



# SPONSORSHIP BROCHURE 2024



# THE TEAM

Team HARE comprises a dedicated group of highly motivated engineering students pursuing Master of Engineering (MEng) and Bachelor of Engineering (BEng) degrees at the University of Huddersfield. Our team boasts expertise spanning various engineering disciplines, including Mechanical, Automotive, Electrical and Electronics Engineering.

Since our inception in 1999, Team HARE has been a consistent participant in the prestigious IMechE Formula Student competition. Since 2007, the event has been held at Silverstone Grand Prix circuit. The event task for participation is conceptualising, designing, and constructing a cutting-edge single-seater race car, showcasing our engineering prowess and innovation.

In addition to the annual British competition, Team HARE consistently participates in select European events, including Formula Student Spain, Hungary, and the Czech Republic in recent years.

Our team members specialise in critical aspects of car performance, including powertrain systems design, suspension kinematics, aerodynamics, and battery technology. Our approach integrates computer simulations with rigorous practical testing to meticulously refine and optimise our race car's performance.

# THE CHALLENGE - ELECTRIFIED ⚡

In the words of Formula Student, the event is “Europe’s most established educational motorsport competition. Backed by industry and high-profile engineers such as Patron Ross Brawn OBE, the competition aims to develop enterprising and innovative young engineers and encourage more young people to take up a career in engineering.”

This year we’re excited to announce our venture into the world of EVs. This season we will be building our very first electric formula student vehicle. Using 4 in-wheel hub synchronous motors powered by our 540V custom battery and paired with single stage planetary gearbox, makes this year’s car our fastest Team HARE car ever!

As this is our first year, the challenge is to learn all about electric vehicle technology and at the same time build the car at an exceptional rate in-order to give us as much time as possible to test the car.

At the event the HARE-24 must also undergo full EV technical scrutineering to ensure the IMechE’s rules are adhered to. The car also participates in static and dynamic testing to evaluate the reliability and performance of the car. Another aspect of the event is the business competition where the team has to present a business plan and a cost forecast for the mass-market production of the HARE-24 car.





# NOTABLE RESULTS

<b>FSUK 2019</b>	6th	Most Improved Team & Number 3 UK Team
<b>FSUK 2013</b>	15th	Number 1 UK Team
<b>FS Spain 2013</b>	5th	
<b>FSUK 2011</b>	28th	2nd Fastest UK team in Endurance
<b>FS East 2010</b>	6th	

Full Results are available on [teamhare.co.uk](http://teamhare.co.uk)



# GET INVOLVED

A partnership with Team HARE will bring a range of benefits to your organisation, some of which are listed on the right-hand side of this page and overleaf.

We represent our university alongside our sponsorship partners at both the national and the international stage. Since its inaugural year in 1999 Team HARE has been featured through traditional media including television, regional newspapers and the University of Huddersfield promotional materials.

Together with coverage on our social media and on every page of our official website, our partners' logos will be featured on the HARE-24 car, the 2024 teamwear and anything we publish until the competition completion in August 2024.

# WHAT WE CAN OFFER

- Product testing and development.
- Brand promotion and product feedback.
- Exclusive partner at the launch event of HARE-24.
- Logo placement on HARE-24 car, website, teamwear and more.
- Flexible, mutually beneficial opportunities for both the short and long term.

# SPONSORSHIP TIERS

Whether you're interested in donating a small contribution or significant investment, we can tailor an agreement that suits your requirements and offers exclusive benefits.

## CURRENT SPONSORS:

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### **GOLD - ABOVE £2,500 or EQUIVALENT - INCLUDES ALL BELOW TIERS, PLUS:**

- Large logo on HARE-24 car, prominent on teamwear, website and all promotional material.
- Invitations to an exclusive tour of the team workshop during build.
- Recurring coverage on all social media channels through the year.
- 3x entrance tickets to Silverstone FS events (awaiting event dates).

### **SILVER - UP TO £2,500 or EQUIVALENT - INCLUDES ALL BELOW TIERS, PLUS:**

- Medium Logo Placement on HARE-24 Car, Teamwear, Website, and Promotional Material at Exhibitions.
- Consistent Social Media Posts Throughout the Academic Year.

### **BRONZE - UP TO £1,000 or EQUIVALENT - INCLUDES ALL BELOW TIERS, PLUS:**

- Small logo on HARE-24 car, teamwear, website and select promotional material
- Invitations to exclusive HARE-24 launch.
- 2 featured Social Media Posts (Advertisement of company products / services).

### **CONTRIBUTOR - UP TO £500 or EQUIVALENT - INCLUDES:**

- Mini logo on HARE-24 car and website.
- Monthly newsletters of HARE-24's build progress.
- Invitation to HARE-24 car reveal event.
- 1 Featured "Special Thanks to..." acknowledgment on Social Media.

# THANK YOU!

Thank you for taking the time to read through our brochure and learn more about this years Team HARE. HARE-24 would not be possible without the help and guidance of our sponsors and associates.

If you have any further questions or are interested in the HARE-24 project, do not hesitate to contact us using the above information.

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