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FORCE IKSHVAKU

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SPONSORSHIP PROSPECTUS 2024-25

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C03 FORCE IKSHVAKU RACING



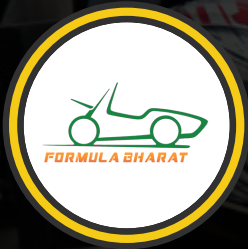
WHO WE ARE

Force Ikshvaku Racing proudly represents The National Institute of Engineering, Mysuru as its official Formula Student team. Our diverse team of driven engineering students share a passion for designing and fabricating open-wheel racing cars. We are dedicated not only to competing but excelling in every aspect of the competition, from design and manufacturing to performance and marketability.

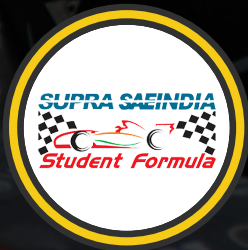
This year, we achieved impressive positions, including AIR 5 overall, 4th in statistics, and 7th in Engineering Design highlighting our commitment to excellence and innovation in engineering. Additionally, we secured AIR 3 in Cost and Manufacturing, showcasing our dedication to precision and quality in every aspect of competition.



WHAT WE DO



Force Ikshvaku Racing actively participates in **Formula Bharat**, an esteemed Indian Formula Student-style engineering design competition. This renowned event evaluates **life-size formula-style vehicles** across disciplines such as **engineering design, cost analysis, marketability, and dynamic performance**. Formula Bharat mirrors the global student Formula series, hosted annually in approximately 11 countries.



The primary **goal** is to **foster hands-on practical experience** among students, enabling the application of theoretical engineering principles learned in academic settings. Participants develop essential skills in **administration and teamwork**, crucial for success in professional environments. A key aspect involves the annual construction of a **new vehicle**, necessitating proactive efforts to secure sponsorship and donations for project sustainability.

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OUR JOURNEY



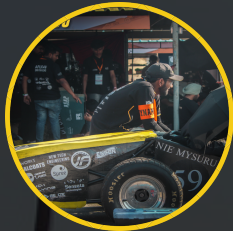
2016

4th in endurance
7th Overall position
Featured on front page of Autocar Supplement



2017

2nd in Business Event in SUPRA SAE 2017



2019

11th in Business Event in Formula Bharat 20



2022

6th in Business Event and 10th overall in Formula Bharat 22



2023

6th in dynamic event and 12th overall in Formula Bharat 23



2024

3rd in Cost and Manufacturing Event, 4th in Overall Statistics, 7th in Engineering Design and 5th Overall In Formula Bharat 24

