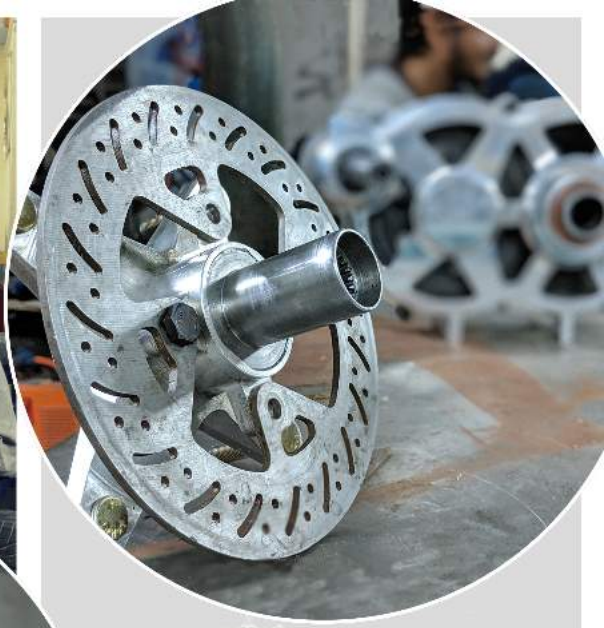
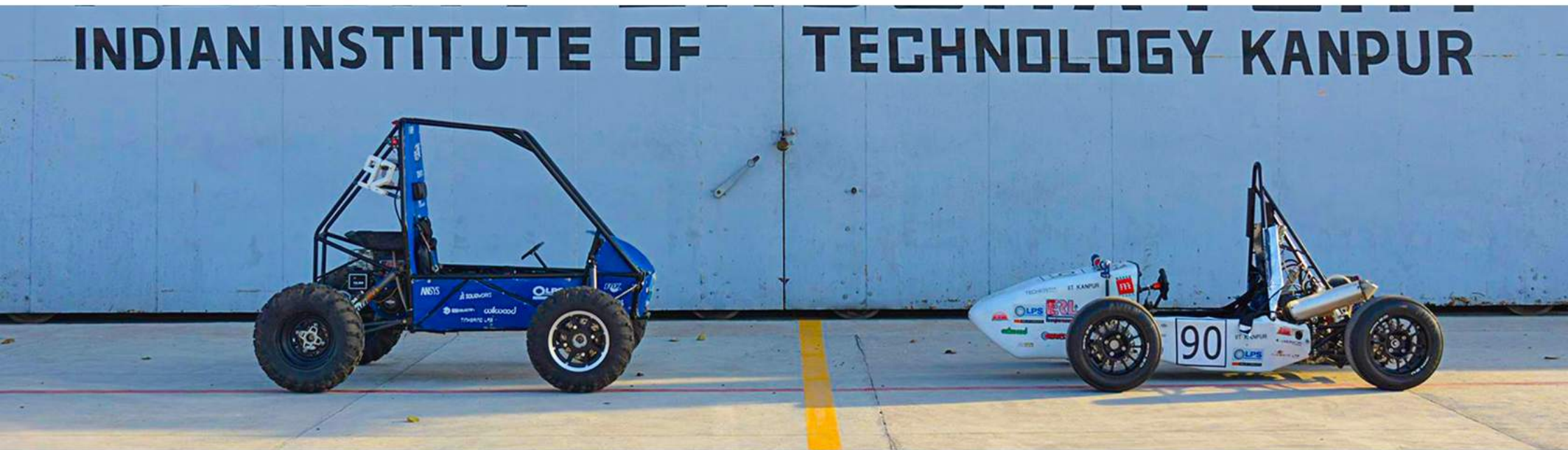




DESIGN BUILD RACE





Our vehicles B16 and F16 during testing

INTRODUCTION

IITK Motorsports is the automotive chapter of the Indian Institute of Technology, Kanpur

We aim at bringing out concepts learned in the classroom and use them to create engineering marvels in the form of race cars. We are a team of 54 members from various engineering disciplines who work together to achieve a common goal.

Team IITK Motorsports participates in events like Formula Bharat, BAJA SAE India and Shell Eco Marathon. These competitions challenge us to apply our skills outside of the classroom as part of a project that closely imitates industry practices.

Team IITK MOTORSPORTS is composed of three teams of students.

