of sponsoring, in accordance with the preferred amount of support, while each package is differently promoted through the team and the racecar. Every term is debatable, in order to find the right package of sponsorship for your company.

Premium Sponsor

10.000€ +

- Amount of sponsorship debatable,
- All the privileges and promotion of a Gold Sponsor,
- Reference and special tribute to your company in every mass media appearance,
- Further terms fully debatable.

Gold Sponsor

6.000€ - 10.000€

- Reference to the company in every mass media appearance,
- Big stickers with the company's logo on the single-seater and the team's cars,
- Use of the single-seater for the promotion of your company,
- Incorporation of your company's logo on the team's uniforms,
- Incorporation of your company's logo in every official document of the team,
- Invitations for the presentation of the car and all the events of the team,
- Updates through press conferences,
- Promotion of the name and the logo of your company through the team's website and press conferences.

Silver Sponsor

2.000€ - 6.000€

- Small stickers with the company logo in the single-seater and the team's cars,
- Invitations for the presentation of the car and all the events of the team,
- Updates through press conferences,
- Promotion of the name and the logo of your company through the team's website and press conferences.

Supporter

- Invitations for the presentation of the car and all the events of the team,
- Updates through press conferences,
- Promotion of the name and the logo of your company through the team's website and press conferences.

PROM RACING 2011 COST ANALYSIS

Rims & Tires:
OZ 13" Aluminium-Magnesium
FS Rims
Hoozier 7.5"x20"x13" R25B
4000€

Steering:
Rack Assembly
900€

Main Frame & Bodywork:
Steel Tubular Spaceframe with
Aluminium Body Panels
1100€

Engine Intake:
Carbon Custom Intake Manifold
with Air Restrictor 20mm
500€

Engine & Peripheral Parts:
Yamaha YZF-R6
3500€

Crashzone:
FS Spec Impact Attenuator
700€

Suspension Parts:
Custom CNC Machined Aluminium
Hubs, Uprights and Rockers
Steel Tubular Wishbones
5000€

Spring & Dampers:
Fox Adjustable Dampers
Custom Springs
1200€

ECU:
MS 3
1000€

Lubrication:
Custom Dry Sump System
1000€

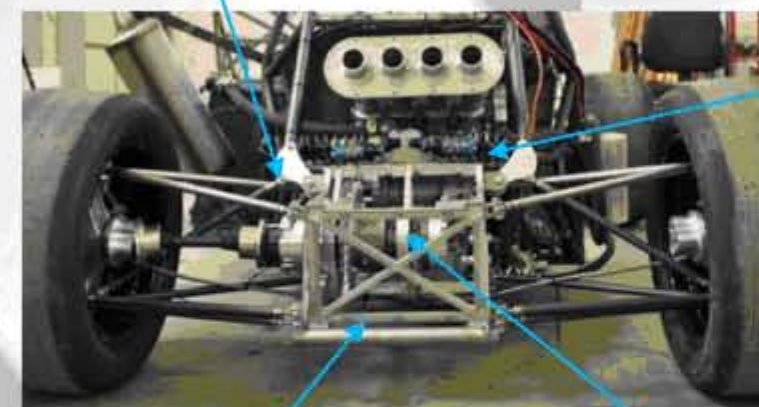
Driver's Equipment:
Suits, Gloves,
Helmets, Shoes
2000€

