



Arundo Racing

SPONSORSHIP PROPOSAL

Introduction to Arundo Racing

Arundo Racing are a team of 5 Durham Johnston Year 10 Students who are looking for sponsorship for our entry into the F1 in Schools 2024/25 competition.

Our team are passionate about both F1 and engineering and we are dedicated to succeeding in this competition.



About Durham Johnston School

Durham Johnston is a 1700-place 11–18 school serving Durham City and communities beyond to the south and west. It traces its history to the foundation of a county grammar school for girls and boys in Durham City, partly funded by the will of Susan Johnston, in 1901.



PICTURE OF DURHAM JOHNSTON SCHOOL

Durham Johnston is a language college and a lead school for Gifted and Talented education, with full international status.

It is usually oversubscribed and runs on strict admissions criteria based entirely on students' addresses, managed by the County Council.

The 'F1 in Schools Competition

'F1 in Schools' is an international STEM competition for secondary school students, in which groups of 3–6 students have to design and manufacture a miniature F1 car using CAD/CAM and CAE design tools.

The cars are powered by CO₂ cartridges and are attached to a track by a nylon wire.



The competition is currently operational in over 40 countries and was first introduced in the UK in 1999. Its aim is to introduce younger people to engineering in a more fun environment and is held annually, with Regional and National Finals.

The overall winners of the National Finals are invited to compete at the World Finals, which this year are in Saudi Arabia.

Reach of the 'F1 in Schools' Competition

The Reach of the 'F1 in Schools' Competition is huge, with over 1.7 BILLION media and social reach!!

You can download their [2023/2024 Impact Report HERE](#). However, below is one slide taken from that report which will help bring home the impact it has, and the opportunities available for sponsors to promote their brand.



IMPACT & REACH OF F1 IN SCHOOLS

With the increasing popularity of F1, the figures for 2024/25 should far surpass the impact of the previous year. 'F1 in Schools' is an incredible opportunity for businesses to promote their brands and at a price far removed from the prices of commercial advertising.

Three Stages of the Competition

The 2024/2025 F1 in Schools Competition will progress through three stages: Regionals, Nationals, and World. Each stage will be more demanding than the last and give the opportunity to proceed in the competition.



LANDO NORRIS AT F1 IN SCHOOLS FINAL



WORLD CHAMPIONSHIPS 2023 IN SINGAPORE

Why We Need Sponsorship

Part of the remit of the project is to access sponsorship. Monies raised will be invested in the design and production of the car, merchandise, team building, advertising, clothing and travel costs. The further we progress in the competition the greater the expenses will be.

Our estimated costs, just for Regionals are around £3,300

A3 portfolios	£20	Display Keyrings	£220
Pit Display Banners	£300	Business cards	£30
Pit display Backing	£150	Additional Pit Display Handouts	£60
Car Foam Blocks	£75	Table Mat	£15
Axel Bushes	£10	Clothing Costs (Shirts and fleeces)	£554
Axels	£10	Clothing Costs (Coats, Umbrellas, Hats)	£450
Wheels	£30	Paint and Decals	£100
Rendering Software	£920	Web Design Software (ongoing)	£130

Estimated costs for Nationals are currently £9,000. And £12,000 for World

Benefits of Sponsorship

The F1 in Schools Project has a huge reach = primarily to F1 fans, car enthusiasts and engineering students, as well as the broader STEM Community.

With a 1.7 billion media and social reach, a presence in over 60 countries, 34 in country coordinators and 1000+ attendees at the Aramco world finals, not to mention regionals and nationals, there is plenty of opportunity to advertise your brand.

We are absolutely determined to give our sponsors as much coverage as we can, and strive to embody a just repayment of any sponsorship given.



Why Arundo?

Here are just a few reasons why Arundo Racing trumps the rest:

- * We already have an awesome brand in place
- * We're passionate about engineering and F1
- * We are all top-students in our year, with a history in smaller but similar competitions (many of which we won!)
- * We are self-funding, and appreciate the value of any monies given.
- * You can see from our website arundoracing.com, just how seriously we take this competition.

Sponsoring Us

We are looking for help on three levels:

- * **BRONZE:** You can simply provide us with a donation towards our goal.
- * **SILVER:** In return for a donation, we will place your logo on our social media, website and any presentations and portfolios we make.
- * **GOLD:** In return for a donation and ongoing support, we will place your logo on our merchandise, social media, website and any presentations we make; AND on our Pit Wall and Car.



PREVIOUS ENTRY: TEAM SONIC BOOM'S CAR

If this is something that interests you, we are happy to look for a mutually beneficial agreement between us. Please get in touch:

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