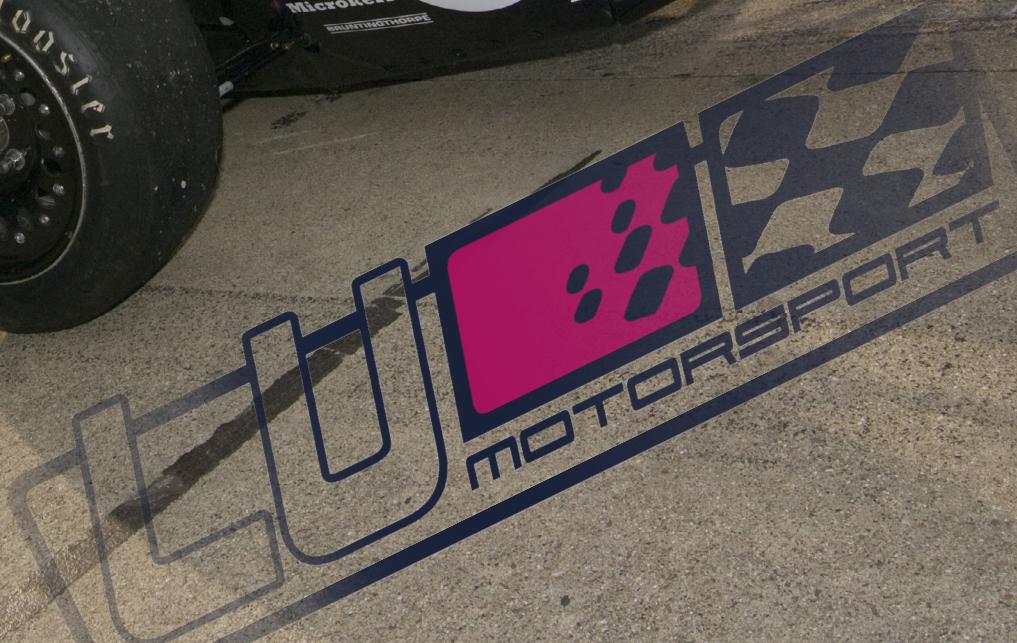


# Sponsorship Brochure 2012





## What is Formula Student?

Formula Student is an international competition for university students to design, build and market a single-seat racing car which they then compete against each other in set of rigorous static and dynamic tests.

It provides the students with a real-life exercise in design, manufacture and business elements of engineering. Being part of Formula Student teaches:

- » Working as a team
- » Sticking to budgets
- » Being under pressure
- » Adhering to tight timescales

It demands total commitment, lots of late nights, and many frustrations and challenges along the way. The net result is the development of highly talented engineers.

Currently there are a number of competitions around the world, including:

- » UK
- » Italy
- » 5 x USA
- » Australia
- » Germany
- » Japan

For the universities competing, Formula Student represents a valuable project that blends academic work with practical engineering and an opportunity for students to share experiences with other engineers on an international scale.



## About Loughborough University

Founded in 1908 by Dr Herbert Schofield, Loughborough University has grown into one of the largest universities in the UK and prides itself on offering an unbeatable experience to all the students that are associated with Loughborough.

The University has been widely recognised for its achievements, receiving no less than 6 Queens Anniversary Awards - the last for its research in vehicle, road and driver safety. It has also continually been voted by its students as the best student experience in the UK, winning the award for 5 consecutive years.

Currently there are 15000 undergraduates with another 3000 academic and research staff making Loughborough one of the largest universities in the UK. The reason why so many people choose to learn and work at Loughborough is the unique experience made by the fantastic facilities on offer to all, such as an Olympic Size Swimming Pool, ECB National Cricket Centre and the LTA Tennis Academy.

Even though Loughborough is known for its sporting pedigree, it is also home to the largest Student Union in the UK which is entirely owned and run by students, much like LUMotorsport, who use this facility regularly for team building exercises.



