SPONSORSHIP PROPOSAL

TEAM TERASVIN

SONA COLLEGE OF TECHNOLOGY

TPT ROAD, SALEM
Phone: 0427-4099999 | Fax: 0427-4099888
info@sonatech.ac.in | www.sonatech.ac.in
ABOUT SONA...

Sona College of Technology is synonymous with academic excellence adorning the steel city Salem, in TamilNadu. Located in an Arcadian environment at the heart of the city. Sona is equipped with world class infrastructure and highly Qualified and experienced faculty members. An active Placement Training and Welfare Cell is functioning with full enthusiasm with the aim of placing the students in top-notch companies. The fact that Sona has recently received the ISTE’s BharatiyaVidyaBhavan National Award for Best Engineering College for Best overall performance for the year stands testimony. Its excellent performances in examination, placement research and consultancy, continuing education programmes, industry Institute Partnership, and Publication by faculty members.
ABOUT SUPRA SAE INDIA:

SUPRA SAEINDIA provides a real world engineering challenge for the SAEINDIA Student member that reflects the steps involved in the entire process from design and engineering to production to marketing and endurance. The SUPRA SAEINDIA 2014 is a forthcoming competition which presents the Under Graduate & Post Graduate Engineering Students the task of designing, modelling and fabricating a formula type racing car.
TEAM TERASVIN:

Team Terasvin is a group of Mechanical Engineering Students from Sona College of Technology, Who have taken an initiative to participate in SUPRA 2012. Terasvin implying Quick and Energetic is an ideal description of the team consisting of members who are smart working and passionate.

(VELOX 1.0)

Vehicle Specification:

<table>
<thead>
<tr>
<th>Component</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine</td>
<td>Maruti 800 BS III</td>
</tr>
<tr>
<td>Suspension</td>
<td>Direct Actuated Un-Equal Double A-Arm</td>
</tr>
<tr>
<td>Brake</td>
<td>Parallel hydraulic actuated 4 wheel disc brakes</td>
</tr>
<tr>
<td>Frame</td>
<td>4130 chromoly steel tubes, TIG welded</td>
</tr>
<tr>
<td>Steering</td>
<td>Rack and Pinnion, parallel- team manufactured</td>
</tr>
<tr>
<td>Tires</td>
<td>165/60 R13 73H</td>
</tr>
</tbody>
</table>
ACHIEVEMENTS IN SUPRA 2012:

- Won 1st place in Ansys CAE Award
- 6th in acceleration
- 9th in skidpad
- 9th in autocross
- 9th in endurance
**Technical specification**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
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</thead>
<tbody>
<tr>
<td>Dimensions</td>
<td>2832 x 1397 x 1058 mm (L x W x H)</td>
</tr>
<tr>
<td>Wheelbase</td>
<td>1600 mm</td>
</tr>
<tr>
<td>Suspension</td>
<td>Push Rod Activated Unequal Double A-Arm</td>
</tr>
<tr>
<td>Brakes</td>
<td>Parallel Hydraulic Actuated 4 Wheel Ventilated Petal Disc</td>
</tr>
<tr>
<td>Frame</td>
<td>4130 Chromoly Steel, TIG Welded</td>
</tr>
<tr>
<td>Steering</td>
<td>Rack and Pinion, Parallel (Team Manufactured)</td>
</tr>
<tr>
<td>Tire</td>
<td>185/60 R13</td>
</tr>
</tbody>
</table>
MEDIA COVERAGE:

Sona Students Bag Car Design Award

Express News Service

Salem: A team represented by the Sona College of Technology, Salem, has bagged the Amays CAE award given for best computer-aided design.

The team members showed a prototype of a car designed and produced by them at the the Sona SAE India 2012, a competition that gives the undergraduate engineering students a platform to design and fabricate a Formula-K type race car organized by SAE India Society of Automotive Engineers in collaboration with Maruti Suzuki. The event was being held for the second time in India.

The students from Sona College claimed they were the first team from the region to take part in the prestigious competition held at the Buddh International Circuit in Noida from September 6 to 9.

The students said 120 teams from across the country took part in the event organized by Amays India Pvt. Ltd and they were one among the top 55 teams selected for the fabrication process.

The entire car was manufactured at the college campus with the students getting the financial assistance from the college management and the engine was sponsored by Maruti Suzuki. An engineering student has experienced the real-time challenges the industry faces.

The first two days of the Buddh International Circuit saw the car being inspected by a team of engineers from various reputed automobile companies such as Maruti Suzuki, John Deere and Nissin Rennalt, evaluating the quality and performance of the team's engineering skills, they said.

They were one among the 25 teams that qualified for the final event, which held in the main circuit where the Formula One Grand Prix took place. They raced with the best in the world, with the team's automobile collecting momentum and distance and finally won the Amays CAE award, they said.

