



Sponsorship Prospectus

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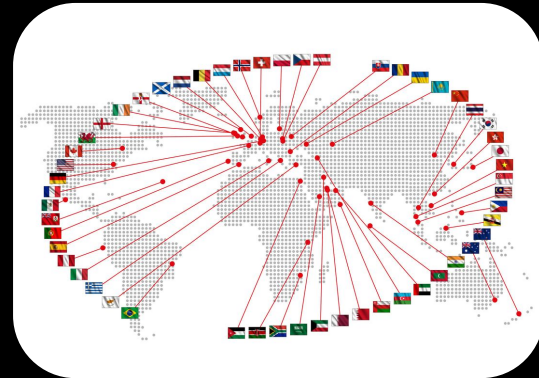
Welcome



We are **LEAF1**: award-winning, national finalists from Simon Langton Grammar School for Boys in England. Having been in the competition for several years, we have a comprehensive and in depth knowledge of the competition and an unrivalled enthusiasm for it. For the last five years we have assiduously strived to grow and evolve as a team to arrive to where we are today.

F1 in Schools is the largest STEM project in the world, hosted globally in 40 countries, with over **20,000,000** students competing worldwide. Upon winning the regional championship, teams will then compete in the national finals against other teams in its country; following this, the team that wins the national finals will now represent its country in the international finals of this competition.

Like many other teams, we rely heavily on contributions from companies to help us flourish in the competition and ultimately win. We use the money in several ways, with a large amount of the sponsorship being recycled back into advertising our sponsors in creative and unique ways. The rest is used in funding the resources and materials used in car development and overall helping us progress through the competition as a team . We greatly appreciate all sponsorship and support that is devoted to the team.



LEAF1 History



- **2019-2020: Emerus**

The team was first founded in development class, with an ethos dedicated to sustainability. We won the south london regional finals amongst a competitive field, and progressed to the national finals (which were held virtually due to COVID). There we won the sponsorship & marketing award, placing 5th overall.

- **2021-2023: LEAF1's First Season**

Following the end of lockdown, the team decided to rebrand, to reflect the multiple changes to both team members & their respective roles. Open-Source Engineering was also added to our ethos. We competed at the 2022 regional finals, winning the fastest car, best engineered car, and portfolio awards, and were offered the wildcard entry to the 2023 national finals. Here we were nominated for pit display award, and were commended by the judges for how innovative our team ethos & engineering was.

- **2023-2024: This Year's Campaign**

Having learnt from the past few seasons, we are now back & more competitive than ever. We initiated a restructuring of how the F1 in schools competition is run at our school, dissolving the 5 teams who were previously competing into LEAF1. This prevented the teams from eating into each other's resources & allowed us to select the best individual for each role. This has led to our team dominating the London South Regional Finals this year, and also having the fastest car in the country by a significant margin!



@leaf1.gb



leaf1.org.uk



@LEAF1



@leaf1_gb

Meet the team



 **ATTICUS GRUMETT**

Favourite Driver:  Lewis Hamilton
Favourite Track:  Interlagos

 Project Manager



 **ZAC SMITH**

Favourite Driver:  Oscar Piastri
Favourite Track:  Silverstone

 Lead Engineer



 **COLE NETHERTON**

Favourite Driver:  Daniel Ricciardo
Favourite Track:  Monaco

 Sponsorship Manager



 **ARTHUR O'CONNOR**

Favourite Driver:  Oscar Piastri
Favourite Track:  Montreal

 Social Media Manager



 **SEAN BAGHAI-RAVARY**

Favourite Driver:  Fernando Alonso
Favourite Track:  Spa

 Graphic Designer



 **PIERS LANSDELL**

Favourite Driver:  Alex Albon
Favourite Track:  Suzuka

 Research Engineer

Why us?



