



Sponsorship Presentation

Details:

You have been invited to present to the marketing team of a fictional engineering consulting company. The company has a history of supporting grassroots motorsport and are interested in expanding their sponsorship portfolio into the education sector.

Your task is to prepare a sponsorship pitch to entice the company to sponsor your team for 2020. Your pitch must be based on your real world sponsorship offering.

Technical Presentation

Details:

If you could change (alter, add or remove) one rule from the SAE International rules, what would you change and why?

You will be primarily marked on your reasoning for the rule change as well as your analysis of the flow on effects of the rule change.

Sponsorship Presentation Marking Criteria

Scores will be assigned in five categories on the basis of 0-10 points each according to the following scale (any number or fraction along this scale may be used).

- 0.0 = inadequate or no attempt
- 2.5 = attempted but below expectation
- 5 = average or expected
- 7.5 = above average but still lacking
- 10 = excellent, perfectly meets intent

Overall Content	<ul style="list-style-type: none"> - Did the presenter explain who they are and the university they represent? - Did the presenter adequately explain what they do and why they do it?
Offering	<ul style="list-style-type: none"> - Did the presenter make clear what the company could receive for their sponsorship? - Did the presenter explain why they are searching for sponsorship and how they intend to use the sponsorship
Visual	<ul style="list-style-type: none"> - Deduct 5 points for no powerpoint presentation. - Deduct 5 points for no handout - Does the powerpoint/handout adhere to the team's branding? - Does the powerpoint provide relevant information that supports the presenters speech? - Does the handout have relevant information that supports the powerpoint presentation?
Delivery	<ul style="list-style-type: none"> - Did the presenter speak in a clear voice? - Did the presenter maintain eye contact? - Did the presenter present in an enthusiastic and engaging manner?
Questions	<ul style="list-style-type: none"> - Did the presenter appear to be ready for questions? - Did the presenter understand the question and respond with correct information? - Did the presenter respond in a confident manner?

You can have no more than two presenters. You may have a third team member to assist with setup.

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Overall Content	<ul style="list-style-type: none"> - Did the presenter adequately explain the rule and the limitations it currently provides? - Did the team appear to have an adequate understanding of the rules, specifically in the category of their proposed rule change?
Technical Analysis 1	<ul style="list-style-type: none"> - Did the presenter explain why they have chosen this rule to change? - Did the presenter produce data to support their decision?
Technical Analysis 2	<ul style="list-style-type: none"> - Did the team analyse the flow on effects of the rule change? - Did the team explain how they plan to overcome these effects?
Visual	<ul style="list-style-type: none"> - Deduct 5 points for no powerpoint - Deduct 5 points for no handout - Does the powerpoint provide relevant information that supports the presenters speech? - Does the handout have relevant information that supports the powerpoint presentation?
Questions	<ul style="list-style-type: none"> - Did the presenter appear to be ready for questions? - Did the presenter understand the question and respond with correct information? - Did the presenter respond in a confident manner?

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