“The team is looking forward to take part in the SAE 2014 and is planning to make the team a national player. The team is also looking forward to support 100 students and make them engineers,” the team members said.
COST ESTIMATIOM:

<table>
<thead>
<tr>
<th>SYMBOL</th>
<th>AREA</th>
<th>INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>BR</td>
<td>Brake System</td>
<td>20000</td>
</tr>
<tr>
<td>EN</td>
<td>Engine &amp; Drivetrain</td>
<td>190000</td>
</tr>
<tr>
<td>FR</td>
<td>Frame &amp; Body</td>
<td>45000</td>
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<tr>
<td>EL</td>
<td>Electricals &amp; Wiring</td>
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<tr>
<td>MS</td>
<td>Miscellaneous, Fit &amp; Finish</td>
<td>230820</td>
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<tr>
<td>ST</td>
<td>Steering System</td>
<td>12000</td>
</tr>
<tr>
<td>SU</td>
<td>Suspension &amp; Shocks</td>
<td>20000</td>
</tr>
<tr>
<td>WT</td>
<td>Wheels &amp; Tires</td>
<td>30000</td>
</tr>
<tr>
<td>RE</td>
<td>Registration</td>
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</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td>754000</td>
</tr>
</tbody>
</table>

![Pie chart showing cost distribution]
THE TITLE SPONSOR (INR 3, 00,000+):

- Company will be recognised as our “Title Sponsor”.
- One of the Chief guest for VELOX 2.0 launching ceremony.
- VELOX 2.0 will get painted in company’s colour.
- Company Logo (10”X10”) will be displayed on the nose of VELOX 2.0.
- Two Logos on Side Walls of VELOX 2.0.
- Logo of the Company on Driver’s Suit and Helmet.
- Logo of the Company on our Team’s T-Shirt.
- Direct link to company website on team website. 
  (http://www.teamterasvin.com)
- Company’s banner will be displayed during race event at Madras Motor Sports.
- Display of company logo on promotional videos which will be published in college and social networks.
- Updates of the latest products and service of the company will be displayed on the team’s official facebook page and other event related facebook pages.
- Comprehensive mass media coverage.
- Publicity in the college symposium (Stall + Banner).
- Coverage in College Newsletters and Documentary.
- Display of our car in your retail outlet.
- Direct advertisement inside our college camps.
- Advertisement during car launch in a mall at Salem.
- Banners and stalls in car launching fest at college.
THE GOLD SPONSOR (INR 2, 00,000+):

- Company will be recognised as our “Gold Sponsor”.
- Team’s T-Shirt will be in company’s colour.
- Company Logo (6”X6”) will be displayed on the nose of VELOX 2.0.
- Two Logos on Side Walls of VELOX 2.0.
- Logo of the Company on our Team’s T-Shirt.
- Direct link to company website on team website. ([http://www.teamterasvin.com](http://www.teamterasvin.com))
- Company’s banner will be displayed during race event at Madras Motor Sports.
- Display of company logo on promotional videos which will be published in college and social networks.
- Updates of the latest products and service of the company will be displayed on the team’s official facebook page and other event related facebook pages.
- Comprehensive mass media coverage.
- Publicity in the college symposium (Stall + Banner).
- Coverage in College Newsletters and Documentary.
- Direct advertisement inside our college camps.
- Advertisement during car launch in a mall at Salem.
- Banners and stalls in car launching fest at college.
THE SILVER SPONSOR (INR 1, 00,000+):

- Company will be recognised as our “Silver Sponsor”.
- Company Logo (4”X4”) will be displayed on the nose of VELOX 2.0.
- Logos on any one Side Walls of VELOX 2.0.
- Logo of the Company on our Team’s T-Shirt.
- Direct link to company website on team website.
  (http://www.teamterasvin.com)
- Company’s banner will be displayed during race event at Madras Motor Sports.
- Display of company logo on promotional videos which will be published in college and social networks.
- Comprehensive mass media coverage.
- Publicity in the college symposium (Banner).
- Direct advertisement inside our college camps.
- Advertisement during car launch in a mall at Salem.
- Banners in car launching fest at college.
T-SHIRT & CAR MODEL:

color theme of the t-shirt will be according to title sponsor
CONTACT DETAILS:

We hope to accomplish our mission in Supra SAE with your firm support and hence invite you to sponsor the Team Terasvin, Sona college of Technology, Salem in this venture. If you like to have further information about the team or sponsor benefits, please feel free to contact us via phone or e-mail. We would be highly privileged to discuss it further with you.

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TEAM CAPTAIN: M. Anandh, Team Terasvin, Department of Mechanical Engineering, Sona College of Technology, Salem, Ph: +91-9944317980, Email: anandhroy@gmail.com