


AIOS
FORMULA STUDENT



SPONSORSHIP BROCHURE

2024-2025



ABOUT IGDTUW

Indira Gandhi Delhi Technical University for Women (IGDTUW), formerly known as IGIT, was established in 1998 by the Department of Training and Technical Education, Government of Delhi. IGDTUW is distinguished as South Asia's premier women's technical university and is ranked first among the top 10 emerging institutes in India.

We are delighted to announce our participation in Formula Bharat 2025. With notable achievements in past competitions like Formula Bharat 2020 and Supra 2018, our team is looking forward to partnerships with sponsors to ensure collective success in the upcoming event.



ABOUT FORMULA BHARAT

Formula Bharat is a nationwide engineering design contest where college students showcase their talents by racing life-size Formula-style cars. They're judged on design, cost, marketability, and performance. This event mirrors the international student Formula series held across 11 countries annually. It unfolds at the Kari Motor Speedway in Coimbatore, Tamil Nadu.

ABOUT THE TEAM

AIOUS FORMULA STUDENT comprises passionate Mechanical and Automation Engineering students dedicated to conceptualizing, designing, and fabricating an exemplary car showcasing advanced engineering techniques. Our commitment lies in sincere teamwork and excellence, recognizing the paramount importance of collaboration and competence in achieving our goals.



AIM

The team endeavors to design a straightforward and comfortable single-seat racing car that meets all safety requirements outlined by the competition. Our goal is to prioritize simplicity while striving for improvements over previous iterations.

VISION

AIOUS Formula Student is dedicated to nurturing active learning and fostering innovation among future engineers. We aim to instill professional engineering skills and empower our students with knowledge. Our team endeavors to bring out the best in each individual, promoting growth and excellence in every aspect.

HISTORY / ACHIEVEMENTS

“

The team was awarded
Best Performer at
lowest cost in SUPRA
2011

”

“

Secured 39th rank out
of 102 participating
teams in SUPRA 2012

”

“

The team has been given the
Special Mention Award at
Formula Student India 2015
for its commendable
performance at the event

”

“

The team secured 14th
rank in design report at
Formula Bharat 2017

”

“

The best improvement
was weight reduction of
140 kgs of the vehicle
from 360kgs to 220kgs

”

“

One of the only 25 out of 71 teams to clear technical inspection (scrutineering) at Formula Bharat 2018

”

“

In SUPRA 2018, we cleared the Technical Inspection, Egress, Tilt, Noise, Electricals along with all the static events and went till brake test

”

“

Our captain was awarded the “The Best Girl Participant” title in Supra 2018

”

“

The team secured second (2nd) position in the virtual round in SUPRA held at KIIT, Bhubaneswar among 170 teams from all over India

”

“

The team secured 19th rank in Cost and Manufacturing event at Formula Bharat 2020

”

OUR COMMITMENT TO CONTINUATION

We, the students of IGDTUW, are honored to represent AIOUS in the esteemed Formula Bharat Competition 2025. The legacy of our team, established by our predecessors in 2011, serves as a guiding light for us.

Despite the hurdles posed by the COVID-19 pandemic, we've persevered to uphold this legacy. Participating in this competition has reignited our enthusiasm and resolve. It's not solely about winning; it's about pushing the boundaries of innovation and showcasing our prowess in automation.



Our goal is to bring out the best in our students. Focused on designing a simple, comfortable single-seat racing car, we prioritize meeting all safety standards set by the competition. We emphasize lightweight construction and centralized design, mindful of aerodynamics, with the aim of surpassing previous achievements.

EARLIER MODELS



2011



2014



2016



2015



2017



2020



2018

AIOUS: MEDIA MOMENTS

आईजीआईटी की छात्राओं ने ढा लाख में बनाई रेसिंग कार

ई दिल्ली | जय प्रकाश सिन्हा

दिखाई प्रतिभा



संवेदनशील (Sensory) प्रणालियों का उपयोग करके, छात्राओं ने एक रेसिंग कार का डिजाइन किया है। इस कार को बनाया गया है कि वह 100 से अधिक किमी प्रति घंटा की गति तक पहुंच सके।

hindustantimes

HOME > EDUCATION

Set new heights

The creative, confident IGIT girls are changing the notion that engineering is only for boys



Updated: Dec 07, 2011 10:45 IST

By Garima Upadhyay, Hindustan Times

While many in India were busy wrangling passes for the Formula One event, girls from Indra Gandhi Institute of Technology (IGIT) were among the select few who were actually invited for the gala affair. Recalls Neha Goel, a mechanical engineering student, "It felt really great to be invited to the first-ever

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The all-girls team

Pink stop'

Chennai: As you step down to pit inside, the black car that sits 'on' just as damp looks on its crew. "We were shocked in the virtual world, everybody loved it," explains Ankan, the driver of '1' from Indra Gandhi Institute of Technology. "But one small



