



IIT KHARAGPUR

**2022-2023**  
**SPONSORSHIP**  
**PACKAGE**

**PUSH THE LIMITS**

# FORMULA STUDENT

Formula Student is a series of international university competitions with over 500 teams worldwide. The aim of this project is to design and build a formula style race car. This presents students with practical engineering problems, project management and team work experience to complement their theoretical knowledge from university.

## FORMULA STUDENT

Institution of  
**MECHANICAL  
ENGINEERS**

### **Innovative Platform**

*Brings out revolutionary ideas*

### **Real world engineering challenge**

*Hands-on experience*

### **Educational**

*Learning experience for students*



The participants at Formula Student UK, Silverstone. 2014



# THE TEAM

Formula SAE at IIT Kharagpur took a solid form in October 2008, when a group of enthusiastic students got together to form TeamKART. The project is carried out under the aegis of the Sponsored Research and Industrial Consultancy Cell(SRIC) and the Department of Mechanical Engineering, IIT Kharagpur. We are guided by our extremely competent faculty, backed by our institute and our sponsors.

## Who

*About 40 enthusiastic undergraduate students*

## What

*Build a Formula style car and compete globally*

## Where

*IIT Kharagpur*

## When

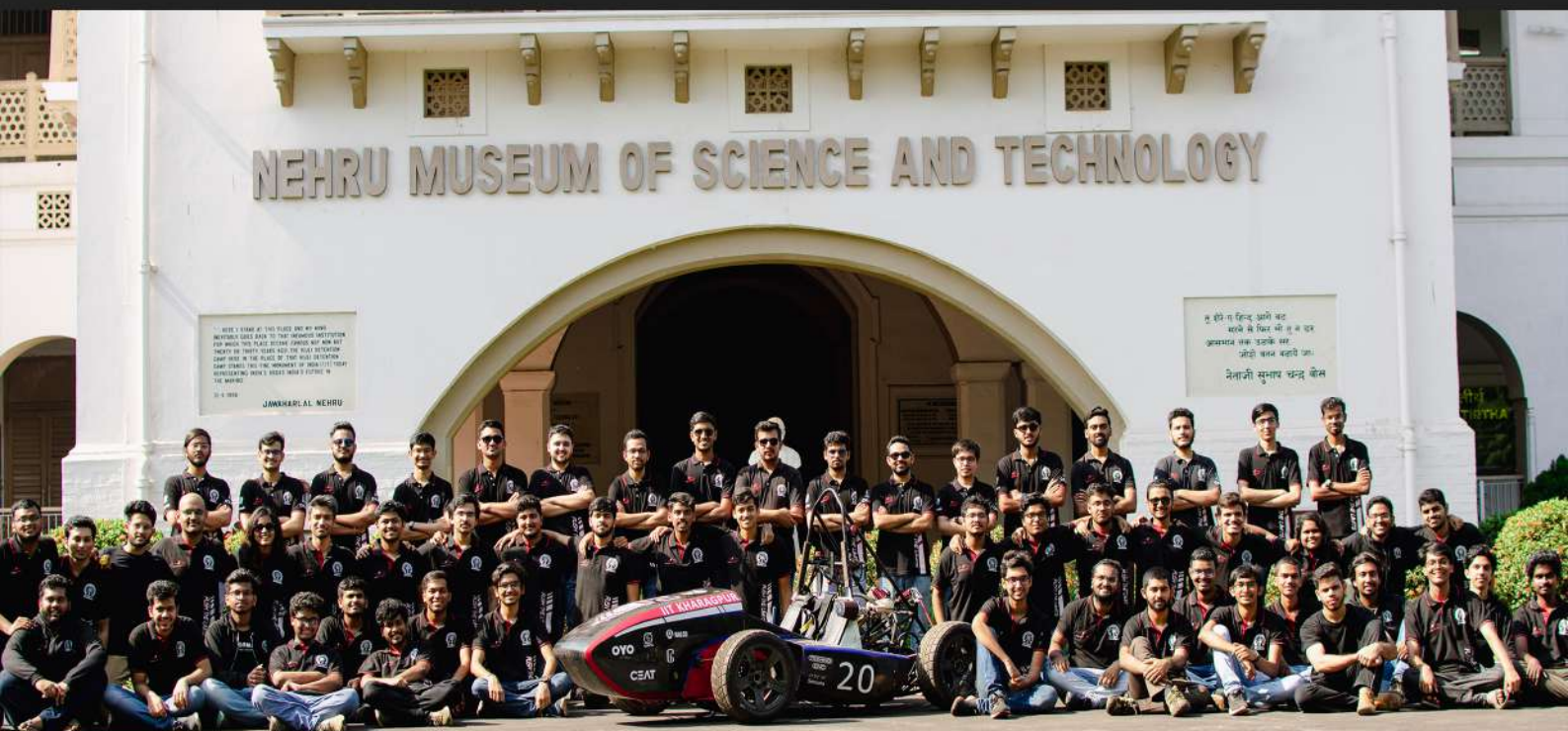
*All Day ! Everyday !*

## Why

*Because of our passion for automobile engineering*

## How

*By putting in more than 35,000 man-hours*





# THE JOURNEY

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## Formula Student India, 2015

- Second place in the Business Plan Presentation. Second place in the Cost Report Analysis.
- One of the 7 teams out of 37 to clear the scrutiny.

## Formula Student UK, 2017

- Second place in Business Plan Presentation.
- One of the few teams out of 57 to have successfully cleared the technical inspection and tilt test.
- Received merits and tokens from Shaeffler Group.

## Formula Bharat, 2019

- The team was among the few teams that cleared technical inspection.



The team with K4 (2019)



# THE JOURNEY

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## Formula Bharat, 2020

- The team bagged the 2nd place in Business Plan Presentation and 5th place in the Engineering Design event.
- We placed 10th overall and were among the only 3 teams to clear Mechanical Scrutiny and Tilt Test on Day 1.

## Formula Bharat Virtuals, 2021

- The team bagged 1st place in the Overall Event in the CV category and 1st place in the Engineering Design event.
- We were also awarded the Best Powertrain Design out of the 31 participating teams.



The team at Formula Bharat 2020

# LOOKING AHEAD

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With a vast amount of knowledge garnered from its experience, TeamKART looks to expand its horizons by representing the team on the international stage in the near future.