Formula SAE (pictured left) builds open-wheeled race cars to compete for the Formula SAE combustion and electric competitions. Baja SAE (right) builds an off-road vehicle to compete in Baja SAE competitions and ShellEco builds an energy efficient vehicle to compete in Shell Eco Marathon

WHAT WE CAN DO FOR YOU

Being a student motorsports team, we are in constant need of industry partners and sponsors to support us in our operations. We look forward towards building a strong association with our partners who help us through funds, tools and services. In return, we provide our partners with increased brand recognition and networking opportunities with our talented student members.

WORKING AS A TEAM

Each team consists of 5 subteams, each responsible for a subsystem of the vehicle.

Each subsystem conducts research to innovate and increase the performance of every individual part leading to an overall better design. This is followed by rigorous analysis through specialized softwares and real life testing to ensure that our car meets the expectations of our sponsors and our institution.





Our vehicle F16 on the tracks

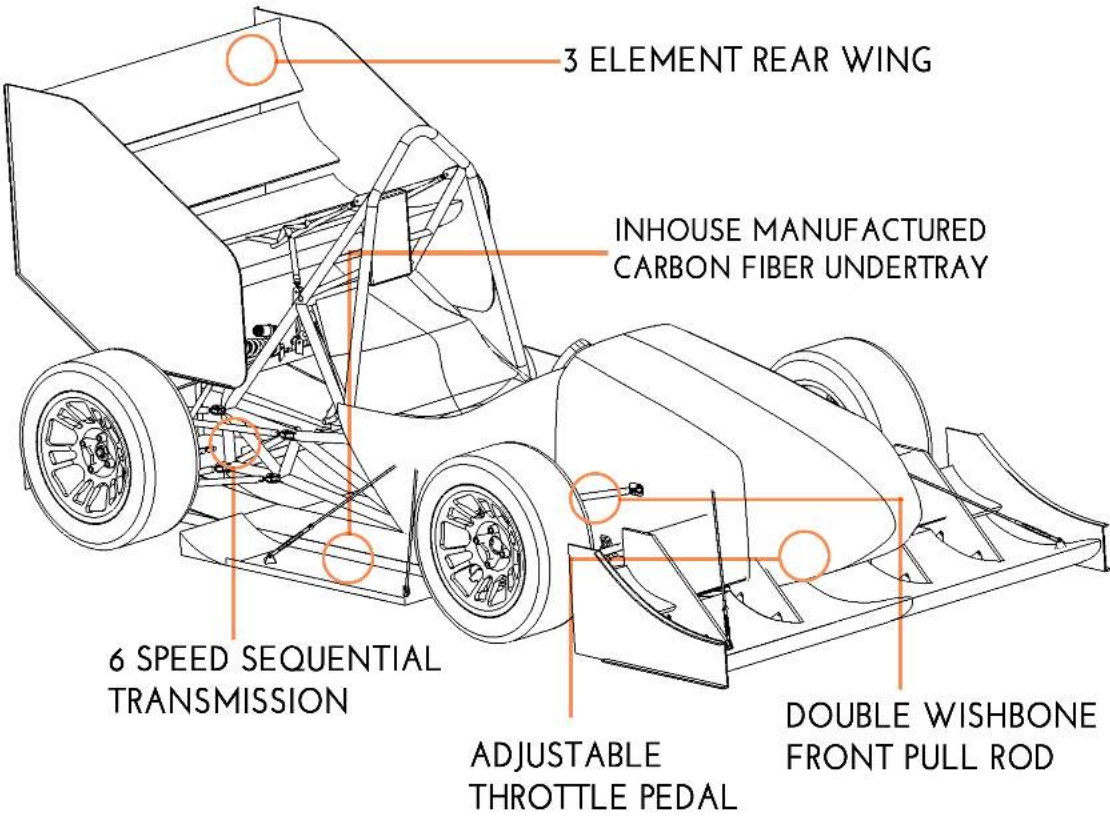
FORMULA SAE

Our Formula team is gearing up for F21 which we plan to be a Formula SAE Electric vehicle.