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फॉर्म्युला 1 कार का नाम आते ही दिमाग में एक मेल डोमिनेटिड खेल की तस्वीर बनती है। लड़कियों को अभी तक इस खेल में ग्रिड गर्ल्स के तौर पर ही पहचाना जाता है। ऐसे में अगर लड़कियों का नाम इस खेल के अहम हिस्सों में से एक, कार डिजाइन से जुड़ता है तो चौंकना लाजमी है। आईपी यूनिवर्सिटी के जुड़े इंदिरा गांधी इंस्टिट्यूट ऑफ टेक्नोलॉजी की टीम ने एक प्रोटोटाइप एफ-1 कार बनाई है। इस टीम के सबसे खास बात यह है कि टीम की सभी मेंबर्स लड़कियां हैं। इस टीम की कार को सोसायटी ऑफ ऑटोमोबाइल इंजीनियर्स द्वारा आयोजित किए जाने वाले इवेंट में सबसे सस्ती और हल्की कार के प्राइज भी मिले हैं। टीम का दावा है कि पहली बार किसी ऐसी टीम ने सफलता पूर्वक एफ-1 प्रोटोटाइप कार बनाई है जिसकी



अपनी बनाई प्रोटोटाइप एफ-1 कार के साथ लड़कियां सभी मेंबर्स लड़कियां हैं। इस कार को एफ-1 कार बनाने की राह में पहली सीढ़ी माना जाता है और इन कारों को इस रेस में भी शामिल होकर अपनी कार को क्षमताओं को साबित करना होता है।

REASONS TO INVEST IN US

The event garners extensive media attention, offering a prime opportunity to demonstrate your commitment to fostering the talent and potential of the country's budding engineering students.

- PUT YOUR COMPANY IN THE SPOTLIGHT

Formula Bharat and Supra SAE stand as national events drawing over 2500 engineering students from universities nationwide, along with numerous motorsport enthusiasts. These platforms offer a splendid opportunity to showcase your brand, fostering product visibility among participating teams and demonstrating your commitment to nurturing aspiring engineers.

- EMPOWER WOMEN: BE PART OF THE SOLUTION

These platforms provide a unique opportunity to highlight your brand, promoting product use among teams and showcasing your dedication to empowering women in engineering. By aligning with initiatives supporting gender diversity, your support enables us to showcase our capabilities and foster an environment where women excel in engineering.

- GET NOTICED: PUBLICITY OPPORTUNITIES AWAIT

The team is committed to supporting you in promoting any recently launched products by publicizing them at events both within and beyond the college, even after the event concludes.

- CORPORATE GIVING: EMPOWER CHANGE

Sponsoring our team contributes to your company's CSR initiatives.

- UNLOCK SEMINAR OPPORTUNITIES WITH US

You're welcome to host seminars at our college campus, and our team is ready to assist you in conducting a student survey regarding your products.

- EXPLORE NEW BUSINESS OPPORTUNITIES WITH US

Our team stands ready to support your endeavors as needed. Every action we take aims to open numerous business avenues for your company.

- PROVEN TRACK RECORD

We boast a history of successful projects and achievements, demonstrating our capability to deliver results.

- STRONG NETWORK

With a vast network of industry connections, partnering with us opens doors to potential collaborations and opportunities.

SPONSORSHIP CATEGORIES

FINANCIAL/ MONETARY SPONSORS

Since Formula Bharat is capital-intensive projects, we welcome monetary sponsorship which will enable us to purchase material, tools and equipment.

PARTS AND MATERIAL SPONSORS

Our design often consists of standardized parts (wheels, steering, brake calipers etc.). Any part or material sponsorship will be beneficial to the project.

TRAVEL SPONSORS

As the Official Travel Sponsor, your company will support the travel expenses of the team and the vehicle (from college to the main event site).

APPAREL AND FOOTWEAR SPONSORS

As the Official Apparel and Footwear sponsor, you will provide the team with its branded apparel and footwear for both formal occasions and other dignitaries, as well as for the rough and ready action on the race tracks.

MEDIA SPONSORS

As the Official Media Sponsor, your company will support the media related efforts (print, electronic and internet media) of the team and the vehicle (from the inception of the competition through to the virtual and main events and beyond.

ADVISORY SPONSORSHIP

Although less common, monitoring sponsorship involves providing oversight or surveillance support to the sponsored entity. This can include monitoring compliance with regulations, tracking performance metrics, or ensuring the proper use of resources.

PARTNERSHIP SPONSORSHIP

Involves forming strategic alliances between organizations to support common goals or initiatives. This type of sponsorship often involves a mutually beneficial relationship where both parties contribute resources, expertise, or other support.

