

FORMULA STUDENT

Institution of
**MECHANICAL
ENGINEERS**

Sponsorship Prospectus
www.imeche.org/formulastudent

WE ARE GRATEFUL TO OUR SPONSORS WHO WERE INSTRUMENTAL TO THE SUCCESS OF FS2014

PARTNERS



SPONSORS



SUPPORTERS



BENEFITS OF WORKING WITH FORMULA STUDENT

Formula Student challenges student engineers to design, build and race a single-seat racing car. The four-day event takes place at Silverstone, teams are tested on their design, costing and business presentation skills, and their cars' speed, acceleration, fuel efficiency, handling and endurance.

We connect the world's most ambitious and talented student engineers with businesses looking for future industry leaders.

Formula Student is viewed by the engineering industry as the gold standard for engineering graduates, transitioning them from university to the workplace.

Working with us is an exclusive opportunity to raise awareness of your brand to an international audience of over 2,000 entrants, over 250 volunteers who are professional engineers and 1,500 spectators.

Recruit

Meet the brightest and most dedicated business-ready graduates from around the world, connecting with the next generation of industry leaders.

Engage

Directly link the advantages of your business to our international audience, and become first choice for graduates entering the job market.

Showcase

Demonstrate the potential of your products and newest technologies, and capture the imagination of engineering's future decision-makers.



PEOPLE CAN COME OUT OF MOTORSPORT COURSES OR ENGINEERING DEGREES WITH ALL THE THEORY IN HAND, BUT THE WORKING WORLD CAN BE SO VERY DIFFERENT. FORMULA STUDENT DOESN'T JUST GIVE YOU THE WORK ETHIC, IT GIVES YOU THE PRACTICAL KNOWLEDGE.

LEENA GADE Formula Student Ambassador, Race Engineer, Audi Sport

2,500
student
entrants

145
world-leading
universities

33
countries
represented

4
days of
competition



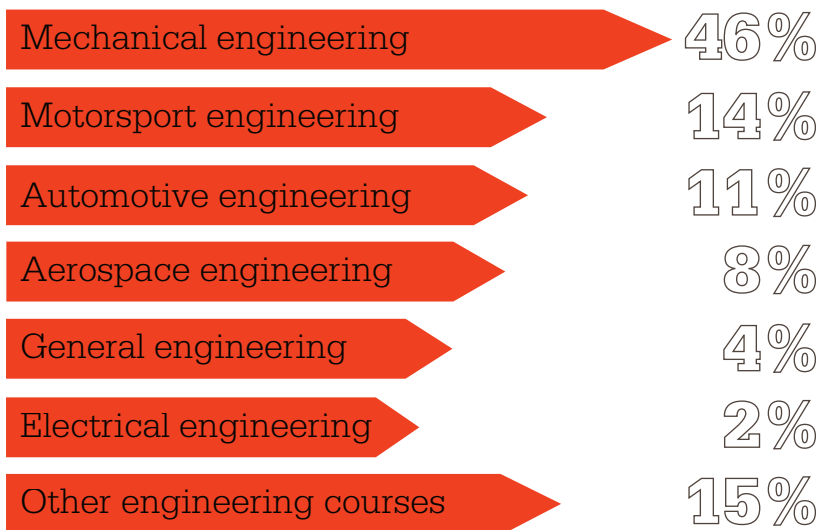
MEET YOUR NEW RECRUITS



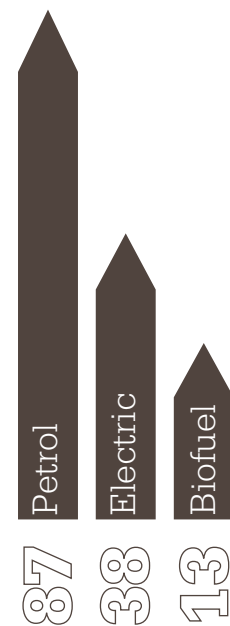
FORMULA STUDENT GRADUATES ALL ARRIVE WITH US BUZZING FROM WHAT THEY'VE DONE AND WANTING TO SEE IF THE IDEAS THEY HAD AND THE APPROACHES THEY TOOK ON CAN TRANSLATE ONTO AN F1 CAR. IT'S THE EXPERIENCE OF ENGINEERING IN A CLOSE-KNIT TEAM THAT'S SO VALUABLE TO US.

