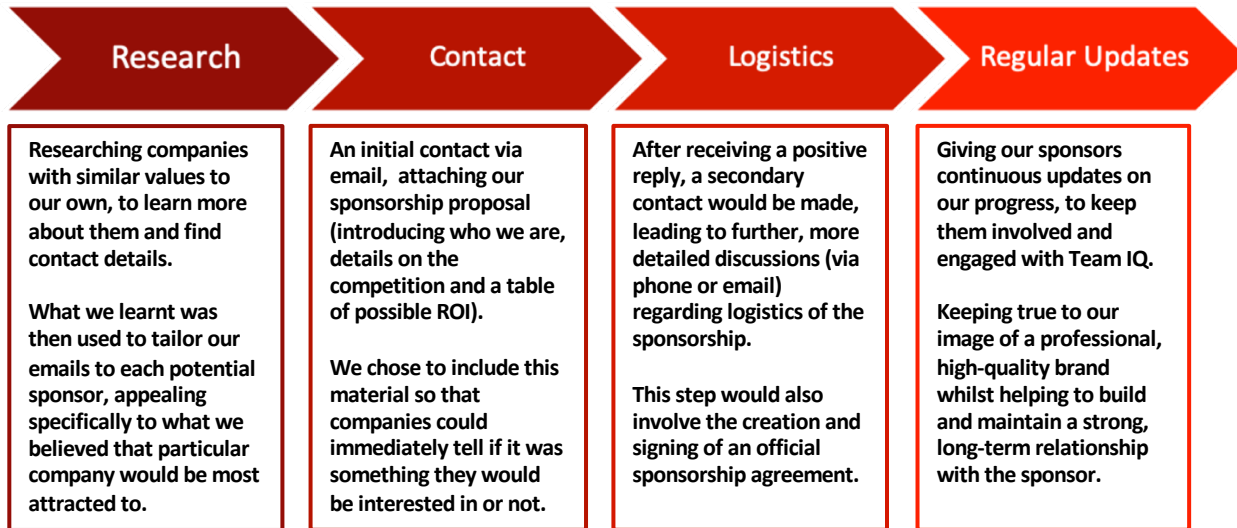


SPONSORSHIP



STRATEGY:

Sponsorship would be a vital part of our competition, as not only would it allow us to cover all necessary expenses, but would also provide us with invaluable services and advice to make our entry as competitive as possible. In order to efficiently and effectively secure sponsors and build up strong relationships, the following 4-Step System was devised:



OUR SPONSORS:

Our current sponsors provided us with both financial and technical support, which included the sourcing of components as well as invaluable advice from professionals in the fields of enterprise and engineering.

EXISTING RELATIONSHIPS

Both Ferrari and Waldorf Events had sponsored us in the previous season and were happy to continue supporting us. This made us realise the importance of building strong relationships with our sponsors (which we now aim to do with new companies), but also the importance of success in the competition and delivering on our promises, to ensure companies feel that giving us their continued support is worthwhile.

SPONSOR VALUES

To ensure we maintained a strong team identity and brand image, upholding our core values, we approached companies whose views and values were very much in line with our own. For example, Ferrari became the first car manufacturer, and first firm in Italy, to receive the Equal-Salary Certificate, thus promoting gender equality in the workplace and encouraging more girls to enter STEM careers. Equally, we were drawn by ABEC357's passion and drive in supporting teams competing in F1 in Schools. Ansys similarly appealed to us due to their emphasis on creativity in software, SMMT due to their passion in engaging in a variety of activities within the UK automotive industry, and Waldorf Events because of their drive and resilience in providing a variety of high-quality services to their customers, such as event planning and transfer management, even during this COVID-19 pandemic.

	FERRARI <u>RUBY SPONSOR</u> <i>Technical and Financial Resources</i>
	WALDORF EVENTS <u>RUBY SPONSOR</u> <i>Financial Resources and Services</i>
	ABEC 3 5 7 <u>RUBY SPONSOR</u> <i>Technical Resources</i>
	ANSYS <u>RUBY SPONSOR</u> <i>Technical Resources</i>
	RUBY SPONSOR <i>Financial Resources</i>

RETURN ON INVESTMENT

We devised unique and creative forms of ROI (such as collaborative GIF stickers and promotional videos) under various tiers of sponsorship. Our sponsors were given different options to advertise their brand and demonstrate that they were encouraging women into STEM. These ROI options were clearly presented in our sponsorship proposal, so that potential sponsors were made immediately aware of these opportunities upon initial contact. Our sponsorship proposal was a concise 2-page document, which included our team's unique selling point and only essential information for a high-impact, professional first-impression.



COMMUNICATION

Effective communication with our stakeholders was essential so that we were able to smoothly secure our funds, proceed with manufacturing, obtain any necessary materials and keep everyone updated and involved with our journey. Emails were our primary mode of communication, although video meetings also aided us when there was a need for a longer and more urgent discussion.

Name:	Project Roles:	Contact Methodologies:
Ms Timm	Project Supervisor	In person/ email/ Teams meetings
Ms Duff	School Bursar	Email
Mr Shephard	Contact at Scarborough UTC for Manufacturing/Testing of Car	Email/Zoom meetings
Mr Waikar	Contact at ABEC357 (Sponsor)	Email
Ms Qadeer	Contact at Ansys (Sponsor)	Email
Ms Boniface	Contact at SMMT (Sponsor)	Email
Mr Robotti	Contact at Waldorf Events (Sponsor)	Email
Confidential	Contact at Ferrari (Sponsor)	Email

EVALUATION

- ✗ We successfully devised an effective sponsorship proposal with a variety of unique forms of ROI that secured us top-tier sponsorship from all companies
- ✗ Sufficient funds raised and additional technical support secured through sponsorship, to maximise the competitiveness of our entry
- ✗ Effective communication with sponsors throughout ensured both parties were happy
- ✗ Relationships with sponsors built, maintained and nurtured throughout project, which we noticed through an increased interest in the competition as we provided updates

TARGETS

- ✗ Increase number of collaborative activities with our sponsors
- ✗ Secure a wider variety of sponsors who can provide services/advice in multiple relevant fields

Tier	Ruby	Gold	Silver	Bronze
Amount provided by sponsor	£300 ±	£200	£100	£50
Other resources provided by sponsor *	★	★	★	★
Collaborative GIF stickers	★			
Collaborative social media posts	★			
Collaborative promotional videos	★			
Talk at NLCS **	★			
Short article outlining CSR achievements of company***	★	★		
Articles about sponsor in school news blogs	★	★		
Interviews with team members	★	★	★	
Logo on all advertisements	★	★	★	★
Logo on virtual background when competing	★	★	★	★
Logo on team car	★	★	★	★
Logo on portfolios	★	★	★	★
Logo on pit display	★	★	★	★
Logo on website	★	★	★	★
Recognition at outreach events and on social media	★	★	★	★
Certificate of Appreciation	★	★	★	★
Promotional items on virtual booth display	★	★	★	★