SPONSORSHIP TITLE

Our sponsorship opportunities ensure visibility across our social media channels, student Formula car branding, and exclusive merchandise. We offer various sponsorship tiers to suit different financial capacities. Additionally, sponsors will enjoy prominent recognition on both printed materials and digital platforms as part of our marketing efforts. Join us in making a lasting impact by becoming a valued partner on our journey to success.



PLATINUM
(HIGHEST
BIDDER)

Sponsors will receive prime brand exposure, including prominent placement on the nose of our vehicle, logo printing on merchandise, and showcasing on social media.

Sponsors will enjoy significant brand promotion, with their logos featured prominently on the front wing of our vehicle, incorporated into our merchandise, and showcased across our social media platforms.



GOLD



SILVER

Sponsors will benefit from brand visibility, with their logos showcased on the side of our vehicle, incorporated into our merchandise, and promotion across our social media platforms.

BUDGET GOAL: ₹12,50,000/-

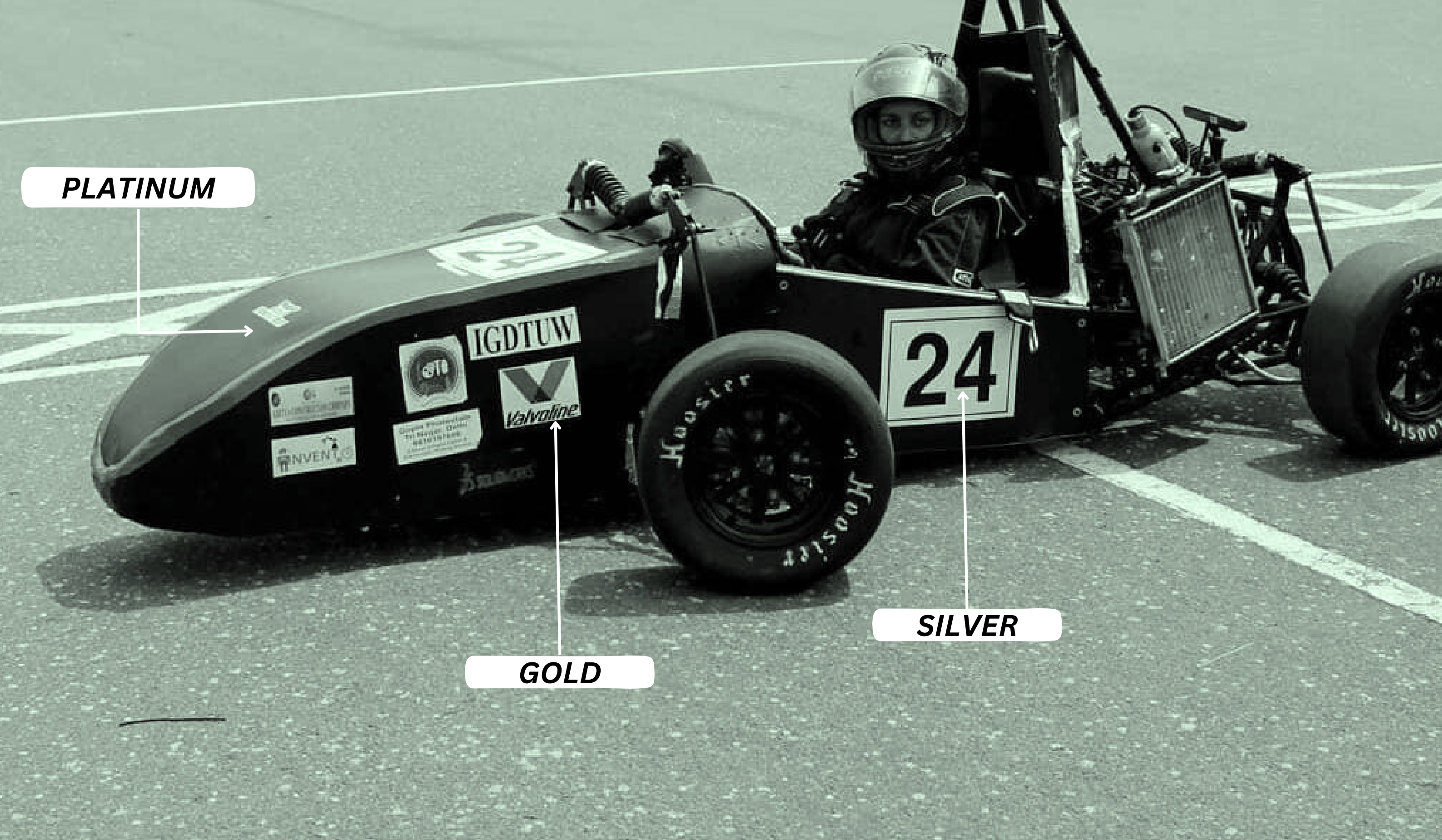
We invite sponsors to align with our vision through the following sponsorship tiers:

