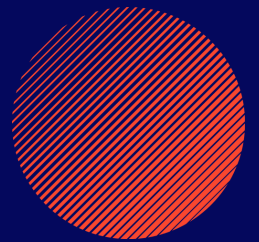




Cambridge University
Eco Racing



Sponsorship Proposal

Design, build, race

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ABOUT

Cambridge University Eco Racing



Since the World Solar Challenge in October 2019 where we competed with Helia (our solar EV), our team has been keen to achieve even more. The tragic disruption that the world has faced in the last few years has had a significant effect on everyone, but we believe that now is a time when we can begin to be hopeful for the future. With this in mind, we are excited to continue to implement plans for the return to the key things we value as a team. These are namely the **promotion of renewable technology, the practical education of engineers and the inspiration of younger students through outreach.**

Helia has competed in the 2019 World Solar Challenge in Australia, visited tracks worldwide and gained the attention of news outlets across continents. Helia will race at least once more in the 2023 WSC; however, we are currently looking ahead to our car for 2025. This car will be single occupancy, competing in the competitive challenger class, racing for top speeds and maximum efficiency.

ABOUT

Organization and Management



Freya Harris

Team Principle



Edward England

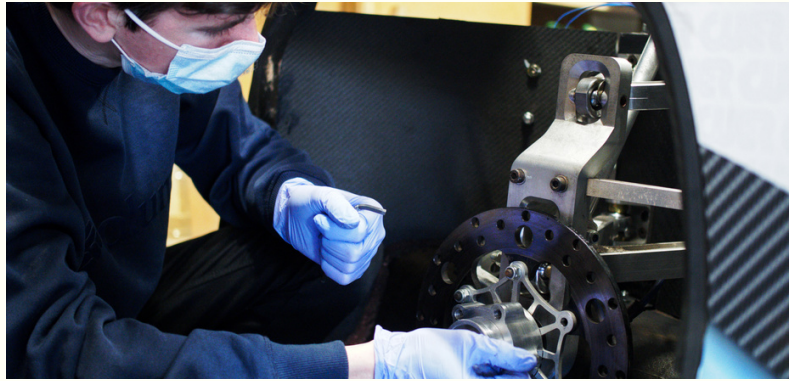
Technical Director



Ginny Lawrence

Operations Director

MISSION AND VISION



Mission

CUER is the largest student-led engineering project at the Cambridge University Engineering Department and top University Solar Car team in the UK. Our aim is to serve as a learning platform for students to develop real world engineering skills.



Vision

We aim to benefit the community and the next generations through outreach with local schools and organisations and developing the infrastructure and ideas for a carbon negative future.

We are leveraging the combined knowledge and expertise of CUER, our alumni, our sponsors and the University of Cambridge to continue to develop and build the best vehicles the world has seen.

SPONSOR BENEFITS

International Media Exposure

CUER has been featured in publications globally from the BBC to Australian news outlets.

Outreach Fulfillment

We work with local schools and organisations to inspire further generations to take part in the movement towards solar technologies.

Social Media

Across LinkedIn, Facebook, Instagram and Twitter we have an audience of around 6,300 making our social media pages a great place to advertise and promote our sponsorships.

Graduate Recruitment Opportunities

Many CUER alumni find their future careers through our sponsorships and links with industry. We can also offer networking events with the department and recruitment events.

Corporate Social Responsibility

Supporting CUER represents a company's commitment to innovation in clean technologies and the education of young people.

Building Connections to Cambridge

We are a highly visible team within the Engineering Department and collaborate with numerous academics.

Testbed and Showcase for New Technologies

Helia and SC7 will be driven in many environments providing a great opportunity to showcase our partners' technologies.

CUER'S NEXT STEP

A New Design Cycle

Helia

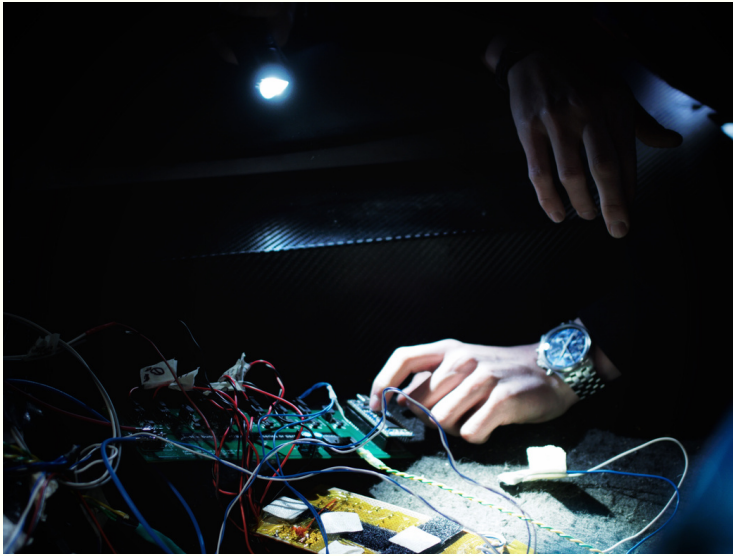
We are looking forward to taking Helia to the World Solar Challenge in 2023; however, there is still work to be done. While simultaneously looking towards our new projects, we are striving to keep optimising Helia and working towards optimal performance in different terrains.