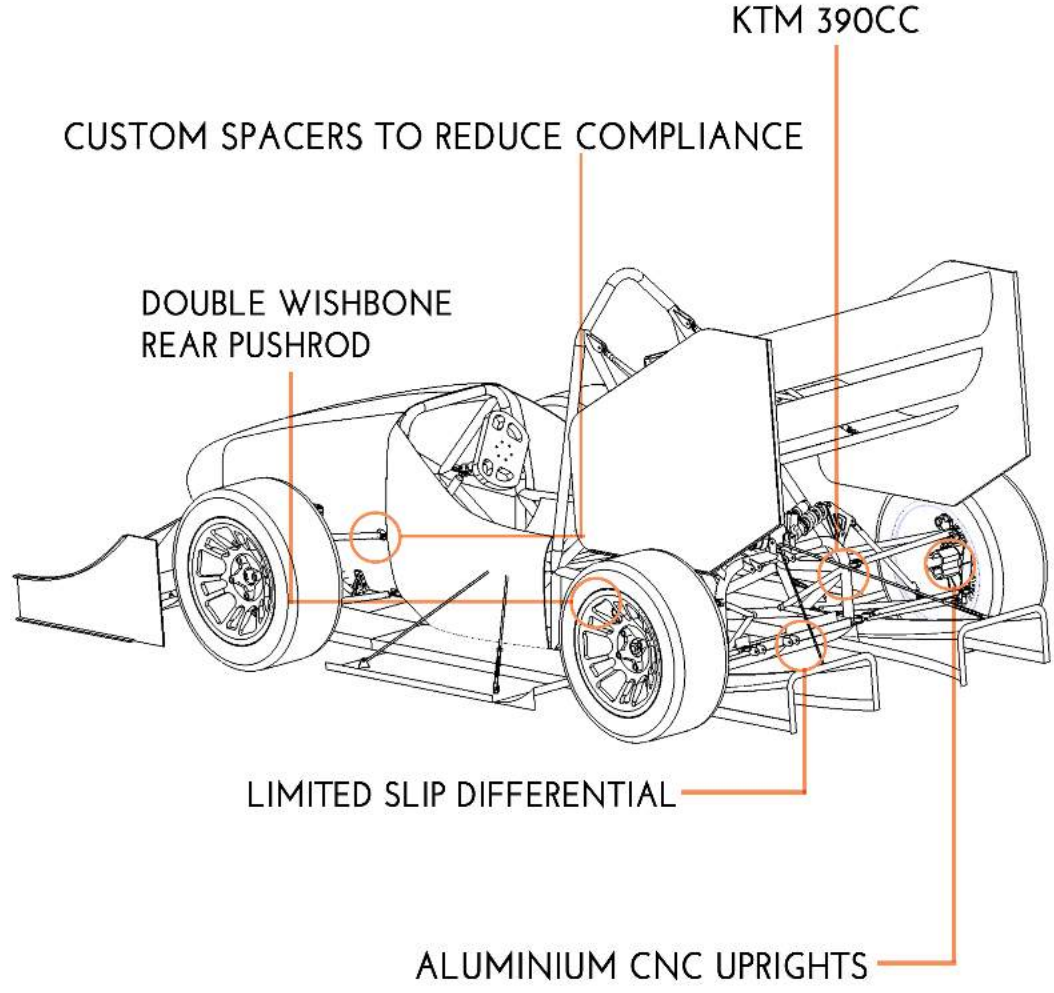
Formula SAE is an international student design competition sponsored by the association. The program simulates real-world engineering design projects and related challenges with the goal of developing and building a Formula-style race car

RESULTS

- F13 - Formula SAE Italy 2013
 - 2nd best Indian Team
 - 9th in Business Logic
 - 13th in Cost Presentation Events
- F16 - Formula Bharat 2016
 - India's Lightest Formula Race Car
 - 8th position overall
 - 4th in Business Logic
 - 6th in Design Event
- F18 - Formula Bharat 2018
 - 15th Position overall
 - 6th in Business Logic Presentation
 - 9th in Design Event



Currently we are gearing up for F21 which we plan to be a **Formula SAE Electric** vehicle. The preliminary designing stage of the vehicle has already been started. The vehicle would be participating in competitions in 2021



F18 is powered by a **390cc KTM engine** enabled with a double wishbone suspension package with carbon fibre steering wheel and seat. It presents major advancements in aerodynamic design with use of rear and front wings to negotiate track corners with high speed. The vehicle goes from 0-100kmph in just 4.76 seconds and reaches a top speed of 130 kmph. To ensure safety at high speeds we also offer reliable and robust braking systems. The car decelerates from 90 to 0 kmph with a stopping distance of just 21.25 m with a deceleration of 1.5gs



Our vehicle B16 in the competition.

