



SPONSORSHIP PROSPECTUS

TEAM - APEX



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What is STEM Racing?

Introduction

STEM Racing (formerly known as F1 in Schools) is a globally acclaimed interdisciplinary challenge, blending **Science, Technology, Engineering, and Mathematics (STEM)** with design, manufacturing, and business strategy. Participants form teams to engineer and race miniature F1-style cars, using CAD/CAM software, 3D printing, and aerodynamics principles while managing budgets, sponsorships, and presentations. Founded in 1999 in the UK, the program now operates in over 50 countries, fostering innovation, teamwork, and real-world problem-solving skills through a high-energy, competitive framework.



Mission & Vision

MISSION

We are dedicated to igniting a deep-seated passion for STEM among students. By providing a hands-on platform where participants can design, construct, and race miniature F1 cars, we aim to impart not only practical knowledge but also nurture critical thinking, teamwork, and problem-solving skills. Our mission is to equip young learners with the skills and confidence needed to excel in future STEM endeavors, fostering a generation of innovative thinkers and problem solvers.

VISION

Our vision is to emerge as a global leader in STEM education, recognized for its transformative impact on students worldwide. We aspire to create a dynamic learning environment that transcends geographical boundaries, inspiring students from all walks of life to embrace STEM with enthusiasm and curiosity. Through our project, we aim to cultivate a community of young innovators who are not only skilled in STEM but also driven to make a positive difference in the world, shaping a brighter future for all.

第十届市西中学 STEM科创邀请赛展评活动

静安区教育局
静安区教育基金会
市西中学
中小学创新实验孵化中心

2025/08/20
中国·上海

About APEX

Meet Team **APEX**, a STEM Racing contender driven by precision and innovation. Named for the racing peak of perfection, our logo symbolizes our ascent, while pink-and-blue hues reflect creativity and focus. Our uniforms—white with blue accents and personalized details—embody unity and speed, capped with a logo that proudly unites our identity. For APEX, every detail fuels our pursuit of excellence.



THE TEAM



Yang

-Team Manager/Design Engineer

Yang is responsible for the overall car design and engineering direction. Works closely with Ivan and Teddy to refine the car's technical and visual design. As the team manager, Yang oversees the entire project, coordinates between departments, and ensures that all stages of development stay on track and meet quality standards.



Edey

-Project Manager/Marketing

Edey leads project planning, timeline management, and team communication and ensures smooth workflow between sub-teams. He oversees marketing strategies, campaign planning, sponsor relations and public engagement for the project, ensuring that the team's work is effectively promoted and presented to audiences.



Ivan

-Manufacture Engineer

Ivan is responsible for overseeing the precise manufacturing of the car, ensuring every component is produced to the design. In addition to his manufacturing duties, Ivan leads the car testing process, assessing performance, speed, and stability. He analyzes test data and applies technical adjustments to enhance efficiency.

Max
-Marketing / Visual design

Max is responsible for branding, visual identity, and promotional materials. Works with Edey to create engaging marketing content and design visuals that highlight the car's innovation and appeal to the target audience.



Teddy
-Design Engineer

Teddy focuses on the car's aesthetic and structural visualization. Collaborates with Yang and Ivan to translate technical designs into clear, visually appealing models. Teddy ensures the visual representation aligns with both engineering feasibility and design goals.



Sponsorship

Our STEM racing team, APEX, is a passionate and dedicated group of students working together to design, manufacture, and race a miniature Formula 1 car at the National Final (China). To bring our vision to life, we are seeking sponsorship to help cover essential expenses such as car materials, pit display, team uniforms, travel, accommodation, and competition fees. In return, sponsors will gain valuable exposure through our branding, social media, and event presence on an international stage. We offer a range of sponsorship packages designed to suit different levels of support and visibility, and we are happy to create customized partnerships that align with your company's goals. Your contribution will not only help us perform at the highest level but also inspire innovation, teamwork, and excellence among future engineers and leaders.