- **Platinum Sponsorship: ₹6,00,000/-**
- **Gold Sponsorship: ₹3,00,000/-**
- **Silver Sponsorship: ₹1,50,000/-**

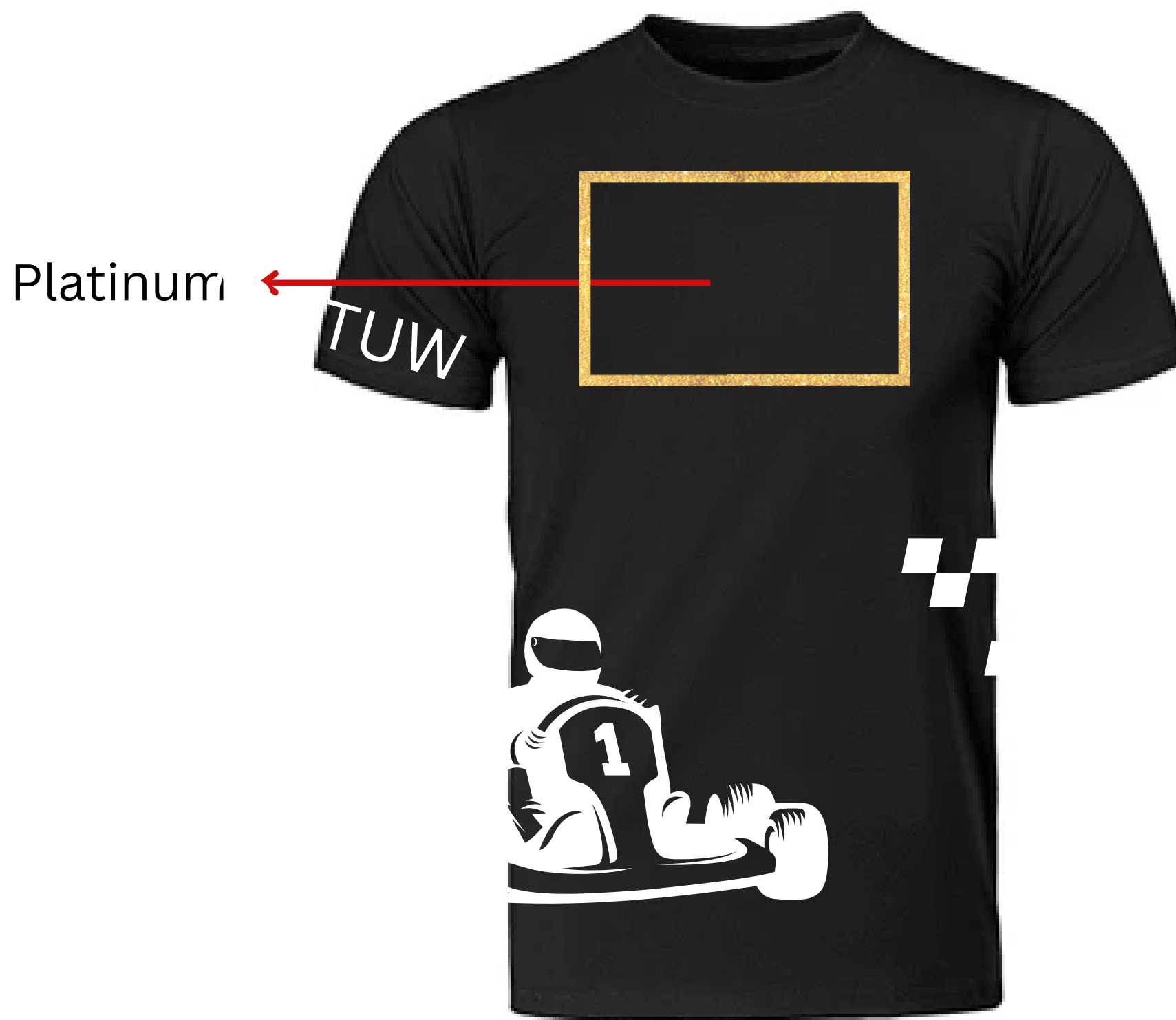
STRATEGIC MILESTONES:

Our financial objectives are delineated across key temporal milestones:

- **Till August: Targeting ₹7,00,000/- to spearhead early-stage projects and operational endeavors.**
- **Till October: Aiming for ₹3,00,000/- to fortify mid-stage initiatives and capitalize on growth opportunities.**
- **Till December End: Concluding the year with a target of ₹2,50,000/- to consolidate achievements and embark on new ventures.**



Placement of sponsor logos



Front



Back

Previous Sponsors



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