BAJA SAE

Our BAJA SAE team has been awarded 'Best Incoming Team Award' and 'Best Tech-Ready Team'

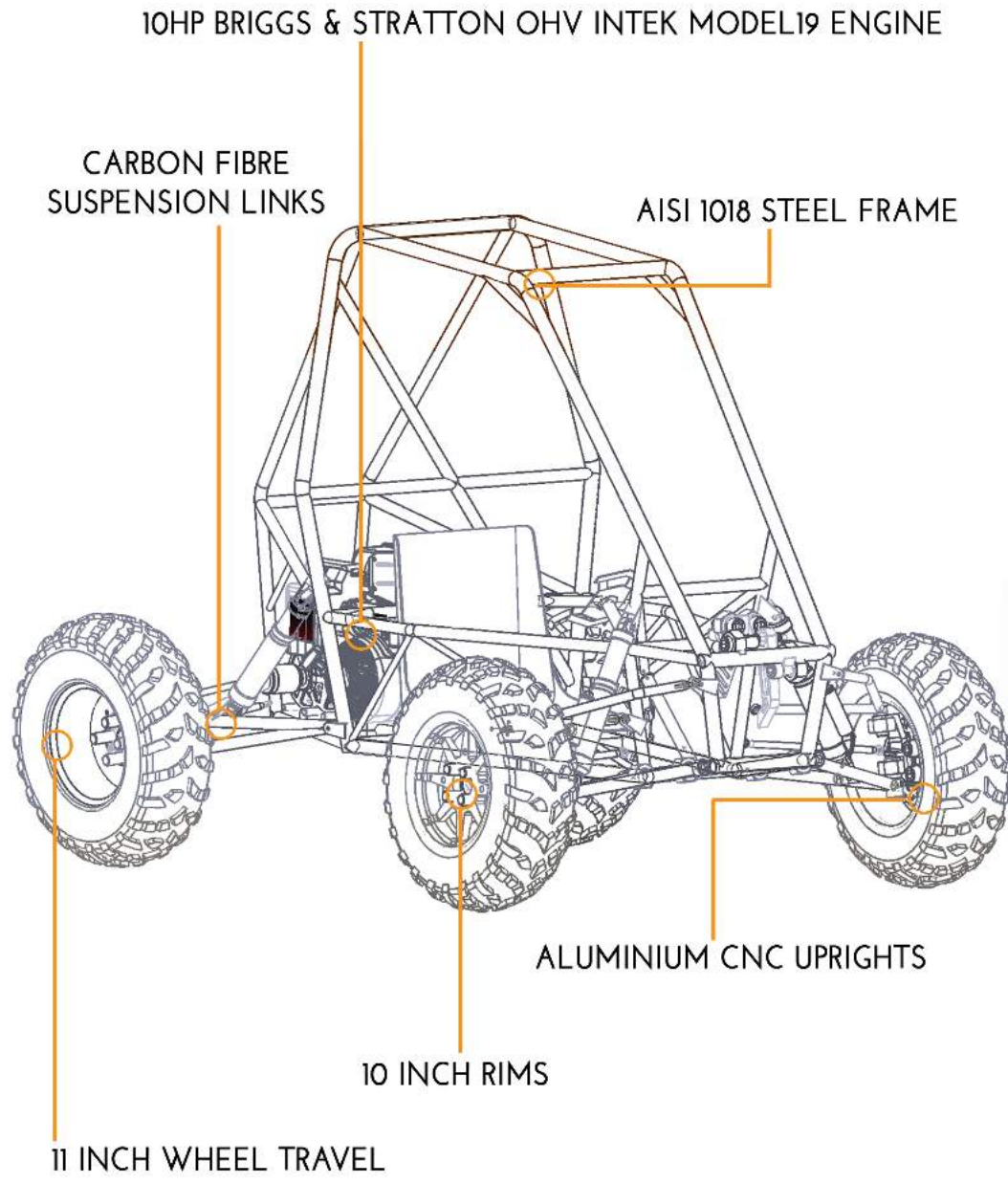
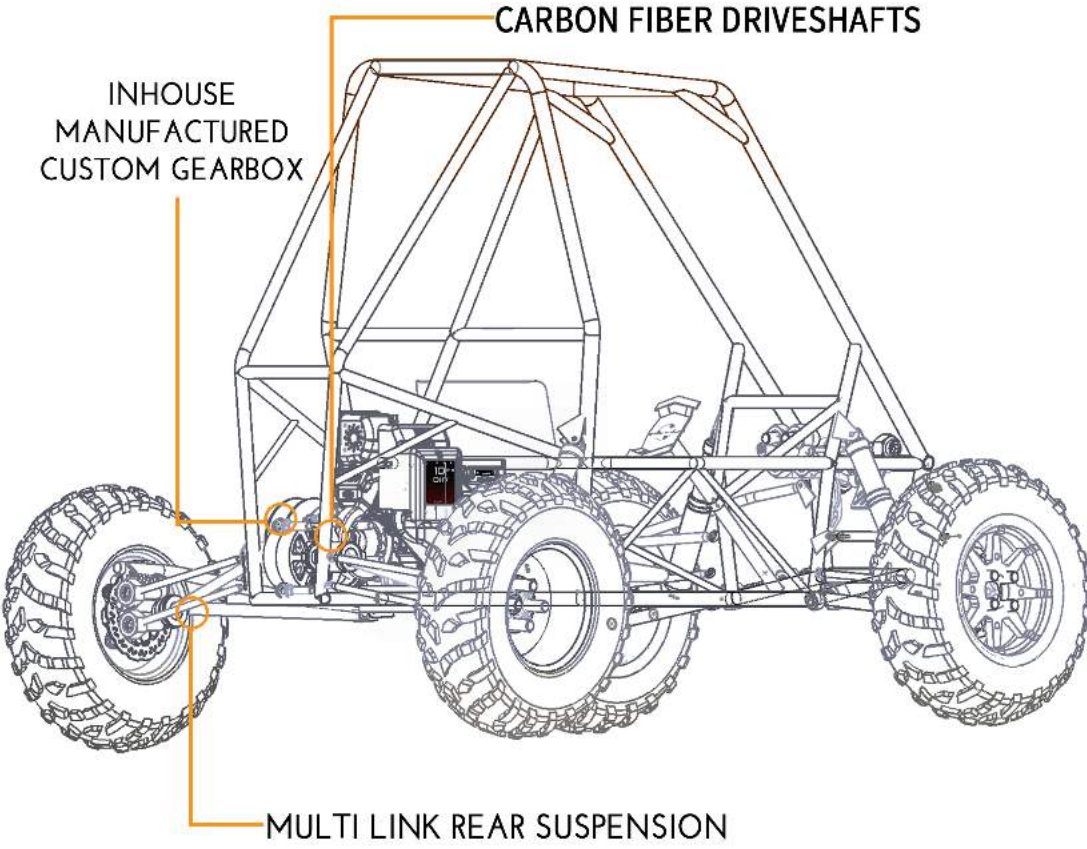
Baja SAE is a design competition held under the banner of SAE International. It encourages teams of students from universities all over the world to design and build small off-road vehicles adhering to a set of rules.