Sustainability is at the centre of our team; we are one of the only teams in the global competition to completely pledge ourselves to sustainability. We sustainably source everything we buy, from the T-shirts we wear on the day of the competition, to the material of the car that races down the track. We hope to take this a step further through the creation of a living wall, which will offset our carbon footprint. Also at the heart of our team lies our belief in open-source, which we hope to pioneer the adoption of within the competition - having already managed to get the other teams within Canterbury to adopt a similar aspect into their own ethos. This also has the unique advantage of extending the exposure that our partners have to students and aspiring engineers, as they navigate our website and documents. We are the only team globally to focus on both sustainability and open-source.

Throughout our history, we have reached the national finals three times - winning our respective regional competitions twice. In the coming years we strive to go past the national finals and to the world finals, where we compete for the international title.

We have the **current fastest car in the UK**, with the latest regulations, with a track time of **1.129 seconds**, which puts us at **0.077 seconds faster than anyone else in the country** and only **0.034 seconds slower than the world record**- an unprecedented feat at a regional finals competition. This car was partly created with our £10,000 SLS Printer, donated by the Sanjay Mortimer Foundation, allowing us to do all of our manufacturing in-house, helping us reduce our carbon footprint



£10,000 SLS
Printer from
the Sanjay
Mortimer
Foundation



UK's current
fastest car



Hierarchy and ROI



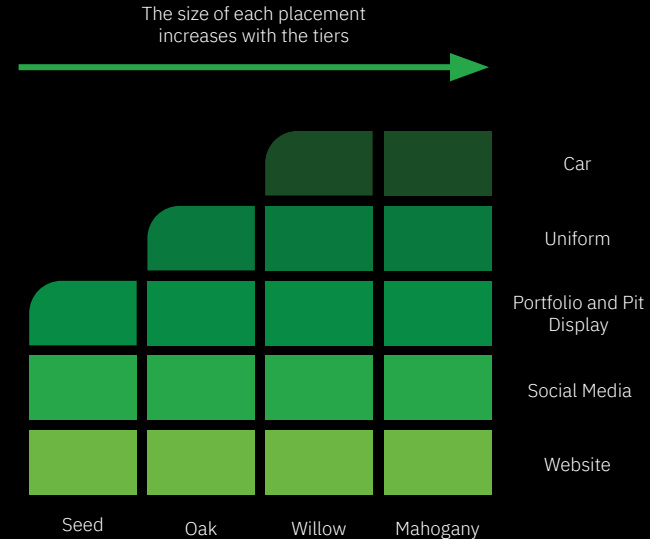
4 Tiers: **Seed, Oak, Willow, Mahogany** (and **Title**). Each tier will receive a placement on the following items:

1. **Seed**- Website, Social Media, Portfolio, Pit Display - £100-£399
2. **Oak**- Website, Social Media, Portfolio, Pit Display, Uniform (small-medium) £400-£799
3. **Willow**- Website, Social Media, Portfolio, Pit Display, Uniform (medium), Car (medium) £800-£1199
4. **Mahogany**- Website, Social Media, Portfolio, Pit Display, Uniform (large), Car (large/visible) £1200+

Title Sponsor is given to the sponsor that invests the most money over £2500. Title Sponsor receives all the mahogany benefits + their name will be incorporated into ours, as well as any forms of advertising ideas from the sponsor that are within our capabilities.

We also greatly appreciate any and all **non-monetary sponsorship** invested in us, whether it's providing a service, providing resources or giving mentorship.

Non-monetary sponsors will be given equal opportunity to our monetary sponsors based on the value of what is given



Our budget



Below is a Pie Chart roughly outlining our budget and where the sponsorship invested in the team will be used. Making up almost 50% of our total budget is the accommodation that we will be staying in during the actual competition, which is of course vital to us competing. Other areas of spending include: our uniform and its printing, the maintenance of our website, the transport, the manufacturing of the car, and competition supplies (such as our Pit Display). In total this makes 90% of our budget.

Our teams pledge is to dedicate the remaining **10% of our budget towards sustainability and outreach projects**, such as the creation of the living wall and our Primary School outreach project. Through this we can fulfil our team's mission of promoting sustainability and open source, and inspiring the next generation of engineers.

Nationals budget

