





About Us

Swinburne University of Technology has a proud history with Formula SAE Australasia. At Team Swinburne we thrive in the field of innovation and sustainability, planning and manufacturing an electric racing vehicle. Our team is a hub for brilliant minds from all faculties to challenge their skills and the limits of the real world, building unmatched transferable skills and preparing students to excel in their careers.

Team Swinburne is the longest dedicated electric team racing in the Australasian SAE competition, and has traditionally been a leader in integrating the best technology in an open wheeler.

In 2018, Team Swinburne will be aiming to build on success from previous years by producing another lightweight electric vehicle and focusing on reliability and consistency of performance, as well as elegant and efficient design.



As ever, the Team's success depends not only on the commitment and dedication of our team members, but also the continued support and enthusiasm of our proud sponsors. We hope you will join us for our 2018 season when we take our project and legacy to the next level.

Team Swinburne is an active advocate of electric racing at main events attended by thousands of Australians in Melbourne. In 2016 we presented our car at The Annual Picnic at Hanging Rock Car Show.

Other appearances for our car in 2017 at high profile events included the Rolex Australian Formula One Grand Prix in March and the Melbourne EV Expo in

April. In previous years the team has participated in a number of other prestigious events, including Top Gear Live, the Engineers Australia Expo and Motor Week.

Team Swinburne is also very active in the local community in the Boorondara Area. We are present at the Glenferrie Festival, at community nights at the Hawthorn Library arranged by the Booroondara City Council and at events hosted by the Alternative Technology Association. We also promote innovation and sustainability through local secondary colleges, some receive favourable coverage on television by WIN News and online by the RACV's Royal Auto.





Sponsorship Packages

Our sponsorship options incorporate many levels of support to suit all sponsor needs and can be tailored to needs and support. Contact our team to discuss how we can aid you and work together to bring Team Swinburne 2018 to the top of the competition and maximise your exposure and impact on our communities and future.

Sponsor Benefits	DIAMOND \$12,000+	PLATINUM \$8,000 – \$11,999	GOLD \$5,000 – \$7,999	SILVER \$2,000 – \$4,999	BRONZE \$1,000 – \$1,999
Signage Logo on Car	Major in Premium Location	Major	Large	Medium	Small
Signage in pits	Major in Premium Location	Major	Large	Medium	Small
Photo of Team Car	Yes – Framed Large Photo (A3)	Yes – Framed Large Photo (A3)	Yes – Framed (A4)	Yes – Framed (A4)	Yes
Website Exposure + Link	<ul style="list-style-type: none"> - Logo - Article on webpage - Social media promotion 	<ul style="list-style-type: none"> - Logo - Article on webpage - Social media promotion 	<ul style="list-style-type: none"> - Logo - Article on webpage 	-	-
Monthly newsletter logo	Major Logo	Large Logo	Medium Logo	Small	Text
Logo on Team Uniforms	Major Logo	Large Logo	Small Logo	-	-
Team and Car Appearances	Yes, priority given for appearances	Yes	Yes	-	-

With the support and encouragement of your company, we will strive to make in 2018 our fastest, lightest and most successful electric vehicle to date, as well as a great design and innovative business case. Should you believe that there are ways Team Swinburne and your company can better benefit each other we are, of course, happy to discuss that with you.

Brand Exposure and Marketing Opportunities for your company

Team Swinburne engages in a variety of events each year, providing great opportunities for exposure to our sponsors. We would be happy to discuss the most advantageous ways to involve and acknowledge your company in our ongoing activities.

University Events

Team Swinburne is an active participant in campus life. The year starts with O-week and Welcome Back activities in late February and early March (pictured). As well as hosting tours of our laboratory, we run driving competitions on our popular simulator.

The team also has a high profile at Swinburne's Open Day held in August. As one of the flagship projects on campus our past vehicles are on display and team members explain our research vehicle to prospective students and their parents, as well as international students arriving in Australia.

