



TEAM KIRA

sparkle illuminate outshine

Sponsorship Proposal



**TEAM
KIRA**

Email: f1teamkira@gmail.com

Instagram: [@kira.f1](https://www.instagram.com/kira.f1)



ABOUT US

We are **Team Kira**, a team of 6 Raffles Girls' School Secondary students participating in the F1 in Schools (F1iS) 2019 National Finals.

'**Kira**' (pronounced as *kee-rah*) means 'glittery, shiny' in Japanese, and 'beam of light' in Sanskrit origin.

Our motto: **Sparkle, Illuminate, Outshine**, has a connection with our team name, Kira. It presents us as a team who is willing to push our limits to constantly improve ourselves, to a level in which we can 'illuminate', and after which, 'outshine'. We are a team who is determined to give in our all to reach greater heights together, and it is our passion and spirit that fuels us to advance higher and further.

Our team values are **imagination**, **innovation** and **circumvention**. Team Kira strives to use our imagination and innovation to perceive a situation from a different point of view, and explore different approaches to a situation, to find the most suitable and effective solution. With circumvention, we strive to overcome difficulties we may face during the competition.

This year, as we are participating in the F1 in Schools National finals, we hope that your company will be willing to partner with us in our journey through this competition. In this proposal you will find:

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ABOUT F1 IN SCHOOLS



F1 in Schools is a **Science, Technology, Engineering and Mathematics (STEM)** programme simulating the actual F1 competition, except with miniature cars. In this programme, students **develop skills in both technical and financial strategy aspects**. Teams are required to design the car through CAD software (Autodesk Fusion), manufacture the car through machining, sanding and spray painting, and at the competition, race the car against other teams. Besides that, teams are also required to set up a pit booth with team merchandise and compile a portfolio of the process and the work accomplished. F1 in Schools encourages teams to learn more about aerodynamics and marketing. Through partnerships, such as with your company, we will be able to obtain the funding and materials which we need for this competition.

Every year, this event is graced by important local figures such as Minsters of the Parliament. With more than 20 schools taking part and over 1000 supporters attending this competition each year, F1 in Schools Nationals is indeed a **widely acknowledged event**.



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BUDGET BREAKDOWN

Item	Quantity	Projected Amount
MANUFACTURING OF CAR		
External Milling of Cars	5	\$3000
Car Materials		
Ball Bearings	20 (4 x 5 cars)	\$1225
Screw eyes	10 (2x5 cars)	\$210
Super glue	4 tubes, 12 grams	\$16
Wheels	20 (4 x 5 cars)	\$50
Printing Services		
3D printing of front and back aerofoils	5 sets	\$675
3D printing of wheel support system	5 sets	\$675
Painting Services		
Acrylic gesso	1 jar, 8oz	\$14
Spray painting and airbrushing of cars	4 bottles (orange, yellow, blue)	\$150

Total cost: \$6015

MARKETING & TEAM IDENTITY		
Merchandise		
Stickers	100	\$10
Name Cards	100	\$10
Pins (with Team Kira's logo)	100	\$1
Apparel		
F1 uniform	6 sets	\$250
Custom Team Jackets	6 sets	\$180
Shoes	6 sets	\$300

Total Cost: \$751

PIT BOOTH DISPLAY		
Acrylic Stands	2	\$40
Posters	3	\$300
Portfolio	2	\$120
Table-cover	1	\$10
LED lights	2 strips	\$30

Total Cost: \$500

TOTAL BUDGETED COST: \$7266



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SPONSORSHIP BENEFITS

We would be extremely grateful should you be willing to support us on our F1 in Schools journey, be it monetary or in kind. To express our gratitude, Team Kira would like to offer the following:

Sponsorship Benefits	Sponsorship Levels				
	Diamond	Platinum	Gold	Silver	Bronze
*only given upon collection of cheque	≥ \$5000	≥ \$4000	≥ \$3000	≥ \$1000	≥ \$500
Listed in Team Kira promotional portfolio	Diamond Sponsor	Platinum Sponsor	Primary Sponsor	Secondary Sponsor	Sponsor
Sponsors can use Team Kira (logo/photos) for marketing endeavours	✓	✓	✓	✓	✓
Featured in Team Kira Pit Booth at National Finals	✓	✓	✓	✓	✓
Company logo on selected team merchandise	✓	✓	✓		
Listed on Team Kira Website (logo)	✓	✓	✓	✓	✓
	Additional 500 word write up	Additional 300 word write up	Additional 150 word write up	Additional 100 word write up	Additional 70 word write up
Write-up feature on Team Kira social media page	>300 words	300 words	150 words	100 words	50 words



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IN-KIND SPONSORSHIP

Some sponsors prefer to provide merchandise or their services at a discounted price, access to research facilities, or mentorship.

Should you be more interested or suitable for an in-kind sponsorship deal, we are currently looking for in-kind sponsorship for the products listed:

Uniforms
Customizable jackets, cooperate shirts, caps, bottoms
Name cards
Shoes
Printing Services
Portfolio, banner printing, poster printing, flyer printing
Customisable Corporate Gifts
Pins, pens, notebooks etc.
Expertise in CNC milling
Printing Services
3D printers, colour printers
Booth Accessories
Monitors, tablets, customizable booth stands/display, turntables, holograms etc.
Publicity for Team Kira
Write-ups of our Team on company website, broadcasting our videos in company outlets

This list is non-exhaustive, so do feel free to contact us should you feel that any product you can offer will be useful to Team Kira.



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RETURN ON INVESTMENTS

1. Fulfilment of Corporate Social Responsibility in education

F1 in schools is a **globally-known competition** that aims to inspire young individuals to pursue the fields of **Science, Technology Engineering and Math (STEM)**. Partnering with us allows **active involvement in the community** for your company.

2. Gain brand awareness on national platform

There will be many **local and overseas visitors** who will be attending the exhibition and thus will create **good exposure and branding** for your company. The Guest-Of-Honour for the past F1iS Nationals were ministers and mayors so you can expect an **extensive coverage of this event** on many platforms.

MEDIA COVERAGE

Media coverage is an extremely important aspect of marketing. Through media coverage, we hope to increase our outreach, not just for our team, but for your company as well.

Social Media

We use Instagram to **publicise** about our **team and sponsors**. In this day and age, such platforms are often used by students and adults, and content posted onto Instagram often has a huge influence on the community. Hence, our page can reach out to a larger user population. We have been and will be constantly updating on our progress as the competition nears, and we will definitely be using such forms of media to advertise for your company as well.



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Website

Our website is an **informative platform** for people to learn about the **program** and our progress as a team. On our website, we will upload a **write-up** on your company so that visitors on our page can learn not only about our cause, but also more about your company.



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PROJECTED MERCHANDISE PLANS

These materials are the Team Materials as mentioned in the Sponsorship Benefits section.

Merchandise	Estimated Volume	Mode of Distribution	Estimated Outreach
Name cards	400	Given to students and parents at F1iS competition venue	400 – 500
Flyers	750	- Given to students - Placing at Pit Booth Display during competition	650 – 800
Acrylic keychains	200	- Instagram giveaways/competitions - Given to students and parents at F1iS competition venue - Given to school students	200 – 250
Pins <i>With team logo on it</i>	200	- Instagram giveaways/competitions - Given to students and parents at F1iS competition venue	200 – 250



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CONTACT INFORMATION

Should you be interested in working with us, do contact us through the following:

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