OUR ACHIEVEMENT 2024



AIR 3

Cost Report &
Manufacturing



AIR 4

OVERALL
STATICS



AIR 5

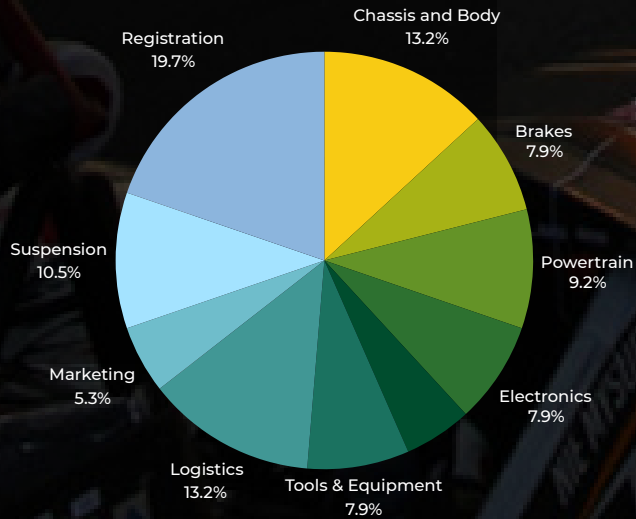
OVERALL
COMBUSTION



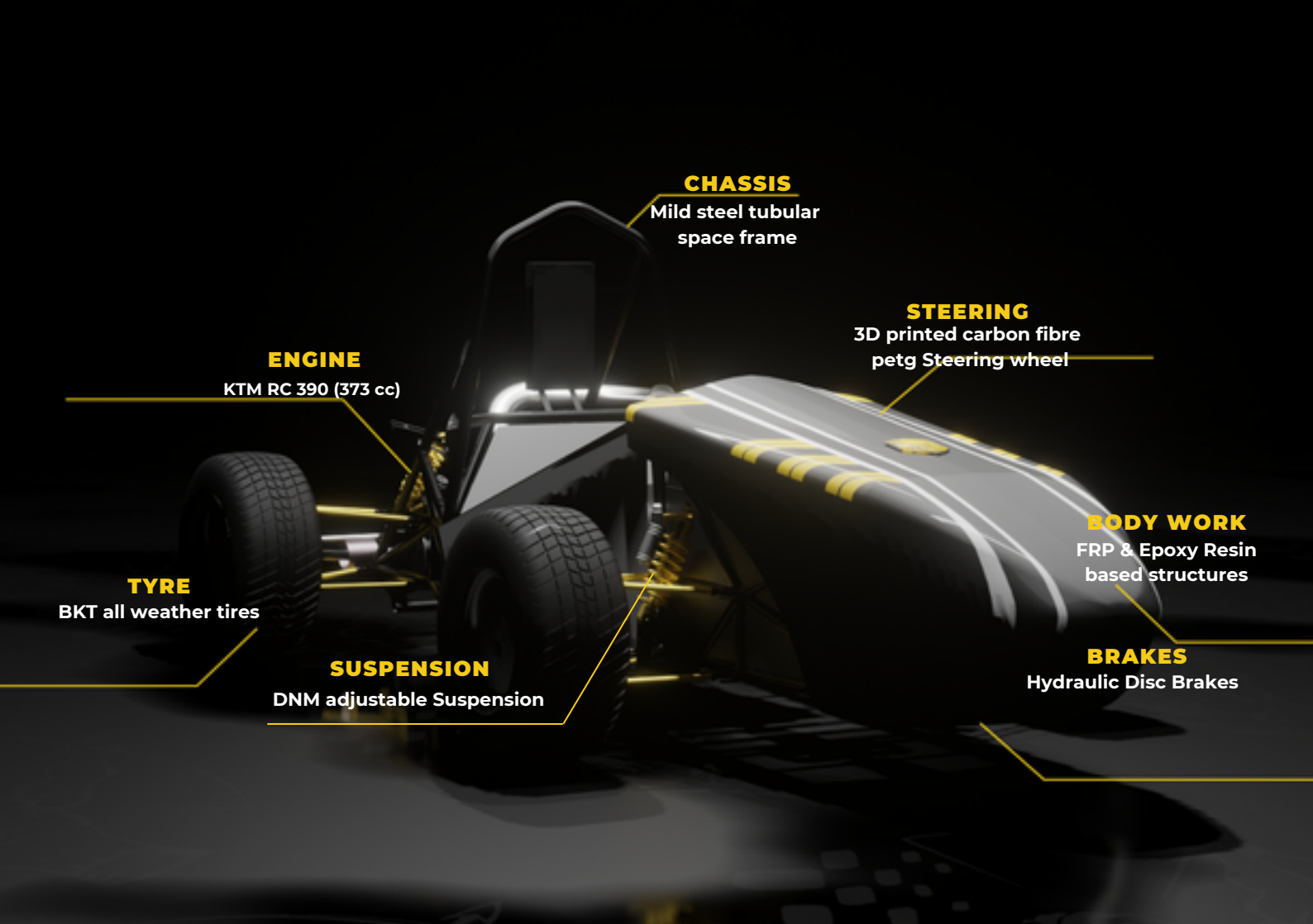
AIR 7

Engineering Design
Presentation

COST ESTIMATE



Chassis and Bodywork	₹50,000
Brakes	₹30,000
Powertrain	₹35,000
Drivetrain	₹25,000
Electronics	₹30,000
Steering	₹20,000
Suspension	₹40,000
Tools & Equipment	₹30,000
Logistics	₹50,000
Marketing	₹20,000
Registration Fees	₹75,000
TOTAL	₹4,05,000



