

FSS

FORMULA STUDENT SPAIN



14th Edition | 2024
SPONSORSHIP GUIDE

STA

SOCIEDAD DE TÉCNICOS DE AUTOMOCIÓN



FIRST OF ALL

THANK YOU

FOR JOINING FORMULA STUDENT
SPAIN

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FORMULA STUDENT WORLD

Formula Student (FS) is Europe's most established educational engineering competition and celebrated its 25th anniversary in 2023.

Backed by industry and high-profile engineers such as Paton, Ross Brawn OBE, the competition aims to develop enterprising and innovative young engineers and encourage more young people to take up a career in engineering, with over 100 university teams taking part every year.

The project usually forms part of a degree-level project and is viewed by the motorsport industry as the standard for engineering graduates to meet, transitioning them from university to the workplace. It is a kite-mark for real-world engineering experience, combining practical engineering experience with soft skills including business planning and project management.

COUNTRY	COMPETITION	FROM	WRL
Australia	Formula SAE® Australasia	2000	✓
Austria	Formula Student Austria	2009	✓
Belgium	Formula Student Belgium	2024	--
Brasil	Fórmula SAE® Brasil	2005	--
China	Formula Student China	2011	--
Croatia	Formula Student Alpe Adria	2017	✓
Czech Republic	Formula Student Czech Republic	2013	✓
France	Formula Student France	2024	--
Germany	Formula Student Germany	2006	✓
Greece	Formula Student Greece	2024	--
Hungary	Formula Student East	2016	✓
India	Formula Bharat - India	2017	✓
Italy	Formula SAE® Italy	2005	✓
Japan	Student Formula Japan	2003	✓
The Netherlands	Formula Student Netherlands	2017	✓
Poland	Formula Student Poland	2023	--
Portugal	Formula Student Portugal	2023	--
Romania	Formula Student Balkans	2024	--
Romania	Formula Student Romania	2023	--
Russia	Formula Student Russia	2019	--
South Korea	KSAE Formula	2012	--
Spain	Formula Student Spain	2012	✓
Switzerland	Formula Student Switzerland	2020	--
Thailand	TSAE Student Formula	2004	--
United Kingdom	Formula Student United Kingdom	1998	✓
United States	Formula SAE® Michigan	1981	✓

ABOUT US

A UNIQUE COMPETITION

Formula Student Spain is a competition, organized by STA (Spanish Society of Automotive Engineers), with the support of Spanish institutions and relevant companies in the automotive industry. All of them work in a nonprofit way for the event. FSS organization is a pool of more than 350 volunteers, mostly from motor sport & automotive sectors that work in a nonprofit way for the event, as Judges, Scrutineers, Marshalls, Officials, Staff, etc. Also, more than 70 young students in their last years of engineering degree support the event.

WHAT IS STA?



STA is a non-profit society that works to promote technological advances and sustainable mobility, accompanying students and professionals in their professional careers and companies in the sector.

Internationally, STA is a founding member of FISITA, the International Federation of Societies of Automotive Engineers and Technicians.

FSS HISTORY

Since the first edition in 2010, Formula Student Spain has brought together 20,000 students belonging to 620 teams from 27 countries, 120 of which are Spanish. They have participated with 327 electric vehicles, 289 combustion vehicles and 31 autonomous vehicles.



2024 EDITION

EDITION:

14th

DATES:

FROM 1ST TO 7TH AUGUST

LOCATION:

CIRCUIT BARCELONA - CATALUNYA



PARTICIPANTS



STUDENTS FROM 11 COUNTRIES



200 VOLUNTEERS



60 TEAMS



1.900 TEAM MEMBERS

NEWS 2024

- **First edition with HYBRID VEHICLES**
- **Formula Student Spain, member of the FORMULA STUDENT WORLD**
- **First edition of the FORMULA STUDENT SPAIN CLASSIC competition**
- **Barcelona City Urban Event**
- **Collaboration with the Circuit de Barcelona-Catalunya**
- **Pre-event FORMULA STUDENT SPAIN WORKSHOPS**



CATEGORIES

60 TEAMS



CV

EV

HY

DV
(CV)

DV
(EV)



15



40



3



2



12

SECTORS & COMPANIES



VEHICLES & COMPONENTS

Manufacturers
Technical Centre
Electric Vehicle



MOBILITY SERVICES

Mobility Operators
Maas
Fleet Managers



ENERGY

Infrastructure
Alternative Energies
Storage & Management



DIGITALIZATION

Connectivity
IoT
Software
New Components

WHAT DOES THE FSS CONTRIBUTE?