#### About the Facilities:

Following the various sporting facilities, Loughborough University is also home to the largest engineering faculties in the UK, with 6 different departments:

- » Automotive and Aeronautical
- » Chemical
- » Civil and Building
- » Electrical and Electronic
- » Mechanical and Manufacturing
- » Materials

All of these departments have achieved top 10 positions in the Times Good University Guide in their individual subject areas.

Boasting a 1/3 Scale Wind Tunnel, number of engine test cells for both I/C and Gas Turbine Engines, Chassis Dynamometer, Four Poster Suspension Rig, Powertrains Laboratories, World leading Rapid Prototype Laboratories, World leading Laser and Optical Laboratories, Numerous Machine Workshops, Full Anechoic Chamber and a State-of-the-art Motion Simulator, it is clear we are well equipped to perform to the highest level.

All of these facilities are available for use by LUMotorsport and are fully used to help give the "extra edge" for the Formula Student event. As you would expect, very popular with the team is the advanced driver training on the motion simulator.



About the Team:

LUMotorsport is made up of a number of students studying various degrees from Automotive Engineering to Finance and Business Management. Unlike other Formula Student teams, LUMotorsport is entirely organised and run by the student team members with guidance from the academic and technical staff only when required. This means that the team is not only responsible for producing a brand new car every year, but also all finances, health and safety, and the business side of running a motorsport team. This tough task is made even more difficult by the fact that all of the work must be done around the team members on going degree courses.

To produce the car, the team has access to a number of facilities provided by the University including our own dedicated lab area, machine workshop and access to many types of specialist equipment. Using all of these facilities, it usually takes the team seven months to produce the car from initial conception to a fully working vehicle. The team then extensively tests the car for a further two months ensuring the best possible chance of success at the first event held in July of each year.

Previous Results

LUM Car	Formula Student UK	Formula Student Germany	Formula Student Austria
LFS03	30th	-	-
LFS04	47th	-	-
LFS05	24th	-	-
LFS06	9th	19th	-
LFS07	10th	26th	-
LFS08	28th	14th	-
LFS09	12th	42nd	7th
LFS10	29th	43rd	10th
LFS11	33rd	-	-



Plans for 2011/2012 Season:

This year will be LUMotorsport's 10th competitive car and our aim is to become the top UK University competing and to achieve a top 10 ranking in the Formula Student Series Competition.

LUMotorsport will be competing in 3 of the most competitive events in Europe:

- » Silverstone, United Kingdom - 11th to 15th July
- » Red Bull Ring, Austria - 17th to 20th July
- » Hockenheim, Germany - 31st July to 5th August

To achieve this years targets, the team will be developing a number of innovative ideas which includes:

- » New lightweight cast aluminium modular rear end to support all drivetrain components and rear suspension.
- » New 2007 CBR600RR engine with extensive development into a fuel efficient map and incorporating a new intake, sump and exhaust.
- » Implementation of a new electronics system which includes dynamic data acquisition, communications and information system, traction control, launch control and paddle shift system.
- » Ergonomics study of the chassis to ensure the vehicle can fully accommodate a 95th percentile male to 5th percentile female, through re-design of the front chassis, pedal box and steering system.

All of these developments require valuable time, labour, technical support and funding, which can be achieved through forming a partnership with LUMotorsport.

