



Sponsorship Proposal
Optimum Racing
Whitley Bay High School
Formula 1 in Schools



What is the Formula 1 in Schools Competition?

The Formula 1 in Schools (F1 in Schools) competition is an international initiative welcoming in students aged 11-19 across the globe promoting STEM. Widely regarded by past competitors and industry, this is potentially the largest STEM competition in the world. To put it simply teams make and design the following:

- A car of the future, powered by a compressed gas cartridge, to be raced down a 20m track.
- An enterprise portfolio showcasing our marketing and sponsorship uses, the team identity, our project management and teamwork skills. This will be presented by the team to the judges.
- An engineering and design portfolio showcasing the testing, design concepts, and ideas for the car.
- A verbal presentation to a panel of judges about our success and problems, our innovations and a few other things.
- We also create a Pit Display showcasing the team and a team uniform that we proudly wear at the competition.

For more info visit: f1schools.co.uk



The team after coming second at the UK development class in 2018!

Optimum Racing, Meet the Team

Hailing from sunny Whitley Bay in North Tyneside, near Newcastle Upon Tyne, Optimum Racing is made up of 4 team members all in Year 10 at Whitley Bay High School.

Maddy Bushell: Team Manager

Amy Jensen: Graphics Manager

Neil Sillence: Sponsorship and Finance Manager

Robbie Ward: Engineering and Design Manager

The team formed in Middle School in October 2017 and consisted of Maddy, Amy and Robbie and 3 other members. In this year of competing the team found themselves at the National Finals of the UK; scooping up 2nd place and narrowly missing the opportunity to attend the World Finals in Singapore. In 2018 the team moved up to the Professional Class, but unfortunately 2 of the past team members dropped out—leaving the team struggling to fill their places. The team came a very close 4th at the Regional Competition, but we have made sure that all roles are filled this year as we come to the beginning of a very exciting season.

Optimum Racing is built upon a strong foundation, valuing hard-work and resilience. In the past, things haven't always gone our way—but we always fight back. We are proud of making sure that we are responsible and sustainable; building the future of engineering.

We are tomorrow's engineers.

Why sponsor Optimum Racing?

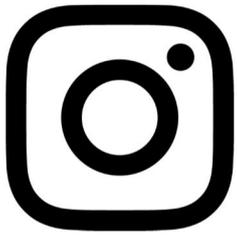
By sponsoring Optimum Racing, you are helping a team of the future's engineers, who in turn help those in the class below them at Valley Gardens Middle School, the team's middle school. On top of supporting us we offer some amazing advertising opportunities to promote your business and brand. Our Pit Display is seen by every spectator, competitor, staff member and official, so it will be noticed—and you might even have some orders coming in for things that you may want at the competition. Our three social media channels, Facebook, Twitter and Instagram; are followed by large amounts of teams competing and fellow students at school. The uniform will be proudly worn by all of the team members at the competitions and other events, including open evenings etc.

The car is our pride and glory, it is what makes the Formula 1 in Schools competition unique—having your logo on the car is a massively high honour and will be seen by a large amount of people, sometimes they even make it on Sky F1!

Package	Price	Benefits
Bronze	£20	This is our base package and can help support the team towards running costs; such as uniform. In return for helping the team out we can offer you displaying your logo on our website, with a link to your website; we will display your logo on our Pit Display and explain in our enterprise portfolio how you have helped us.
Silver	£30	This package can help towards purchasing merchandise to display on our Pit Display and you will be rewarded with all of the bronze rewards plus a monthly update from the team, mentioned on all 3 social media channels at least once a fortnight and a page on our website about how you have helped us and an advert for your product(s).
Gold	£50	This package is almost perfect for small business, providing amazing marketing to a wide audience whilst accommodating a smaller budget. This package could help the team buy display boards and equipment for the Pit display. In return we could provide you with displaying your logos on our covers for the various portfolios. We will also reward you with the benefits of the Silver and Bronze packages.
Platinum	£100	This package could help cover the teams costs on more major construction items for the Pitt Display and contribute towards bearings for the wheels. In return for this package we will display your logo on the arms of our uniform and on the back. This will be noticed by large amounts of people attending the competition and we will proudly display your logo on the cover of our Presentation. Plus you will also receive all benefits of the Gold, Silver and Bronze packages.
Diamond	£200	This package is the best that we offer and could contribute massively to buying key technical equipment for use in the car, such as bearings and axels. In return we will proudly display your logo on our car, the pinnacle of the F1 in Schools competition, plus all of the other benefits available in the lower Platinum, Gold, Silver and Bronze packages. If you can provide a banner for your company, we are more than happy to display it near our Pitt Display. This will be viewed by many spectators and competitors of the competition and will increase awareness of your brand massively.

Optimum Racing are always happy to try and make a package just to suit you, these are examples only of what we can offer.

Optimum Racing is happy for any style of sponsorship, whether it be monetary, discounts or goods. We greatly appreciate the kindness of all our sponsors.



@wbhs_optimum_racing



/optimumracingwb



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optimum-racing.org



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