SC7

In the coming year, CUER is shifting its attention towards our new design cycle for our 7th solar car. We are moving towards creating a single seater for maximum speed and efficiency. The next year will involve designing, prototyping and testing as much as possible in order to pave the way for our build process.

PROPOSED TIMELINE



The last 6 months has seen CUER run a full diagnosis on our current car, Helia, to find any potential flaws and areas for improvement. We are now well into the upgrade phase, implementing new solutions in Helia's systems. Of particular note is a new battery which will extend Helia's range, and new rear suspension for improved dynamic behaviour.

Helia will be finalised in March 2023, and vehicle track testing will begin, allowing us to iron out any final issues, and find Helia's performance boundaries.

Whilst some areas of the team finalise Helia, the rest of the team are able to concentrate their efforts on our exciting new single-seater vehicle, SC7. Aerodynamic concept design and evaluation is in progress, as well as the design of the low-voltage electronic systems. The vehicle's systems will be tested as they are designed over the next year and a half. Upon completion of the vehicle body shape, we will host the official vehicle launch, estimated to be May 2024. From this point on, SC7 will undergo significant testing to ensure it can withstand the conditions of the Australian outback. This will also allow us to correlate our strategy models for optimal race pace prediction, before SC7 is shipped to Darwin for BWSC25.

SPONSORSHIP TIERS

TIERS	DONATIONS	BENEFITS
Bronze	Up to £5,000	<ul style="list-style-type: none"> • Logo and company description on website • Company name on car
Silver	Up to £20,000	<ul style="list-style-type: none"> • Above benefits • Product placement at events and social media • Increased alumni reach at events and Functions • Presentation about your company to our team • Invitations to CUER public events
Gold	Up to £50,000	<ul style="list-style-type: none"> • Above benefits • Logo on the SC7 vehicle • Student Company visit • Promotional product stand at events • Presentation about us to your company • Invitations to CUER VIP events
Platinum	Above £50,000	<ul style="list-style-type: none"> • Above benefits • Large Logo on SC7 vehicle • Logo on the team competition uniform • Presentation about us at your company with the car • Custom Arrangements • High quality video featuring company for CUER and company websites. • Co-joint press release

How we work with different industries:

Automotive – As EV Technology becomes more common, vehicle manufacturers are looking to show that they have links with high-tech EVs and are also building knowledge in the area. Road Legal car makes us even more attractive on this front.

Banking – Support of students provides a great CSR opportunity and the industry is looking for students with management and leadership skills

Consultancy – Could be Management or Engineering Consultancy, companies have links with varied industries providing a wealth of knowledge and meaning they are looking to recruit a variety of students

Energy – Allows companies to showcase an exciting renewable energy project in an emerging, but not glamorous, sector of the industry

Engineering – Professional help with research and manufacturing available to team while gaining access to best students in the UK

Finance – Links to sustainability of solar cars and intelligence associated with Cambridge University gives image of financial responsibility

Insurance – Exemplifies the responsibility we take in the project and shows companies' interest in the needs of the individual project

Law – Particular link with IP where companies are looking for students with scientific understanding paired with an awareness of legal context

Logistics – A unique project, requiring very careful and long distance shipping which can be showcased unlike most exciting cargo

Media – Advice on media content and strategy while company can showcase their support of educating the public about sustainability and encouraging young students into STEM subjects

Solar – Links in technology, can provide test-bed and gives an interesting project for companies to showcase, attracting attention over others

Travel – Exemplifies global project taking people on the adventure of a lifetime to a challenging environment

Follow our journey so far

Instagram - cuer_team

Facebook - Cambridge University Eco Racing

Twitter - cuerSolarTeam

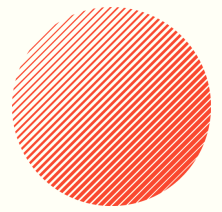
YouTube - CUER Cambridge

LinkedIn - Cambridge University Eco Racing

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Cambridge
University
Eco Racing



**WE LOOK
FORWARD TO
HEARING BACK
FROM YOU**