Our latest combustion vehicle- the K6 is in the works. Armed with lighter 10-inch rims and various performance boosting packages, the K6 is sure to be a fierce competitor in the Formula Student events.

By supporting TeamKART, you are giving students the opportunity to realise their own abilities in a real world competition and are supporting young Indian talent. With your help, TeamKART can further strive for development of our team through innovative design and manufacturing techniques. You would help provide us with the means and resources to become one of the finest teams in the world.





# ALUMNI BRANDING

IIT Kharagpur has an enormous Alumni network. Most of these alumni currently hold senior posts at very successful companies and firms. IIT Kharagpur has always maintained healthy relations with its alumni, many of which pay regular visits to the campus.

## Annual Alumni Meet

The Alumni Cell at IIT Kharagpur annually holds an alumni meet where over 300 alumni visit the campus during the first weekend of January.

TeamKART annually hosts a show at this meet where the car is showcased. It is followed by a photo session with the car and interaction sessions with the team. This has become a major event which draws the attention of all the visiting alumni.



Annual Alumni meet with the K5



# EVENT BRANDING

TeamKART conducts workshop through out the year to spread awareness, show students the practical side of automobile engineering and also to train them and teach them the same. Our sponsors will get visibility and get branding opportunity at all the events.

## Kolkata workshop

TeamKART conducted an "Introduction to Automobile Engineering" workshop on 23rd march 2018 in Jadavpur University campus which saw a participation of over 600 students from various engineering colleges of Kolkata. The workshop was also graced by Mr Prashanth Tharani, a pioneer in the field of Volkswagen racing Championship. News articles for the workshop were published through Branding And Relations Cell of IIT Kharagpur.



Our powertrain head teaching 4 stroke combustion cycle at kolkata workshop



Our team member demonstrating single cylinder engine at kharagpur workshop.

## Kharagpur workshop

We regularly conduct automobile engineering workshops in our campus for the student community. These Workshops witnesses a collective participation of more than 500 undergraduate and postgraduate students.

We have also initiated hands-on workshops which aims at experimental implementation of theoretical knowledge in both mechanical and electrical aspects.



# EVENT BRANDING

## Kshitij 2018

We conduct a workshop in our annual techno-management fest of IIT Kharagpur. Kshitij is the largest fest of its kind in Asia. It receives over 50,000 outstation participants. We also present our car in front of the participants from various part of the country. The event also saw the presence of eminent personalities, who were here as guest lecturers, including renowned scientists, technocrats, journalists and business tycoons.