RESULTS

B15 - Baja Student India 2015
The team was awarded 'Best Incoming Team Award'
4th in Design
6th in Acceleration

B16 - Baja Student India 2016
13th Overall position
4th in Acceleration
4th in Manoeuvrability
6th in Design Event.
Awarded 'Best Tech-Ready Team'

B19 - Mega ATV Championship 2019
13th Overall position
12th Endurance



Each year of competition we gain valuable knowledge and experience that drives our design goals for the next race season. Our goals for **2020** are centred around **maneuverability, driver ergonomics, and endurance**. The design changes we are developing would directly influence these top-level goals, leading us toward significant overall improvement. It features a highly adjustable **five link suspension, Fox Float 3 Evol RC2, a Briggs & Stratton Model 19 engine, a Gaged continuously variable transmission.**



Shell Eco Marathon Singapore 2016

SHELL ECO MARATHON

Our new venture towards an eco-friendly and sustainable environment.

Shell Eco-marathon is a world-wide energy efficiency competition sponsored by Shell. The competition challenges young engineers from around the globe to design, build and drive ultra energy-efficient vehicles.

The team has recently completed the designing phase for this season and would be entering into the manufacturing phase soon. This is going to be our first season in Shell Eco Marathon and moreover, the first occasion for the team to be implementing an electric drivetrain.

BRANDING AVENUES

CELEBRITY ASSOCIATION

This season we got a chance to meet **Miss Mira Erda**, the **youngest Formula 4 female driver** and an upcoming name in the field of motorsports. We also got the chance to showcase our last Formula vehicle, **F18** during the event. Miss Erda also took the vehicle for a drive and provided us with her valuable feedback.