POSITIONING

- As a company linked to cutting-edge technology
- As a company committed to sustainable mobility and young people

TALENT

- Presence at the event, together with the participants
- Witness the achievements of the participating teams

CSR

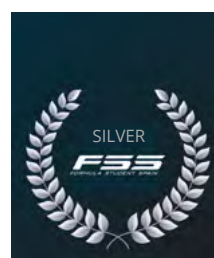
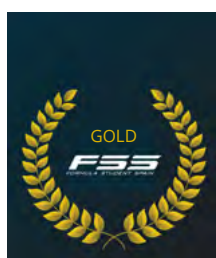
- Encourage the participation of the most modest teams
- Supporting the training and involvement of society for more sustainable mobility
- Commitment to the new generation of professionals

WORLDWIDE VISIBILITY (Audience impact)

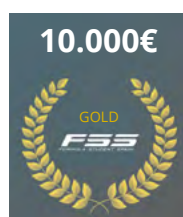
- 96 publications (radio, television and online appearances)
- 193K visits (audience and social media impact)
- 30.8M audience (total media set)
- 28 Domain Authority (Media Domain Ranking in Clipping)*

(*) You can request the clipping of the Formula Student Spain 2023

SPONSORSHIP LEVELS



LOGO	<ul style="list-style-type: none"> • Official T-shirt of the event • Organization clothing • Exclusive posters • Accreditation 	<ul style="list-style-type: none"> • Official T-shirt of the event • Ordinary posters • Accreditation • Lanyard of the event 	<ul style="list-style-type: none"> • Official T-shirt of the event • Ordinary posters • Accreditation 	<ul style="list-style-type: none"> • Official T-shirt of the event • Ordinary posters
EVENTS	<ul style="list-style-type: none"> • Webinars • Promotion of face-to-face events 	<ul style="list-style-type: none"> • Webinars • Promotion of face-to-face events 	<ul style="list-style-type: none"> • Promotion of face-to-face events 	
DISTRIBUTION PROMOTIONAL MATERIAL during the EVENT	<ul style="list-style-type: none"> • Included 	<ul style="list-style-type: none"> • Included 		
OFFICIAL CEREMONIES	<ul style="list-style-type: none"> • Opening Ceremony • Presentation of the first prizes 	<ul style="list-style-type: none"> • Presentation of the second prizes 	<ul style="list-style-type: none"> • Presentation of the third prizes 	
BOOTH SPACE	<ul style="list-style-type: none"> • Preferential space 	<ul style="list-style-type: none"> • Standard space 	<ul style="list-style-type: none"> • Standard space 	<ul style="list-style-type: none"> • Standard space
COMUNICATION	<ul style="list-style-type: none"> • Promotion on the web, networks and media 	<ul style="list-style-type: none"> • Promotion in networks and media 	<ul style="list-style-type: none"> • Social media presence 	
HANDBOOK	<ul style="list-style-type: none"> • Preferential space in the official Handbook (cover and 2 dedicated pages) 	<ul style="list-style-type: none"> • Space in the official Handbook (1 dedicated page) 	<ul style="list-style-type: none"> • Logo in the official Handbook 	<ul style="list-style-type: none"> • Logo in the official Handbook
TV BROADCAST WORLD WIDE DYNAMIC TESTS	<ul style="list-style-type: none"> • 1 ad every 15 min. 	<ul style="list-style-type: none"> • 1 ad every 45 min. 	<ul style="list-style-type: none"> • 1 ad in each dynamic test (start of the test) 	
* With a total of almost 20,000 views in 2023				



WE CAN OFFER OTHER FORMS OF MIXED SPONSORSHIP

FSS

FORMULA STUDENT SPAIN



STA

SOCIEDAD DE TÉCNICOS DE AUTOMOCIÓN

Av. Reina Maria Cristina, s/n - 08004 Barcelona

Tel.: 932332447

sta@stauto.org

Contact Person: Àlex Valls
avalls@stauto.org