Donation:

Below 1000

- Appreciation of posters
- Certificate of gratitude
- Peripheral Product*3

Supporter Sponsor:

1000-2999

- Corporate logo on the Front of all three portfolios
- Corporate logo featured on the pit display
- Corporate logo featured on team uniforms*1 (Pink)
- Certificate of gratitude
- Peripheral Product



Gold Sponsor:

3000-4999

- Corporate logo on the Front of all three portfolios
- Corporate logo featured on the pit display
- Corporate logo featured on team uniforms*1 (Gold)
- Corporate logo featured on race car*1 (Gold) (Nose 17*6 or 13*7 or 9*8 or 5*9)
- Corporate logo on all team posters
- Customized promotional content on all social media channels*1 (Including WeChat channels, RedNote, etc.)
- Peripheral Product

Platinum Premier Sponsor:

5000-9999

- Corporate logo featured on the pit display
- Corporate logo on the Front of all three portfolios
- Corporate logo featured on team uniforms*1 (Silver)
- Corporate logo featured on race car*1 (Silver) (sidepod 35*10 or front wing 25*16 or nose 25*8 or nose 20*10)
- Corporate logo on all team posters
- Customized promotional content on all social media channels*1 (Including WeChat channels, RedNote, etc.)
- Mentioned at the bottom of every social media content across all platforms (Including WeChat channels, RedNote, etc.)
- Specialized Peripheral Product



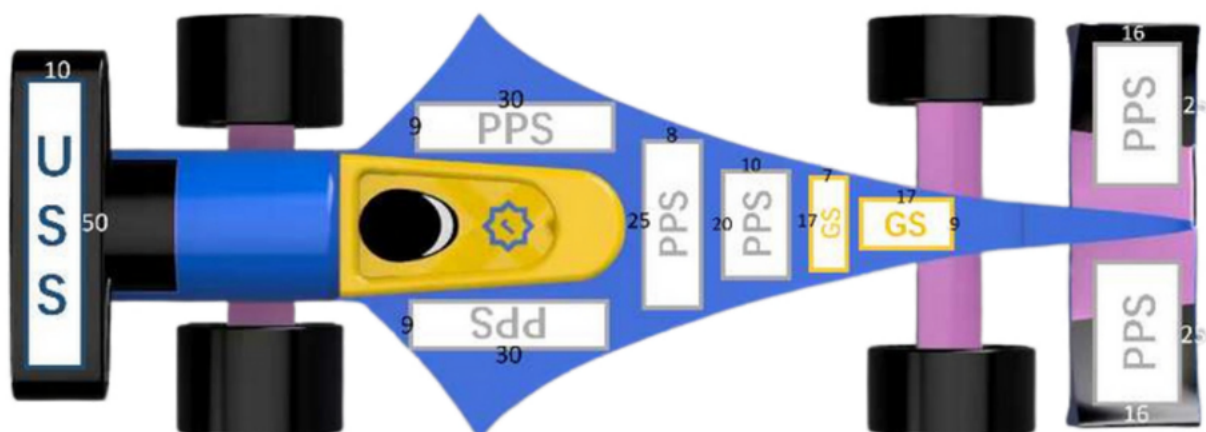
Ultimate Sovereign Sponsor:

10000+

- Corporate logo on the Front of all three portfolios
- Corporate logo featured on the pit display
- Corporate logo featured on team uniforms*1 (Navy Blue)
- Corporate logo featured on race car*1 (Navy Blue) (rear wing 50*10mm or side 45*12)
- Corporate logo on all team posters
- Customized promotional content on all social media channels*3 (Including WeChat channels, RedNote, etc.)
- Mentioned at the bottom of every social media content across all platforms (Including WeChat channels, RedNote, etc.)
- Cooperative customization Peripheral Product

*For Ultimate Sovereign Sponsors, the naming rights are open to debate

*All investments are calculated in RMB



Budget

The following budget outlines the key areas of expenditure required for Team APEX to successfully prepare for and compete at the F1 in Schools National Finals. Each category represents an essential component of our project. These funds will ensure that APEX can perform at the highest standard, present a professional image, and proudly represent our sponsors on the National stage.



MARKETING

~3000

-This includes the costs of digital promotion, media materials, and outreach campaigns aimed at increasing brand visibility, attracting sponsors, and building public awareness of the team's achievements. These efforts help strengthen APEX's public image.



TEAM IDENTITY

~2000

-This covers the creation of team-branded materials such as uniforms, logos, and peripheral product, ensuring a consistent and professional image that reflects the team's spirit and identity.



CAR MANUFACTURE + MATERIAL PURCHASE

~15000

-This covers the expenses related to the mechanical processing and production of the car, along with its design and fashioning stages. It also includes the materials and components required for car manufacture, such as material blocks and paint spraying.



PIT DISPLAY ~3000

-This includes the cost of creating the Pit display, which showcases the team's efforts and forms the team's identity



OTHER ~1000

-This includes administrative fees, transport, and unexpected costs necessary to ensure smooth operations.

Total Expenditure ~24000

*All expense are calculated in RMB



Speed Redefined, Team Undefined--- APEX

Contact us



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WeChat Official Account --- Asr F1 战队