**Registration
Fees:**
2000€

Teamware:
T-shirts with
Sponsors' Logos
500€

Transportation:
Transportation Costs for
Car and Team Members
10,000€

Overall Cost for 2011:
37,700€

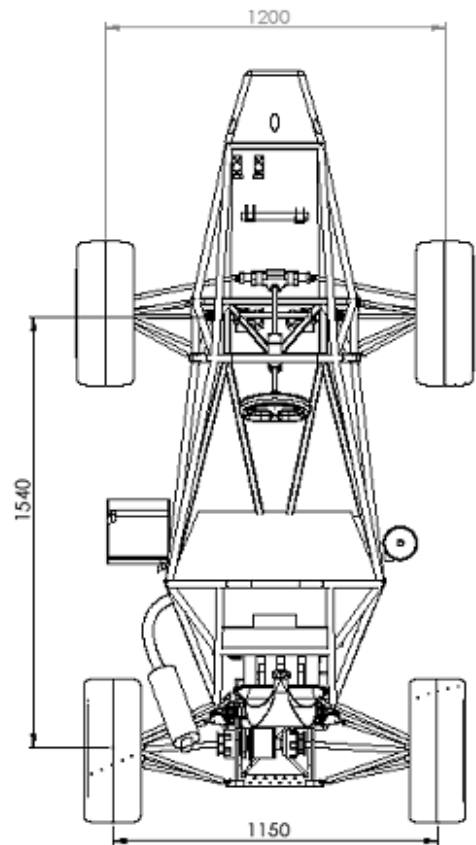


Rear Subframe:
Custom-made Aluminium
3000€

Transmission:
Quaife Torsen LSD
Differential
Steel Driveshafts
1200€

Specifications

- Steel tubular space frame, aluminum bodywork
- Aluminium subframe for rear suspension and drivetrain.
- Double unequal non parallel A-Arms suspension
- Pullrod actuated front and pushrod actuated rear Fox adjustable dampers
- Quaife Torsen differential
- Electrically actuated shifter with controllers for shifting and clutch on the steering wheel
- Dual piston brake calipers front and rear
- Aluminum-Magnesium OZ 13" rims
- Hoosier 7,5" tires
- Wheelbase: 1530mm
- Front track width: 1200mm
- Rear track width: 1150mm
- Total weight: 240kg (without driver)
- 2006 Yamaha YZF 600cc engine used as stressed member
- Specially manufactured intake and exhaust cfd simulated
- Programmable ECU
- Home-built dry sump
- Max Power: 85Ps @10000 rpm
- Max Torque: 50Nm@7250 rpm



Performance

- Max Speed: 170kph
- Acceleration:
 - 0-100 kph: 3.9s
 - Max Lateral: 1.6g
 - Max Longitudinal: 1.8g



Our successes

Prom Racing, NTUA's Formula Student Team competed successfully in the Class 3 category of the contest in Italy, held in 2008. It was then when our team took the first place in designing a formula prototype, and decided to take the next step into constructing the whole car.

- **2008**
1st position in the Class 3 at Formula Student competition in Italy.

After three difficult years, our team was ready, having constructed a competitive car, and took part in two competitions in 2011 in the Class 1 category. The results were very encouraging and one of the best for a rookie team's maiden appearance. The increased costs of such an attempt, the limited budget and the technical difficulties were not an obstacle to the determined members of our team.

- **2011**
First participation of Prom Racing with a completed-fully car,
32nd position among 50 participants at the Formula Student competition in Italy,
25th position among 28 participants at the Formula Student competition in Hungary,
1st position in the sub-category of "cost and manufacturing".



Publicity, Promotion and Marketing

Broadcast in printed media



Power Magazine



12/2010



01/2011



02/2011



City Auto Moto 2/2012



Kaleidoscope



01/2010



Sunday Press 25/09/2011



Promotion in Events:

Patras International Circuit for Kart:

1-2/10/2011



It is important to mention that just the participation in a foreign event is a great advertising opportunity, since Formula Student events are covered by most local Media Outlets. These will include tributes by relevant TV shows composed of actual race shots and extensive press media coverage. Additionally, it must be stressed that these events are attended and usually judged by renowned personalities of the automobile industry.

Means of Visual Display

In 2012, Prom Racing will be offering numerous ways of visual publicity. In accordance with the sponsorship level, these will include promotion :

- On the racecar, with sticker logos of the sponsoring company. Position and sticker size are relative to the sponsorship amount.
- On the team's official clothing, starting from the second half of 2012 and for one year. All members of the team will wear Prom Racing clothing in every official event (Shows, trials, etc). All sponsors' logos are shown on the official team wear with sizes and positions respective to the sponsorship level of each company.
- On the team's transportation vehicles, i.e. the racecar's mean of transportation and it's accompanying vehicles.
- On the team's website, in a special section where all sponsoring companies are mentioned.
- All around NTUA's campus, since all sponsors are mentioned in special banners, scattered throughout it.
- On trial tracks. Each official presence of the race car is accompanied by banners mentioning the team's sponsors.
- Presence of the race car (and members of the team) in every promotional event of the sponsoring company, after mutual agreement.



Final Summary

Formula Student is an excellent opportunity to advertise your company nationally and worldwide, and to contribute to the development of the next generation of engineers.

Considering all of the above, we would like to thank you for taking the time to read our proposal. We hope you will want to contact us to discuss your further participation in our sponsors' group. We would be glad to have the opportunity to work with you and your company, and to conceive a mutually beneficial cooperation.

If you have any questions or need any clarification, please contact us:

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