SPONSORSHIP PACKAGES

NAMING
PLATINUM
GOLD
SILVER
BRONZE
Contact us: wsc.cecs@anu.edu.au
Visit us: solarracinganu.com.au
Instagram: @solarracinganu
Facebook: ANU Solar Racing

Partner with us to be part of the future of innovative renewable solutions and to inspire future generations in STEM.
The sponsor will be provided with invitations to attend all major ANU solar racing team networking events with a range of industry leaders. This is likely to include the build completion event, race send-off and a race-completion event.

The company logo will be displayed on the ANU solar car trailer which will transport the car to and from the 2023 Bridgestone World Solar Challenge.

The company logo will be displayed on the ANU Solar Racing website and every race team shirt. Sponsors will be grouped and sized according to the level of Sponsorship.

The team will make and tag the sponsor in a custom social media post across multiple social platforms. The team will ensure that the post is accurate and within the bounds of the ethics and interests of the sponsor.
SILVER $10,000

- **Company logo displayed on the Solar Car with obstructed view (see image)**

  Company name and logo will be displayed on the solar car, as denoted by the orange box in the image below. For a different company logo position, please see additional sponsorship packages.

- **Company name and logo displayed on trailer**

  The company logo will be displayed on the ANU solar car trailer which will transport the car to, from and during the 2023 Bridgestone World Solar Challenge.

- **Custom social media posts**

  The sponsor can create four custom posts to be shared by the ANU Solar Racing team on all social media channels. These posts do not have to be related to the team and are primarily for promotional purposes. The team can create these posts for the sponsor upon request.

**Plus**

- Invitations to attend all major team and networking events

- Company logo displayed on team shirts and website

- Social media posts tagging sponsor

- Company name and logo displayed on selected promotional material

**Plus** $10,000

Company logo displayed on the Solar Car with obstructed view (see image)
GOLD $20,000

Also Included

- Invitations to attend all major team and networking events
- Company logo displayed on ANU Solar Racing car
- Company logo displayed on team shirts and website
- Social media posts tagging sponsor
- Company name and logo displayed on selected promotional material
- Company name and logo displayed on trailer

Landmark photos with sponsor promotional material

We are fortunate enough to have a variety of connections within the ACT and are able to organise a showcase of the car at various locations. Landmark photos will be taken at well-known locations with company-specific promotional material such as banners included.

Promotional interview with Solar Racing member

Exclusive promotional interview with sponsor representative to be posted on social media platforms. Interview length will be approximately five minutes and questions can be tailored upon request to best promote the sponsor.

Company promotion during all media releases, public appearances and team events

The company name and logo will be displayed at team events, including all major showcasing and networking events. The team will verbally acknowledge the support of gold, platinum and naming level sponsors.

Company logo displayed on solar car with unobstructed view (view image)

Company name and logo will be displayed on the back of the solar car, which provides clear visual access to the sponsors' name and logo. Company name and logo will be displayed on the solar car, as denoted by the orange box in the image below.
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<th>Level</th>
<th>Price</th>
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<td>PLATINUM</td>
<td>$50,000</td>
<td>Invitations to attend all major team and networking events</td>
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<td>Company logo displayed on ANU Solar Racing car</td>
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- **Front fairing company logo displayed on the solar car** (see image)
  - Company logo will be displayed on the solar car, as shown by the orange box in the image below. The company logo will be showcased on the front fairing. For a different company logo position, please see additional sponsorship packages.

- **Feature article and video showcasing sponsor**
  - One-page article and video outlining the challenge, competitors, team’s progress and outcomes, with reference to sponsorship contribution. It will detail the learning and outreach aspects of the project, particularly in enhancing professional development. This article will be made available to the sponsor for promotional purposes.

- **Tailored photos to brand**
  - The team will supply the sponsor with 10 high-quality photos of the race itself to be used for self-promotion or other purposes.

- **Tailored videos to brand**
  - The team will supply the sponsor with video of the race itself to be used for self-promotion or other purposes. This video will include aspects of the race that have been indicated as preference by the sponsor.

- **Access to the solar car for promotional purposes**
  - Platinum level sponsors will be provided with access to the solar car for up to three days. Sponsors are permitted to showcase the solar car for promotional purposes.
NAMING  $120,000  All Previous Levels

Naming rights to the solar car
The team will name the car as the sponsor wishes and will always refer to it as such externally and internally. The car design will also be designed with the sponsor’s colour palette in mind and the sponsor will have final approval rights.

Front fairing company logo displayed on solar car
Company logo will be displayed on both the fairing and the shell of the solar car, as shown by the two orange boxes in the image below. The company logo will be showcased on the front side as the only logo displayed on that fairing. For a different company logo position, please see additional sponsorship packages.

Access to the team for promotional purposes
Naming sponsors may reasonably request full access including corporate presentations, video interviews, articles and written responses from any ANU Solar Racing team members for corporation promotion, that is not exhaustive of company videos, websites, corporate marketing material and internal newsletters.

Exclusive landmark photos
High quality photos will be provided to sponsor, specifically taken for the company. These photos will not be distributed to any other sponsor or used by the team for promotional purposes. The sponsor is entitled to use these photos to their discretion.

Exclusive videos
A video montage of the event will be provided to sponsor, specifically taken for the company. This video will not be distributed to any other sponsor or used by the team for promotional purposes. The sponsor is entitled to use this video to their discretion.

Access to the solar car for promotional purposes
The naming sponsor will be provided with up to 4 periods of time with access to the solar car and its team members.

Feature article
Invitations to attend all major team and networking events
Company logo displayed on ANU Solar Racing Car
Company logo displayed on team shirts
Social media posts tagging sponsor
Company name and logo displayed on trailer
Custom social media posts
Promotional interview with Solar Racing team member
Landmark photos with sponsor promotional material
Access to the solar car for promotional purposes
Tailored photos and videos to brand