MEDIA COVERAGE

Print Media - Dainik Jagran, Hindustan Times etc.

Event sponsors - Mahindra, Shell, Redbull etc.

Television Coverage - ET NOW, E-TV, etc

SPONSOR'S LOGO - Your company's logo will be present on the Vehicle, T-shirts, Letterheads, Banners displayed at the pit during events.

ONLINE BRANDING - Your company will be promoted through our social media platforms like Facebook reaching out to **18,000+ people which is more than any other student team.**

MEDIA COVERAGE - **Formula Student India** and **BAJA SAE India** draws the attention of national and international Print and News Media increasing

COLLEGE EVENTS

Special Mention of the sponsor when car is showcased during the following events

- Lectures & workshop organized by SAE IIT Kanpur
- Launch Event of car.
- Alumni-meets
- Media Conferences on Automobiles
- Antaragni, the second largest cultural festival (50,000+ footfall).
- Techkriti, one of the largest technical festival in Asia (50,000+footfall)
- Udghosh, one of the largest sports festival
- National Technology Day



SPONSORSHIP BENEFITS

PARTNERING WITH TEAM IITK MOTORSPORTS



TAX EXEMPTION BENEFITS

IITK motorsport is college team so there will be a Income tax rebate of 12.5% for research purpose (Section 35, Income Tax Act)



CORPORATE SOCIAL RESPONSIBILITY

The event provides you a platform to showcase support for research at college level and emerge as a promoter of research which adds to CSR of your company.



ACCESS THE MIND OF FUTURE ENGINEER FROM IIT'S

Your company will be invited by our institute for recruitment where you can take the best students of the country as your future employees.



BE AN EMPLOYER OF CHOICE

By sponsoring us you are training the future employees by helping student gaining practical skills used in industry.

PLATINUM LEVEL [$> ₹2,00,000$]

- > All Gold level benefits +
- > Invitation as a guest of honour for the launch event.
- > Seperate hoarding in campus during college festival .
- > Listed as a main sponsor at race events
- > Special mention of sponsor in official season recap video.

GOLD LEVEL [$> ₹1,00,000$]

- > All Silver level benefits +
- > Preferential access during recruitment drive at IITK
- > Special recognition in team Newsletter.
- > Sponsors would be provided with personalized team merchandise and team photo.

SILVER LEVEL [$> ₹50,000$]

- > All Bronze level benefits+
- > Logo featured on Team t-shirts
- > Hoarding on pits during Competitions
- > Publicity in college festival

BRONZE LEVEL [$< ₹50,000$]

- > Name featured on team official website
- > Logo featured on car
- > Partnership Certificate
- > Promotion on social media



WAYS TO SUPPORT US



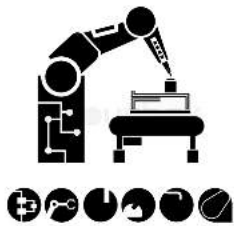
Monetary Support allows the team to cover our expenses and sustain our growth.



Providing us **products** for free or at a discounted price will take us closer to completing our dream- to make a world class car



Logistic Support helps us in transportation of goods and our vehicle Intra or Internationally

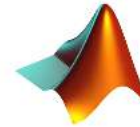
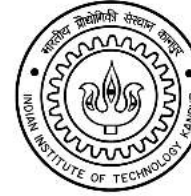


Manufacturing Support help us make our designs a reality.



Technical insights from industry experts allows our team to develop valuable insights to help us build a racecar and prepares our team members as they enter industry.

Our Previous Sponsors



A TOKEN OF THANKS

WE HOPE THE ABOVE DETAILS PROVIDED A BETTER INSIGHT ABOUT OUR TEAM, ITS FUNCTIONING AND YOUR ROLE AS A PARTNER TO HELP US ACHIEVE THE BEST. WE ARE EAGERLY LOOKING FORWARD TO BUILD A STRONG RELATIONSHIP BETWEEN YOU AND TEAM IITK MOTORSPORTS.

IF YOU HAVE ANY QUERIES OR SUGGESTIONS WE WOULD BE MORE THAN HAPPY TO DISCUSS THEM WITH YOU.

YOURS SINCERELY,
TEAM IITK MOTORSPORTS

CONTACT DETAILS



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<https://www.iitkms.in>



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