CALL FOR SPONSORSHIP

PLATINUM
GOLD
SILVER
BRONZE
GET IN TOUCH

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Partner with us to be part of the future of innovative renewable solutions and to inspire future generations in STEM.

LEVELS

BRONZE 3
SILVER 5
GOLD 7
PLATINUM 9
The Sponsor will be provided with invitations, at the university’s cost, to attend all major ANU Solar Racing team networking events. Major team and networking events include, the launch event, the build completion, the send-off event, and the return celebration.

Company name and logo displayed on promotional material. At a minimum this includes promotional flyers and event banners. This will be based on a percentage apportionment between the different levels of sponsorship, 5% of proportional space.

- **Invitations to attend all major team and networking events**
- **Company Logo displayed on ANU Solar Racing website**
- **Company Logo displayed on team shirts**
- **Social Media posts tagging sponsor**
- **Newsletter mentions**
- **Company name and logo displayed on selected promotional material**

**Our Vision**

Enriching our education, driving renewable energy innovation, uniting students to push the limits in automotive racing.

**Bronze**

$10,000

- Invitations to attend all major team and networking events
- Company Logo displayed on ANU Solar Racing website
- Company Logo displayed on team shirts
- Social Media posts tagging sponsor
- Newsletter mentions
- Company name and logo displayed on selected promotional material
A maximum 50-word summary will be displayed adjacent to the company logo on the website.

Company name and logo displayed will be proportional to the level of sponsorship. This will be based on a percentage apportionment between the different levels of sponsorship (20% of available space for Platinum/Naming, 10% of available space for Gold, 5% available for Silver, 0% for Bronze).

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The sponsor can create four custom posts to be shared by the ANU Solar Racing team on all social media channels. These posts do not have to be related to the team and are primarily for promotional purposes. Examples include internship program or product promotion. The team can create these posts for the sponsor upon request.

Promotional interview with sponsor representative to be posted on social media platforms. Interview length will be approximately five minutes and questions can be tailored upon request to best promote the sponsor.
A half-page profile of the company will be posted on the team website. This will be delivered through a half-page blog post. It will include a summary of the company and detailing their contribution towards the team. The link to this blog post will be shared via email.

Team events, including all major team and networking events which may include, the launch event (March 2021), the build completion (June 2021), the send-off event (September/October 2021), and the return celebration (November 2021). The team will verbally acknowledge the support of gold and platinum sponsors.

The team will supply the sponsor with 10 photos of the race itself to be used for self-promotion or other purposes. These photos will include the sponsor’s logo and/or aspects of the race that have been indicated as preference by the sponsor.

The team will supply the sponsor with 1 video of the race itself to be used for self-promotion or other purposes. This video will include the sponsor’s logo and/or aspects of the race that have been indicated as preference by the sponsor.

The ANU Solar Racing team will send representatives to the sponsor’s place of work to provide an update on the team’s progress. This will be in reference to the design and building of the car as well as outreach achieved. This will occur half yearly at a total of three times during the 2020/21 season.

Gold level sponsors will be provided with up to 3 periods of access to the EV at a time.

Invitations to attend all major team and networking events
Company Logo displayed on ANU Solar Racing website
Social Media posts tagging sponsor
Newsletter mentions
Company name and logo displayed on selected promotional material
Company name and logo displayed on EV
Company name and logo displayed on trailer
Custom social media posts
Promotional Interview with Solar Racing team member

Logo Display Sizes

15% of proportional space across all logo placements
**PLATINUM**

$75,000

**GOLD +**

- **Profile of company on team website**
  - A one-page profile of the company will be posted on the team website. A one-page blog post, including a summary of the company and detailing their contribution towards the team. The link to this blog post will be shared via email or social media.

- **Access to the team for promotional purposes**
  - Platinum level sponsors may reasonably request full access including corporate presentations, video interviews, articles and written responses from any ANU Solar Racing team members for corporation promotion, that is not exhaustive of company videos, websites, corporate marketing material and internal newsletters.

- **Feature article and video showcasing sponsor**
  - One-page article and video outlining the challenge, competitors, team’s progress and outcomes, with reference to sponsorship contribution. It will detail the learning and outreach aspects of the project, particularly in enhancing professional development. This article will be made available to the Sponsor for promotional purposes as well as distributed on all ANU Solar Racing platforms.

- **Exclusive photos**
  - Ten photos will be provided to sponsor, specifically taken for the company. These photos will not be distributed to any other sponsor or used by the team for promotional purposes. The sponsor is entitled to use these photos to their discretion.

- **Exclusive videos**
  - One video will be provided to sponsor, specifically taken for the company. This video will not be distributed to any other sponsor or used by the team for promotional purposes. The sponsor is entitled to use this video to their discretion.

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**All Previous Levels**

- **Logo Display Sizes**
  - 20% of proportional space across all logo placements

- **Invitations to attend all major team and networking events**
  - Company Logo displayed on ANU Solar Racing website

- **Social Media posts tagging sponsor**
  - Company name and logo displayed on team shirts

- **Newsletter mentions**
  - Company name and logo displayed on selected promotional material

- **Company promotion during all media releases, public appearances and team events**
  - Company name and logo displayed on EV

- **Tailored photos to brand**
  - Custom social media posts

- **Tailored videos to brand**
  - Promotional Interview with Solar Racing team member

- **Half yearly update presentation**
  - Access to the EV for promotional purposes

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**PLATINUM**