





WHO IS TAU RACING?

TAU Racing is a society within the University of Aberdeen, formed of undergraduate students from various degree backgrounds. The team's goal each year is to design, manufacture and build a single seat race car to compete at the annual Formula Student competition.

TAU Racing was established in 2007 by 10 founding members and has now over 60 members across a variety of sub-teams including;

- Chassis
- Suspension
- Brakes & uprights
- Wheels, tyres & steering
- Electrical systems
- Powertrain
- Engine
- Bodywork & aerodynamics
- Business & cost

The project is solely funded through sponsorship – a relationship that presents numerous benefits for both the team and the sponsor.

The project teaches team members to apply engineering methods to a real-life engineering project, allowing the student's own designs to be manufactured and used on the car. The team is committed to developing undergraduate students, enhancing their design and manufacturing skill set, as well as project management, teamwork, communication and networking skills.





WHAT IS FORMULA STUDENT?

Run by the Institution of Mechanical Engineers (IMechE), Formula Student promotes careers and excellence in engineering. The competition challenges university students to design, build, develop and market a single seat race car. The Formula Student competition attracts various different university teams from around the globe. It incorporates both Static and Dynamic events, challenges students in their design, cost and business concepts, as well as measuring the overall performance of the car in various different aspects.



“TAU Racing members develop teamworking skills, as well as entrepreneurial skills, which is really important for modern day engineers.” - Igor Guz, Head of Engineering, University of Aberdeen

WHAT CAN TAU RACING OFFER YOU?

TAU Racing can provide connections with the University of Aberdeen, as well as links to well-developed students from varying disciplines who are nearing the end of their studies.

By generating STEM links with our programme, your support equips team members with the following:

- Experience working on a live engineering project, alongside university commitments
- Better developed interpersonal and networking skills
- Project management experience, leadership qualities and team work
- Gender diversity and inclusion in the field of engineering

TAU Racing can provide you with exposure through a variety of different channels:

- Social Media Platforms – LinkedIn, Facebook, Twitter, Instagram
- Representation of your brand at various different networking events such as Subsea UK or Offshore Europe
- Company branding displayed on team's merchandise
- Exposure on international level within engineering and automotive industry





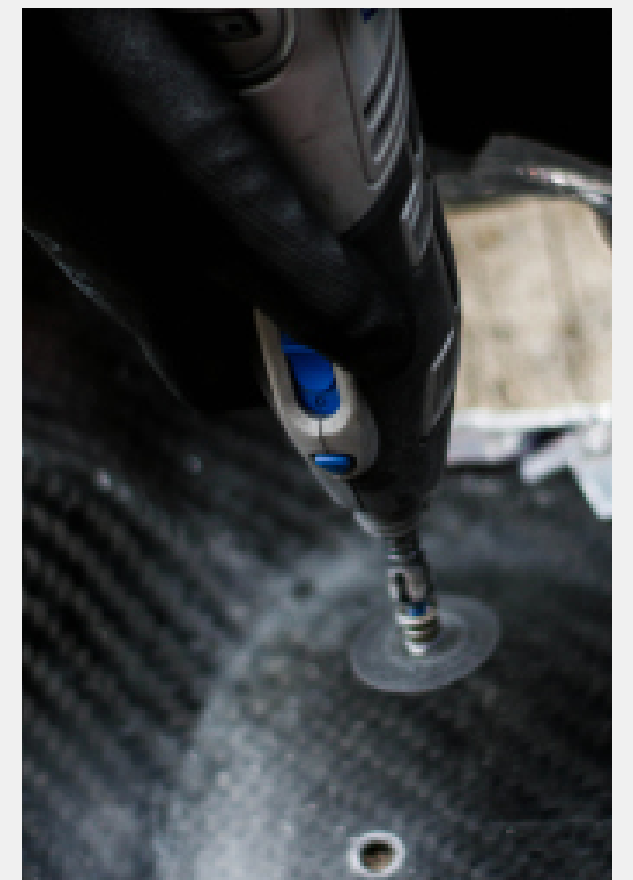
ACCOLADES & AMBITIONS

During the TAU-20 project, TAU Racing aims to build upon previous success and lessons learnt from past Formula Student competitions, repeatedly achieving 1st place in Scotland whilst maintaining its top 10 ranking amongst UK universities.

The team intends to achieve this through close analysis of previous performances and implement strategic improvements accordingly. For the first year, the team will have set timed goals for the vehicle's dynamic performance which has allowed for the main team aims of the TAU-20 vehicle. By focusing on the performance on track and not only the general performance of the vehicle, the team expects a further improvement on the rankings attained by TAU-19 on the dynamic events. These aims being:

- Vehicle mass reduction
- Develop vehicle setups and strategies
- Improved vehicle driveability
- Improved vehicle dynamic performance

Static events have been given an increased importance throughout the years in the Formula Student competition. The team strives to further develop static event cases prior to the competition, as well as ensure that all possible question topics are thoroughly understood, and are able to be covered concisely and in a professional manner. This is done through consultations of key industry partners, as well as the university staff.



TAU RACING'S ACHIEVEMENTS 2019

Formula Student 6th in the Competition (2019)
Formula Student 3rd in the UK (2019)
Formula Student 1st in Scotland (2019)
Formula Student Fastest British car in Acceleration (2019)
Formula Student Fastest British car in Sprint (2019)

TAU RACING'S ACHIEVEMENTS PRIOR TO 2019

Formula Student 9th in UK (2018)
Formula Student Award Grant UK Winner (2017 & 2018)
Formula Student 4th in Competition (2017)
Formula Student 3rd in UK (2017)
Formula Student 1st in Scotland (2016 & 2017)
Formula Student Cost, Manufacturing & Sustainability Event Winners (2015)
Bosch Eco-Challenge Winners (2013, 2014, 2015 & 2016)
Formula Student Business Presentation Winners (2014)



SPONSORSHIP TIERS

Principal Sponsor
provides a sizeable financial investment and a suitable level of consultancy to the team

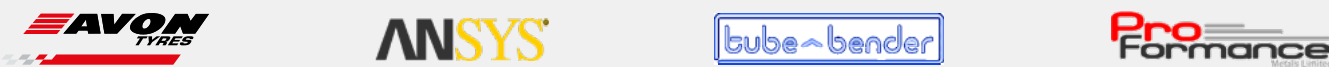
TAU Partner
Over £3000 (Or equivalent in kind)

TAU Investor
Between £500 & £3000 (or equivalent in kind)

TAU Supporter
Up to £500 (Or equivalent in kind)

SPONSORSHIP PACKAGES

	Principal sponsor	TAU Partner	TAU Investor	TAU Supporter
Logo prominence on the car	Leading	Prominent	High	Moderate
Logo prominence on promo material	Leading	Prominent	High	Moderate
Logo prominence on team clothing	Leading	Prominent	High	Moderate
Social media & general exposure	✓	✓	✓	✓
Invitation to Launch event	✓	✓	✓	✓
Display car in company office	Priority Access	✓	✓	✓
Access to car for promotional events	Priority Access	✓	✓	✓





www.tauracing.com