In November each year the team hosts one of its most important events for the year: the unveiling of our car for the year at our official Launch Night. Attended by students and their family and friends, University staff and representatives of our sponsors, the night is our chance to show off the tangible rewards of our labours and thank those who made it all possible.

Community, Industry and Motoring Events

We actively spread the word about our project to the broader motoring community in Melbourne. In 2017 we presented our 2016 car at the local Glenferrie festival attended by thousands in the local community.

Our 2017 vehicle was also on display at the Melbourne Formula I Grand Prix in March 2017. A major event of the Melbourne sporting calendar with attendances regularly topping 300,000, the team showed our car for the four days of the competition and presented our project on stage in the innovation and education precinct at the event. We intend to increase our exposure to the broader motoring community this year with a variety of other car show and expo appearances in place throughout the year.

In previous years the team has participated in a number of other prestigious events, including Top Gear Live, the Engineers Australia Expo and Motor Week.

And, of course, Formula SAE enthusiasts can always come and see our car in action at the Australasian Formula SAE competition December. In 2017, over 500 students and more than 130 volunteers from industry attended the Formula SAE competition, alongside spectators and supporters.

team Swinburne
FORMULA SAE



Leverage and Activation Strategy

Following is an indicative leverage and activation strategy for your company sponsorship of Team Swinburne. If this proposal progresses we are, of course, happy to work with you to refine our sponsorship offering to create a package that maximises the benefits of the sponsorship for your company.

Indicative Activation Strategy

Sponsorship event	Description	Date
Announcement	Announcement of sponsorship on www.teamswinburne.org.au and social media channels.	On acceptance of sponsorship proposal
Promotion	Promotion of your company's offering through social media channels and email newsletter.	By agreement
Welcome & Intro Night	Invitation to the 2018 Sponsors Welcome and Intro Night. Public recognition of your company support and branding on car, team uniform and pit signage as applicable.	February 2018
Swinburne University O - Week	Your company's branding on display and pit signage as applicable. Opportunity to distribute your company's collateral.	February/March 2018
Motoring and industry events	Your company's branding on display and pit signage as applicable. Opportunity to distribute your company's collateral.	January 2018 – October 2018
Community and fundraising events	Your company's branding on car, team uniform and pit signage as applicable.	January 2018 – October 2018
University events	Your company's branding on car, team uniform and pit signage as applicable.	January 2018 – October 2018
Competition	Public event. your company branding on car, team uniform and pit signage as applicable.	November 2018- December 2018
Acquittal	Written report on results, events for the year, and yearly promotional activities. Report on audience reached.	December 2018
Thank you package	Your company's representatives and staff will be invited to the ts_18 Launch Night, with other sponsors and will be granted a speech (upon request). Poster of the car, team, and team uniform will also be included.	November 2018

**The above is reflective of gold level sponsorship or above.*

Given the above marketing opportunities, your organization's branding and acknowledged support will be provided over no less than 52 weeks with the potential to reach 50,000+ people/viewers across these events & media channels including the Grand Prix, open days, o'week, National motoring events and industry exhibitions etc.



How this Partnership would help us.

The budget for our vehicle including costs and machining is \$150,000, with sponsors contributing through funding and/or use of equipment and processes.

The budget for our Powertrain and Electrics, along with Composites and Manufacturing is \$35,000 and \$20,000 respectively.

What use do we make of our sponsorship funds?

The approximate cost of one of our accumulators is \$15,000 in cells and electronics. As similar investments are very significant, especially for a non for profit, volunteer university race team, we are reaching out to new industry partners. We wish to get you involved in this exciting project and be part of our continuous development going into 2018. By partnering with Team Swinburne, you are contributing to future Australian engineers and business professionals, and to the creation of a more competitive electric vehicle.

If you need any further information please do not hesitate to contact Omar Benmansour at 0451 129080, or email obenmansour@swin.edu.au.



Contact us to discuss opportunities
or for more information



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www.teamswinburne.org.au



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