Our car K3 displayed at auto expo during Kshitij 2018



Unleash event of K3 at IIT Kharagpur followed by a run in campus.

## Unleash 2016

After the completion of K3, we presented our car to the whole world in Unleash 2016. The event witnessed an excited crowd of over 400 students standing amazed after witnessing the in-house car designed entirely by students. The event received extensive media coverage by over 20 famous newspapers all over the world including Economic Times, Business Standard.



# ONLINE PUBLICITY

Besides providing branding during the workshops, TeamKART ensures that it's event sponsors get massive online exposure and reach the target crowd.

## Social Media

Our event sponsors are publicized through TeamKART's Facebook page which has over 14,000 followers.

## Website

Our event sponsors get a hyperlinked logo on the team website which has over 200 unique visitors everyday.

## Publicity Campaigns

We annually have two online publicity campaigns which have a reach of over 2,00,000 people.

## Others

TeamKART tries to represent it's sponsors to the best of our ability. Other visibility areas for event sponsors include the workshop's participation certificate, the TeamKART newsletter, information brochures, etc.



[teamkart.org](http://teamkart.org)



Participants at the various workshops



# **SPONSORSHIP OPPURTUNITIES**

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## **TITLE SPONSORS**

Sponsorship amount: Greater than INR 3 Lakh

## **MAJOR SPONSORS**

Sponsorship amount: INR 1 Lakh - INR 3 Lakh

## **ASSOCIATE SPONSORS**

Sponsorship amount: Less than INR 1 Lakh

## **TECHNICAL SPONSORS**

Sponsorship in kind

## **WORKSHOP SPONSORS**

## **APPAREL SPONSORS**

## **LOGISTICS AND TRAVEL PARTNER**

## **MEDIA PARTNER**

# TITLE SPONSOR

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## Deliverables before the event



- **Color of the car and apparel** will be decided by the Title Sponsor.
- In **media articles**, there will be a mention of the sponsor's name as well as a picture of the car with their logo distinguishably displayed.
- Our **website** will carry a link to the sponsor's homepage along with the sponsor's logo and a brief description.
- Banners with the sponsor's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- Ample publicity will be given to the sponsor on social networking sites like **Facebook and Twitter**. Title Sponsor's logo will be a part of our **page's cover picture**.
- All videos on the team's **YouTube channel** will initiate and end with the mention of the Title Sponsor.

## Deliverables during the event

- The logo of the Title Sponsor will be prominently visible on the **driver's helmet and team apparel in the front**.
- The logo of the Title Sponsor will be prominently visible on the **nose of the cars made by the team**.
- Our pit will have a **sponsor's corner** with the Title Sponsor's name and logo right on the top. We will also display the promotional video and the sponsor's logo in the pit media display corner.
- **Static event presentation** will be done with our sponsor backdrop and the sponsor's name will be highlighted the most.



# MAJOR SPONSOR

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## Deliverables before the event

- In **media articles**, there will be a mention of the sponsor's name as well as a picture of the car with their logo distinguishably displayed.
- Our **website** will carry a link to the sponsor's homepage along with the sponsor's logo and a brief description.
- Banners with the sponsor's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- Ample publicity will be given to the sponsor on social networking sites like **Facebook and Twitter**.
- All videos on the team's **YouTube channel** will initiate and end with the mention of the Major Sponsor.

## Deliverables during the event

- The logo of the Major Sponsor will be prominently visible on the **driver's helmet and team apparel**.
- The logo of the Major Sponsor will be prominently visible on the **nose of the cars made by the team**.
- Our pit will have a **sponsor's corner** with the Major Sponsor's name and logo. We will also display the promotional video and the sponsor's logo in the pit media display corner.
- **Static event presentation** will be done with our sponsor backdrop and the sponsor's name will be highlighted.

# ASSOCIATE SPONSOR

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## Deliverables before the event

- In media articles, there will be a mention of the Associate Sponsor's name as well as a picture of the car with their logo distinguishably visible.
- Our **website** will carry a link to the sponsor's homepage along with the sponsor's logo and a brief description.
- Banners with the associate sponsor's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- Ample publicity will be given to the associate sponsor on social networking sites like **Facebook and Twitter**.

## Deliverables during the event

- The logo of the associate Sponsor will be prominently visible on the **team apparel**.
- The logo of the associate sponsor will be prominently visible on the **sidepod of the cars made by the team**.
- **Static event presentation** will be done with our sponsor backdrop and the associate sponsor's name will be highlighted.



