



TU Graz Racing Team

-

Sponsorship Proposal



<http://racing.tugraz.at> | [f](#) TU Graz Racing Team | [t](#) @tugracing | [i](#) @tugracing | [v](#) tugracing |

TU Graz Racing Team - Inffeldgasse 25D Graz Austria



Events Attended by our team over the years



Formula Student Numbers

18 Events
Worldwide

5 Entries
for Season

Over 500
Teams
Worldwide

Over 13000
Students
Involved

2nd
World Ranking

Dynamic Events Scoring

Skidpad
50 Points

Acceleration
75 Points

Efficiency
100 Points

Autocross
150 Points

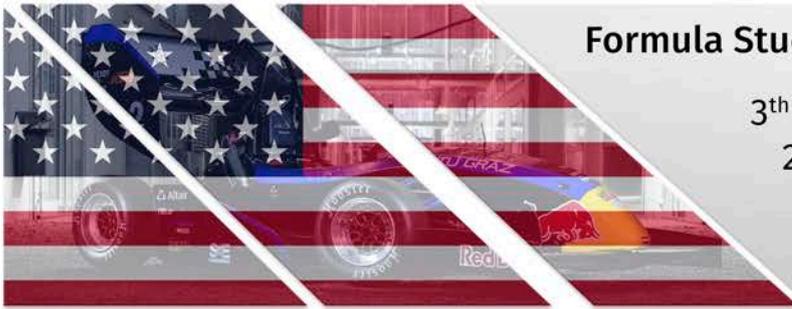
Endurance
300 Points

Static Events Scoring

Business
Presentation
75 Points

Cost &
Manufacturing
100 Points

Engineering
Design
150 Points



Formula Student Michigan

3th Place Overall
2nd Place Autocross
1st Place Endurance
1st Place Efficiency



Formula Student Italy

12th Place Overall
1st Place Skidpad (World record)



Formula Student Austria

10th Place Overall
1st Place Acceleration
3th Place Skidpad
2nd Place Autocross



Formula Student Germany

2nd Place Overall
3th Place Acceleration
2nd Place Endurance
2nd Place Efficiency



Formula Student Spain

1st Place Overall
1st Place Skidpad
3th Place Autocross
2nd Place Endurance and Efficiency

TU GRAZ RACING TEAM

Every year the TU Graz Racing Team builds a racing car named 'TANKIA' for the international Formula Student competitions. This is a series of races in which about 500 international universities compete in static as well as in dynamic events. The TU Graz Racing Team consists of students from various fields of study from the TU Graz. Using professional CAD software and simulation-tools, the members of this interdisciplinary team build a competitive racing car in their free time.

MOTIVATION

Students have the possibility to work on and contribute their ideas to the construction of a racing car and are able to gain hands-on experience to complement their studies. They can enhance their ability to work in a team, obtain organisation as well as coordination skills and can also outgrow themselves. What really motivates students to participate, in addition to the passion for racing sport is the team's success in the previous seasons. After the 2016 season, the TU Graz Racing team now is 2nd in the world ranking.

WHAT WE OFFER

Sponsoring our team provides you not only with access to highly motivated and experienced graduates from various fields of study. You also advertise by displaying your logo on a top racing car and thereby leave a lasting impression on prospective customers and competitors. We also present our racing car 'TANKIA' in public:

-We display the racing car at **various events** and fairs such as the Graz Prix, Autoemotion Graz, Heinz Prüller Show Vienna, Lange Nacht der Forschung etc. Also, some of our previous racing cars are displayed throughout the year at the HTBLA Kapfenberg, the Frank Stronach Department of the TU Graz, the Hangar 7 in Salzburg and the department for High Voltage Engineering of the TU Graz.

-**Appearance in Media** including regional newspapers, trade journals, TV, social media (Facebook, Twitter, Youtube) and our homepage with an average of 450 users per week.

-**Roll Out** event held in May is the most important event for our team. Every year, our new racing car 'TANKIA' is presented to the public for about 500 guests.



Social Media Report

Facebook

Lifetime Like
since 2010



Demography

Age 18-24
Largest Audience (58%)
Countries
Austria (15,8%)
Germany (12,8%)
U.S.A. (10%)
Language
English (44,9%)
German (25%)
Italian (4,6%)

Weekly Reach
Mean for September 2016



Demography

Age 18-24
Largest Audience (43,4%)
Countries
Germany (27,9%)
Austria (14,2%)
U.S.A. (7,35%)
Language
German (39,4%)
English (31,7%)
Japanese & Italian (2,6%)

YouTube

Lifetime Overview
since 2012



Demography

Age 18-24
Largest Audience (58%)
Countries
Austria (35%)
Germany (14%)
U.S.A. (8,3%)
Subscribers
Austria (13,3%)
U.S.A. (13,3%)
Japan (12,1%)

Weekly Reach
Mean for September 2016



Demography

Age 18-24
Largest Audience (59%)
Countries
Austria (25%)
Germany (12%)
U.S.A. (8,3%)
Devices
Computer (61%)
Mobile (39%)
Subscriber Growth +250%

Instagram

Lifetime Followers
since 2016



Demography

Age 18-24
Largest Audience
Countries
India
U.S.A.
Germany
Cities
Mumbai
Pune
Graz

Twitter

Lifetime Followers
Since 2015



Demography

Age 18-24
Largest Audience (49%)
Countries
Japan (26%)
Germany (18%)
U.K. (9%)
Language
English (68%)
Japanese (29%)
German (7%)
Over 38.900 impressions per race Week

Website Report



Average Users
-week September



Demography

Countries
Austria (45,33%)
Germany (9,78%)
U.S.A. (8,89%)
Japan (8,3%)
U.K. (3,41%)
Italy (2,96%)

Cities

Graz (28%)
Vienna (11,85%)
Boston (1,48%)
Munich (1,33%)
Nagoya (1,33%)
Osaka (0,89%)

Language

German (51,12%)
English (27,56%)
Japanese (8%)
Italian (2,22%)
French (1,92%)
Spanish (1,63%)

Devices

Desktop (73,19%)
Mobile (23,41%)
Tablet (3,41%)

Fair & Press Report



Fair

- Autosalon Wels with over 38.000 visitors
- Auto Messe Salzburg with over 31.000 visitors
- Graz Prix in connection with the Austrian F1 Grand Prix
- AutoEmotion Graz with over 20.000 visitors
- Herbstmesse Graz with over 70.000 visitors
- JobTech RedBull Ring scholars fair
- Motorensymposium Vienna



Press & Media

- Daily/Weekly Newspapers**
- Der Standard
- Kleine Zeitung
- Krone Zeitung
- Die Presse
- Grazer Woche
- Der Grazer
- Magazine**
- The Red Bulletin
- Autorevue
- Auto Touring
- Klipp
- PMW Magazine
- TV**
- ORF
- ORF Steiermark
- ATV
- ServusTV



Sponsorship Packages

All sponsorship packages are subject to negotiation and depend on the value of money or in-kind contributions.

Logo placement	Platinum	Gold	Silver	Bronze	Supporter
Homepage					
Homepage and/or social media post					
Newsletter					
Information Sheet					
Information material, flyers, posters, official circulations etc.					
In presentations					
Logo on the transporter					
On TANKIA – small					
On TANKIA – medium					
On TANKIA – large					
On team's jackets – medium					
On team's jackets– large					
Possibility to borrow the car for company presentations *					

*Request only in accordance with the Teams appointments and at least two month in advance

Example for logo placement

