

# WARWICK RACING



The University of Warwick presents the electric vehicle Grand Prix (evGP) masters project; and exciting opportunity to be part of the environmentally friendly future of motorsport. A team of nine enthusiastic and hard-working engineers are designing, developing, manufacturing and racing a green vehicle, aiming to bring innovative sustainable concepts to the motorsport world, and build on the success of our predecessors and win the competition.

### ***EVGP***

The evGP is an annual international event, organised in the US by Purdue University, Indiana. Teams from across the globe compete to design, build and race electric vehicles. The last competition saw Warwick University finish fourth out of thirty international collegiate entrants. The standard of engineering is very high and demands a good team with a strong entry. The event has been publically supported by President Obama and last year the Warwick team gained national news coverage as a result of public interest.

The culmination of the project is two weeklong events at both Purdue and Indianapolis race circuits in April and May where teams are assessed in both the performance of their vehicles as well as their educational outreach into the local community. Being in its third year of competition, the event is proving very successful; having a positive effect on raising the profile of zero-emissions technology in the motorsport world, as well as giving the engineers of the future exposure to the subject. As a result of this success, there is expected to be a UK based evGP event next year, held at Rockingham Race Circuit, making the event more accessible to British universities.

### ***Green, Reliable, Efficient***

Viability within motor racing is no longer a question of competitive performance alone. Recent declines in vehicle manufacturer participation within professional race series have been driven not just through financial concerns, but the increasing conflict with brand image and environmental sustainability. The evGP project aims to promote innovation with green technologies that aren't conventional in motorsport and industry. The focus is on the manufacture of an energy efficient, race worthy electric go-kart which encourages design for a sustainable and environmentally responsible future.



## ***Benefits of Sponsoring Warwick Racing***

Global corporations are now seeking a cleaner, more sociably responsible image. Warwick Racing's evGP team is extending an opportunity by which your corporation can improve its public image and green credentials. Work on our entry is currently in the early stages and we are looking for companies to support us with the project. We are therefore asking if your company would be interested in being involved with Warwick Racing and sponsoring this green initiative.

We would greatly appreciate any contribution that you are able to offer. This could be financial support, however expertise, advice, materials, use of manufacturing facilities and support with testing are equally valuable. Warwick University is looking to build relationships with sponsors and manufacturers as involvement in the competition continues in the future. The majority of the project is funded through sponsorship. Although already a high profile project within Warwick University's Engineering Department, we are constantly working towards raising our profile on the entire campus. In return for your support we are able to provide direct access to some of the best graduates Europe has to offer.

Depending on the level of sponsorship we offer various degrees of promotion. Our diamond package for example includes the chance to borrow the car for your own marketing and guarantees you to be the sole sponsor in your area of expertise. The funding will be used to purchase materials, parts and to provide means of transportation for the team and vehicle in order to reach the event.

## ***Sponsorship Packages***

Note: All packages are subject to negotiation, parts of equivalent value also included, long term and previous sponsors will receive greater benefits.

### ***Sequoia Package (£7,500+)***

Exclusive benefits:

- Guaranteed sole sponsor in area of expertise
- Show advert on our pit screen during event at Purdue
- Prominent logo on vehicle and driver's race suit

### ***Maple Package (£5,000+)***

Exclusive benefits:

- Use car for own marketing (subject to availability)
- Invitation to speak at our events
- Presentation of leaflets in our designated pit area
- Stationary advert on our pit screen during event at Purdue
- Dedicated area on our website
- Prominent logo on vehicle
- Large logo on all competition clothing

Plus Oak and Ash benefits

### ***Oak Package (£2,500+)***

Exclusive benefits:

- Access to School of Engineering Student pigeon holes for recruitment materials
- Logo on body of vehicle
- Company logo on T-shirt

Plus Ash benefits

### ***Ash Package (£1000+)***

- Logo on vehicle and in pit area

Plus Pine benefits

### ***Pine package (£500+)***

- Access to graduates and display of Logo on pit screen

All our sponsors will receive regular newsletters and updates on the team's progress and will be invited to our promotional and academic events.



## **Contact**

For further information or if you have any questions, please do not hesitate to contact us at:

## **Address**

Warwick Racing  
Warwick Manufacturing Group  
University of Warwick  
Coventry  
CV4 7AL  
United Kingdom

### ***Rick Churchill-Davies***

Sponsorship Manager  
Tel: +44 7595 343099  
Email: [r.churchill-davies@warwick.ac.uk](mailto:r.churchill-davies@warwick.ac.uk)

### ***David Watkins***

Finance Manager  
Tel: +44 7724 285723  
Email: [david.watkins@warwick.ac.uk](mailto:david.watkins@warwick.ac.uk)

## **Website**

[go.warwick.ac.uk/evgp](http://go.warwick.ac.uk/evgp)



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