# Cost Breakdown

Tools and running costs  
£5000

Event entrance fees  
£6000

Chassis & Bodywork  
Steel space frame, carbon  
fibre panel work  
£4500

Steering  
Custom Steering  
Wheel with MoTec  
MDD Display £2000

Driver Kit  
Overalls, helmets, gloves  
and boots  
£2000

Engine  
Honda CBR600RR  
£1000

Inlet Manifold  
Bespoke carbon fibre plenum  
inc. 20mm restrictor  
£1000

Brakes  
AP calipers  
£600

Tyres  
Hoosier FSAE's  
£1000

Impact attenuator  
Bespoke crash box  
structure, fully tested  
£1000

Exhaust  
Bespoke exhaust manifold  
£450

Differential  
Drexler LSD formula  
student specific  
£1700

Rear End  
Bespoke cast aluminium  
rear plate  
£2000

Dampers  
Cane creek double  
dampers  
£1700

Wheels  
Braid aluminium 13"  
rims  
£500

ECU  
MoTec M800 ECU  
£3000

Radiator  
Aluminium radiator  
£500

Hubs  
Bespoke aluminium  
uprights and tripods  
£4000

Suspension  
Tubular steel wishbones with  
bespoke aluminium rockers  
£2000

**Grand Total : £39150**





## Sponsorship Opportunities:

LUMotorsport welcomes all types of sponsorship ranging from direct financial support to technical assistance.

Benefits include placing a logo on the LFS12 car but also an opportunity to be directly associated with some of the most talented young engineers in the country, who have exclusive access to potential graduate recruits. In the past, many of our sponsors have benefitted from this contact and have taken on some very valued employees.

To develop this graduate interest, we encourage sponsors to visit us whenever possible both at the university and on track. All of this helps to generate a great team spirit, not to mention the opportunity to see the students at work and acquire some useful contacts in this diverse and stimulating environment.

All sponsors will receive updates via our regular newsletter and our popular website; [www.LUMotorsport.com](http://www.LUMotorsport.com) and our various social media sites.

Examples of previous promotional events includes:

- » The University's 'Freshers' Bazaar'
- » The Prescott and Loton Park Hillclimb events
- » The Autosport International Show
- » School Visits
- » Numerous Sponsor visits

Examples of previous media coverage includes:

- » Featured on BBC and ITV local news
- » International British Satellite News (BNSN)
- » Published in Racecar Engineering
- » Formula Student Case Studies
- » The Guardian
- » Motor's TV

Not forgetting the events themselves which are excellent opportunities to promote companies to an international audience and the next generation of engineers.



#### Sponsorship Packages:

The following packages have been put together to show what LUMotorsport can offer in return for various sponsorship deals:

**Bronze Sponsor – Up To £2,500 or Equivalent Support**  
+ Small sized company logo on car and event pit board  
+ Company name in the team's regular newsletter  
+ Company name, logo, hotlink & profile on the team's website  
+ Photograph of the car and team.

**Silver Sponsor – Up To £5,000 or Equivalent Support**  
+ Everything in the Bronze Package, Plus  
+ Medium size company logo on car and event pit board  
+ A visit from the team with car as part of sponsor tour.\*

**Gold Sponsor - £10,000 or Equivalent Support**  
+ Everything in the Silver Package, Plus  
+ Large prominent company logo on car nose cone, events pit board.  
+ Company logo on team kit  
+ Prominent company logo as title sponsor in all promotional literature produced by the team, including regular newsletter and website.  
+ Company logo displayed in workshop

Other sponsorship package formats are available after discussion with the team leader directly.

[\*- Time and availability permitting]



#### Contact Details:

If you are interested in supporting the Loughborough University Motorsport Team or would like any further information, please contact us on the details below:

Loughborough University Motorsport  
Stewart Miller Building  
Loughborough University  
Leicestershire  
LE11 3TU  
telephone: 01509 227272 (reception)  
website: [www.lumotorsport.com](http://www.lumotorsport.com)

Marcus Naylor  
Team Leader  
email: [teamleader@lumotorsport.com](mailto:teamleader@lumotorsport.com)  
mobile: 07768 087623

Scot Layton  
Faculty Advisor  
telephone: +44 (0)1509 227 261  
email: [s.layton@lboro.ac.uk](mailto:s.layton@lboro.ac.uk)



#### How to find us:

We are conveniently located just off junction 23 of the M1, head towards Loughborough town centre on the A512 and turn right at the first roundabout. Turn left at the next roundabout and you will arrive at the West Campus entrance to the University.

The Stewart Miller Building is the first left as you drive onto the campus.

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website: [www.lumotorsport.com](http://www.lumotorsport.com)

Find us on Facebook and Twitter: LUMotorsport



OLIVER



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