



# paragon

SPONSORSHIP PROSPECTUS 2023

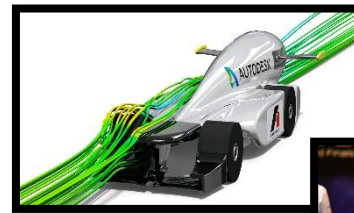


## INTRODUCTION

Within this booklet, we are hoping to inspire you to give us support to attend the F1 In schools Cyprus National Championship, which is going to be held in June 2023. We would like to give you an insight regarding what we are doing, who we are and what we are aiming for; which is to become national champions and represent Cyprus in the F1 in Schools World Finals.

## What is F1?

F1 in schools is a worldwide program which includes six stages—business plan, design, analyses, make, test, and race. It also involves a participation of over 1000 students in more than 40 countries. The international initiative target is to engage students aged 9-19 in the process of design and manufacture, and to give them the chance to take a glance into possible careers in engineering, science, marketing, and project management. The cars are raced on a 20-metre track with two lanes, allowing them to be raced simultaneously. The cars are also powered by CO2 cartridges and are attached to a track by a



## Who Are We?

Paragon Racing is a team of six passionate, high-achieving students from The Heritage Private School, located in Limassol, Cyprus. Competing under the names Excentra, Vortex and Orion in previous years, our team has competed and excelled in two consecutive World Finals (2018-Vortex Racing & 2019-Orion). As by far the most experienced team in Cyprus, we have high expectations for 2023: from qualifying for the spectacular World Finals event to being crowned national champions.

### Previous Achievements

- 2018 Cyprus National Championships:
  1. Professional Class Fastest Car (1.001s)
  2. Professional Class Knockout competition winners
  3. Professional Class National Runners-up
- 2018 World Finals, Singapore: Achieved overall 36th worldwide
- 2019 Cyprus National Championships:
  1. Professional Class National Runners-up
  2. Professional Class Best Verbal Presentation
- 2019 World Finals, Abu Dhabi, UAE: Achieved overall 28th worldwide Nomination for Best Digital media, Best Marketing



## Teamwork

During the process, we faced most of the challenges as a whole, despite the fact that we each had our own individual tasks to focus on. This has allowed us to share ideas and find ways to work together more efficiently, giving us the opportunity to achieve goals that would not be possible to achieve without collaboration. In order to remain on track and meet our targets a timesheet has been developed by our team manager allocating the work to each one of us in a specific time frame.

## Innovation

Doing the best is not the only way to win the competition: innovation is also key! For example, we tried to differentiate our car by getting inspired from actual F1 cars designs under the basic theory but always following the specifications of the F1 in Schools. Furthermore, whether it is to reduce emissions of the CO2 cartridge by looking for possible alternatives or searching for other affordable material to create our wheels, we are always looking out for ways to stand out and find new ways to beat our opponents.

## Hardworking

As we mentioned previously, we are very keen to this STEM programme and always trying to maintain discipline and take our work seriously. In Paragon Racing, we try work as much as we can, but at the same time we also try to have as much fun as possible without sacrificing any productive work.

## Project benefits

**Benefits for Students:** The F1 in Schools challenge allows students the opportunity to apply their classroom knowledge to practical situation, while also enhancing their skills in engineering, science, marketing, and project management through collaboration with experienced professionals and relevant industries. On a practical level, students learn CAD (Computer Aided Design) program skills to design their cars, verbal presentation skills, graphic design skills, and manufacturing skills which include operating a CNC (Computer Numerically Controlled) milling machine to turn their software design into a competition car.

**Benefits for Sponsors:** Paragon Racing is fully committed to its sponsors, so our number 1 target is to maximise media exposure for all sponsors and to achieve their marketing objectives as well as advertise their business. Therefore, we would like to provide you an overview of these benefits in detail, which are shown by our package list on the next page. By supporting us in our dream to become the 2023 F1 in Schools National Champions, you would be able to market the company's brand towards the younger generation through identifying your business as a supporter of young, passionate students!

## SPONSORSHIP PACKAGES

Our aim is to use the funds to construct a top-notch car and put our team in the spotlight. With your help, we can ensure that our car is fully equipped and built to impress. Not only will this partnership benefit our team, but it will also provide a valuable opportunity for your company to gain visibility and recognition within the community.

Whether you're looking for a comprehensive solution or a more basic package, we have an option that will suit your needs. The following table provides a detailed comparison of the different package deals, so you can choose the one that's right for you.

Package types:	Diamond	Gold	Silver	Bronze
Prices (€)	1500	1000	750	250
Company's logo shown on exhibition booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company's logo on our official exhibition T-shirts	Front & back	Back only	Back only	Back only
Company's logo on our banner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company's logo and name on our website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mention the company in our video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advertisement on social media	Reel, story & post weekly	Story & post weekly	Story & post weekly	Story & post monthly
Social media share your sponsorship announcement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Company's logo on the sleeves of the official exhibition T-shirts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Recognition as title sponsor	<input checked="" type="checkbox"/>			
Company's logo on our official team competition car body	<input checked="" type="checkbox"/>			

## Team Budget

One key variable in the whole competition is funding. We have therefore prepared a comprehensive funding outline for your consideration. The budget outlined below specifies the amount of money needed for the national finals in June.

Expenses	Description	Estimated Cost (€)
Registration	Entry fee for the National Finals	450
Research & Development	Education and license costs	100
Manufacturing	Prototype production costs	1500
Pit display	Booth fabrication and setup	1000
Merchandise	Promotion product investment	500
Team uniform	Uniform costs for team members	300
Marketing	Promotion and printing costs	300
Reserve	Contingency funds	250
		<b>Total: €4400</b>

## Contact Details

Below are the contact details of our Resource Manager and Sponsorship Manager. Feel free to contact them if you have any questions regarding Team Paragon Racing.

\*We are willing to revise our packages and what we can offer. Feel free to speak to us about it!

- Team E-mail Address: [f1enterprice@paragonracing.net](mailto:f1enterprice@paragonracing.net)
- Website: [Paragonracing.net](http://Paragonracing.net)