# TECHNICAL SPONSOR

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## Deliverables before the event

- In media articles, there will be a mention of the Technical Sponsor's name as well as a picture of the car with their logo distinguishably visible.
- Our **website** will carry a link to the sponsor's homepage along with the sponsor's logo and a brief description.
- Banners with the technical sponsor's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- Ample publicity will be given to the technical sponsor on social networking sites like **Facebook and Twitter**.
- All the videos on the team's **YouTube channel** will end with a mention of the technical sponsor.

## Deliverables during the event

- The logo of the Technical Sponsor will be prominently visible on the **team apparel**.
- The logo of the technical sponsor will be prominently visible on the **sidepod of the cars made by the team**.
- Our pit will have a **sponsor's corner** with the Technical Sponsor's name and logo. We will also display the promotional video and the sponsor's logo in the pit media display corner.
- **Static event presentation** will be done with our sponsor backdrop and the technical sponsor's name will be highlighted.

# WORKSHOP SPONSOR

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## Deliverables for the event



- Banners, hoardings and pamphlets for the workshop with the Sponsor's logo will be **setup and distributed around the city.**
- The sponsor's logo will be visible in the **backdrop and on separate banners** inside the the auditorium during the entire workshop.
- Social Media publicity through TeamKART's official **Facebook, twitter and instagram page and on team's website.**
- All **participation certificates** for the workshop will carry the sponsor's name and logo.
- The sponsor's name will be mentioned in all **mass media articles, news papers and news channels.**
- All workshop related **videos on the team's social media platforms** will end with mention of our event sponsors.
- **Workshop's report** to be circulated to all participants and college students with **special mention of the Workshop sponsors.**



# MEDIA PARTNER

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## Deliverables before the event

- Our **website** will carry a link to the sponsor's homepage along with the sponsor's logo and a brief description.
- Banners with the media partner's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- Ample publicity will be given to the media partner on social networking sites like **Facebook and Twitter**.
- All videos on the team's **YouTube channel** will end with the mention of the media partner.

## Deliverables during the event

- The logo of the media partner will be prominently visible on the **sidepod of the cars made by the team**.
- Our pit will have a **sponsor's corner** with the media partner's name and logo. We will also display the promotional video and the partner's logo in the pit media display corner.
- **Static event presentation** will be done with our sponsor backdrop and the sponsor's name will be highlighted.

# APPAREL SPONSOR

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## Deliverables before the event

- In **media articles**, the apparel sponsor's name and logo will be there.
- Our **website** will carry a link to the sponsor's homepage along with the sponsor's logo and a brief description.
- Banners with the apparel sponsor's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- Ample publicity will be given to the apparel sponsor on social networking sites like **Facebook and Twitter**.

## Deliverables during the event

- The logo of the apparel sponsor will be prominently visible on the **sidepod of the cars made by the team**.
- Our pit will have a **sponsor's corner** with the Apparel Sponsor's name and logo. We will also display the promotional video and the sponsor's logo in the pit media display corner.
- **Static event presentation** will be done with our sponsor backdrop and the sponsor's name will be highlighted.



# LOGISTICS AND TRAVEL PARTNER

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## Deliverables before the event

- In media articles, the name and logo of the logistics and travel partner will be distinguishably visible.
- Our **website** will carry a link to the partner's homepage along with their logo and a brief description.
- Banners with the logistics and travel partner's name and logo will be on the display during **Kshitij, Alumni Meet and workshops**.
- Ample publicity will be given to the logistics and travel partner on social networking sites like **Facebook and Twitter**.
- All videos on the team's **YouTube channel** will initiate and end with the mention of the logistics and travel partner.

## Deliverables during the event

- The logo of the Logistics and Travel Partner will be prominently visible on the **team apparel**.
- The logo of the logistics and travel partner will be prominently visible on the **nose of the cars made by the team**.
- Our pit will have a **sponsor's corner** with the Logistics and Travel Partner's name and logo. We will also display the promotional video and the partner's logo in the pit media display corner.
- **Static event presentation** will be done with our sponsor backdrop and the partner's name will be highlighted.



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NALCO



SENSITEL  
MAKES SENSE

CEAT

OYO

MyPitCrew  
Infinite Solutions

FLAUTA  
Customs

MOTUL

NOVOFLEX



ALU-FIN

TUV

asean  
PLYWOOD

printOmake

ASAP  
Motorsports

JCB  
HAND TOOLS

LOCTITE

Sensata  
Technologies



Adams Car

Calspan

Henkel

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