



EVENT PARTNER PACKAGE

£25,000

LIMITED AVAILABILITY (OFFER ENDS: 31/08/2014)

WWW.FORMULASTUDENT.COM

For any brand digital exposure is key. After all, we live in the digital age and the internet (and its content) is king, especially in the fast-paced student market.

2015 Formula Student (FS) Partners will have no shortage of opportunities to get their digital brand in front of our audience. Between the FS website, our brand new Graduate Recruitment Board and our extensive social networks, we will ensure you are seen and heard before, during and after the event.

The 2015 website package includes:

- **One** company logo and URL link on FS home page and on section pages
- **One** partner profile in Partner & Sponsors section of the website
- **One** "new partner" announcement in news section of the website
- **One** banner ad on the home page of the FS Graduate Recruitment Board
- **Two** job / news posts on the FS Graduate Recruitment Board (per month)

WWW.FORMULASTUDENT.COM	REACH
TOTAL VISITS IN 2013	533,000
TOTAL VISITS IN JULY 2013 (COMPETITION MONTH)	69,000
PARTNERS & SPONSORS SECTION VISITS IN 2013	21,500



SOCIAL MEDIA

In addition to featuring on the FS website and the Graduate Recruitment Board, partners will also be comprehensively promoted via our social media channels.

Key social media activities will include:

- **One** “new partner” announcement on FS social media channels
- **Six** “partner news” updates pre-event on FS social media channels
- **Three** “partner alerts” during the event on FS social media channels
- **One** post event “partner thank you” post on FS social Media channels
- **Three** links to partner social media networks on FS website

SOCIAL MEDIA	REACH	FS	IMECHE
FACEBOOK (LIKES)	125,000	10,000	115,000
TWITTER (FOLLOWERS)	18,500	5,500	13,000
LINKEDIN (CONNECTIONS)	8,000	1,000	7,000
YOU TUBE (VIEWS)	261,000	33,000	228,000
TOTAL	412,000	49,000	363,000



E-NEWSLETTERS

Formula Student has built up an extensive database of students, apprentices and advisors that include some of the brightest young engineers from around the globe, representing over 140 universities from over 30 countries.

Key database activities will include:

- **One** "New Partner" announcement in FS monthly e-newsletters
- **One** company logo on each FS monthly e-newsletter (up to 12 in total)
- **Three** pre-event case-studies / news items in FS monthly e-newsletters
- **Two** partner webinar (or alternative digital showcase content) listings
- **One** mailing list opt-in site in emails (linked to partners page on website)

E-NEWSLETTERS	REACH
TEAMS AND ADVISORS (FORMULA STUDENT)	2,500
STUDENTS & APPRENTICES (FORMULA STUDENT / IMECHE)	39,000
TOTAL	41,500



EVENT BRANDING

As you would expect of an event of this scale, FS requires the production of a large amount of printed materials both before and during the event. Partners will feature on these materials wherever possible to ensure high levels of visibility.

Key opportunities in 2015 will include:

- **One** partner logo on selected FS promotional literature
- **One** partner logo on front cover of FS Event Guide
- **One** full page colour advert in FS Event Guide
- **One** company profile (200 words) in FS Event Guide
- **One** logo on FS event passes (for partners signed before March 2015)
- **One** insertion of promotional literature or gift into FS Welcome Packs
- **One** exhibition stand with power (5m x 5m) in paddock area
- **One** product showcase area in the paddock or on track (12m x 10m)
- **One** company brochure displayed at key information / meeting points
- **One** data capture tool for recording the details of those you meet at FS
- **Four** corporate flags displayed in prominent sites around the venue
- **24** corporate banners around the Silverstone Circuit (paddock / track)

KEY MATERIALS	REACH
FS POSTCARD (DISTRIBUTED AT KEY STUDENT EVENTS)	5,000
FS GUIDE (AVAILABLE FOR SALE ONSITE)	3,500
FS WELCOME PACKS (GIVEN TO ALL ATTENDEES)	3,500
FS EVENT PASSES (GIVEN TO ALL ATTENDEES)	3,500
TOTAL	15,500



MEDIA COVERAGE

Each year Formula Student generates a vast amount of media coverage.

In 2013 our AVE (Advertising Value Equivalency) was over £1.2 million pounds. We do our very best to ensure that partners and sponsors get the full benefit of exceptional exposure, directly and indirectly.

Media opportunities in 2015 will include:

- **One** “New Partner” announcement via FS website news section
- **One** company logo included in editors notes of FS press releases
- **One** partner story (FS related) to be “feature pitched” to media partners

MEDIA COVERAGE 2013	REACH
DIGITAL PRESS	122
REGIONAL PRESS	85
TRADE PRESS	63
INTERNATIONAL PRESS	2
NATIONAL PRESS	1
BROADCAST MEDIA (INC. BBC, ITV AND SKY)	9
TOTAL	282



ONSITE HOSPITALITY

In addition to the digital, social, branding and media opportunities we provide pre and post event, the 2015 partner package includes a number of onsite hospitality options allowing you to network with clients, relax with colleagues and generally make the most of your time onsite with us at the event.

Package includes:

- **Ten** Paddock hospitality passes for entertaining clients, staff or guests
- **Four** invitations to the Faculty Advisor Reception
- **Eight** event passes for each day of the four day event
- **Eight** event catering passes for each day of the four day event
- **One** acknowledgement in opening and closing ceremony speeches
- **Two** company-named awards judged, presented and provided by you
- **Five** passes for attendance at the pre-event Silverstone Circuit site visit

Note:

Additional sponsorship packages are available for the **Faculty Advisor Reception**, including **Headline Partner** and **Official Sponsor**.