CHASSIS

Mild steel tubular space frame

STEERING

3D printed carbon fibre petg Steering wheel

ENGINE

KTM RC 390 (373 cc)

BODY WORK

FRP & Epoxy Resin based structures

BRAKES

Hydraulic Disc Brakes

TYRE

BKT all weather tires

SUSPENSION

DNM adjustable Suspension

HOW YOU CAN HELP US

Financial Support

Cash sponsorship is essential for our support system, enabling us to procure vital components, tools, and cover competition entry and transportation with precision. Your sponsorship ensures our competitiveness and sustained success on the track.



Components

Our success in the Formula Student competition hinges on specialized mechanical and electrical components, tools, and test equipment. Your sponsorship ensures we have these essential resources to push boundaries and achieve excellence on the track.

Machining

Sponsors provide vital machining services such as CNC machines, lathe machines, and specialized laser cutting tools to craft precisely designed automobile parts for our car. Your support ensures the quality and precision necessary for our vehicle's performance on the track.



HOW YOU CAN HELP US

Software Access

Access to industry-leading software like SolidWorks is crucial in Formula Bharat. It instills confidence in our calculations and designs, facilitating reliable optimization and validation processes, ultimately impacting our success on the track.



Technical Consultancy

Navigating the challenges inherent in designing, manufacturing, and testing a Formula Student car presents invaluable learning opportunities. Industrial insight into these challenges serves as a vital asset, expanding our horizons and enhancing our capabilities in pursuit of excellence.

SPONSORSHIP

	Platinum > ₹100,000	Diamond > ₹75,000	Gold > ₹50,000	Silver > ₹25,000	Bronze > ₹10,000
Promotion in social media	✓	✓	✓	✓	✓
Brand name on team t-shirt	✓	✓	✓	✓	✓
Promotion on posters/banners	✓	✓	✓	✓	
Brand name on the car	✓	✓	✓		
Complimentary merchandise	✓	✓			
Promotion of brand in all FB events	✓				
Promotion in print media	✓				

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WHAT WE OFFER



1. Brand Exposure:

We Ensure prominent placement of sponsor logos on **team merchandise, race car, and promotional materials**, enhancing brand visibility and recognition among our target audience.

2. Media Coverage:

We Provide sponsors exposure through **press releases, social media shout-outs, and mentions in team updates and newsletters**, showcasing their support to a wide audience.



3. Customized Sponsorship Packages:

Tailored sponsorship packages to meet the specific needs and preferences of sponsors, offering flexibility and ensuring mutual benefits for both the parties.

WHAT WE OFFER



4. Long-Term Partnerships:

Fostering long-term partnerships with sponsors, offering ongoing support and benefits beyond individual race seasons, and aligning shared values and goals for sustained success.

5. Data and Analytics:

We Provide you with access to relevant data and analytics, including performance metrics, audience demographics, and engagement statistics, enabling you to measure the impact of their sponsorship investment.

6. Innovative Marketing Initiatives:

Implementation of creative marketing initiatives such as interactive campaigns, or engaging people in Fun team activities to engage sponsors and audiences alike.

OUR TEAM



C03 FORCE IKSHVAKU RACING NIE MYSORE 



OUR PREVIOUS SPONSORS

Klok Systems
Excellence Delivered



MYPOL



3M

CORSA

BALAJI
AUTOTECH



PONWAL ELECTRIC

MONSTER
ENERGY



SOLIDWORKS



DESHIK
LABS

broomstick

Sensata
Technologies

GABRIEL

JO.1
RALLYING

NIE CNC
TRAINING CENTRES



Mysuru Renewable
Energy Technologies



S-ZERO

ALCOATS

Baghirathi

CoreEL
Technologies
Enabling Excellence

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watch us in action!
bit.ly/forcelkshvaku