JAMES ALLISON Formula Student Ambassador, Technical Director, Lotus F1

FORMULA STUDENT COMPETITORS' COURSE SUBJECT



2013 TEAM ENTRIES BY FUEL TYPE



FORMULA STUDENT COMPETITORS' YEAR OF GRADUATION



2014 MEDIA COVERAGE



The 2013 competition attracted strong coverage in the media. Features on the event were picked up in media as far afield as India and New Zealand. There have been over 280 media clips for the event, including articles or news clips in the BBC (TV and radio), ITV and *The Independent*, 85 UK regional stories and over 120 web articles.

* Media data is supplied by Durrants, a service which does not monitor all news organisations. A more complete list of media coverage for Formula Student, and Institution coverage more generally in 2013, will be available at the beginning of 2014 in the Institution's Voice of the Profession report.

Media Partners



SOCIAL AND DIGITAL ENGAGEMENT

Our web, email and social reach is growing every year. Our entrants actively look to us for recruitment and development opportunities, engineering news and ways to engage more deeply with the competition. Sponsors can also access our growing Alumni network and Institution members.

WEBSITE

600,000 visits annually to formulastudent.com
71,000 visits during July 2013
20,000 visits annually to Partner and Sponsors section

EMAIL

Entrants' newsletter
 Monthly audience of **3,200** students, faculty advisors and alumni

Institution member newsletter
 Worldwide audience of **74,000** 59,000 UK
 15,000 International

Institution students and apprentices newsletters
 Monthly audience of **28,000** student members
5,000 apprentice members



10,943
likes



6,405
followers



500+
connections
421
in Alumni group



61,000+
views





“ ”

HAVING WORKED MY WAY UP, I APPRECIATE THAT TO DEVELOP A GOOD GROUNDING IN ENGINEERING, PRACTICAL EXPERIENCE IS ESSENTIAL. FORMULA STUDENT COMBINES HANDS-ON PRACTICAL APPLICATIONS WITH STUDENTS' ACADEMIC STUDIES, BUT ALSO GIVES EXPERIENCE IN VITAL SKILLS SUCH AS BUDGETING, PROJECT MANAGEMENT AND TEAM WORK.

ROSS BRAWN OBE Formula Student Patron, Team Principal, MERCEDES AMG PETRONAS F1 Team



FORMULA STUDENT PROVIDES A PLATFORM FOR EMERGING TALENT TO DEMONSTRATE CAPABILITY IN ENGINEERING AND BUSINESS AWARENESS TO INDUSTRY AND HELPS DEVELOP SKILLS IN STUDENTS TO MAKE THEM READY FOR INDUSTRY.

FS PARTNER JOSÉ LOPES MPHIL CENG FIET HEAD OF TECHNICAL EXCELLENCE.



THE QUALITY OF THE GRADUATE ENGINEERS EMERGING FROM FORMULA STUDENT IS NOW WELL-RECOGNISED BY THE AUTOMOTIVE INDUSTRY AND WE SEE MANY OF THE TOP COMPANIES LEVERAGING FORMULA STUDENT TO SOURCE TOP ENGINEERING TALENT... ONE OF THE REASONS WHY MIRA HAS BECOME A SPONSOR AND THE HOST FOR A FORMULA STUDENT TEST DAY.

FS SPONSOR AND OFFICIAL TEST DAY PARTNER TERRY SPALL CENG FIMECHE COMMERCIAL DIRECTOR.



PTC IS VERY PLEASED TO SUPPORT FORMULA STUDENT BECAUSE IT REPLICATES THE NEEDS OF OUR 10,000 CUSTOMERS IN EUROPE. STUDENTS LEARN HOW TO DESIGN, BUILD AND COMPETE ON THE TRACK JUST LIKE OUR MANUFACTURING CUSTOMERS DESIGN, BUILD AND COMPETE IN THE MARKETPLACE.

FS FACULTY ADVISOR AND SPONSOR JOHN D. STUART SVP GLOBAL ACADEMIC PROGRAM



FOR BOSCH, FORMULA STUDENT PROVIDES THE PERFECT PLATFORM TO PROMOTE OUR STRENGTHS IN ENGINEERING, TECHNOLOGY AND INNOVATION, HELPING TO INSPIRE YOUNG ENGINEERS OF THE FUTURE.

FS SPONSOR PETER FOUQUET UK PRESIDENT.



FS IS PURE ENGINEERING - WE WORK TOGETHER AND WE WIN TOGETHER.

JULIAN HÜGL

FS2013 Team Leader, ETH Zurich FS2013 winners



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