

DriftX Sponsorship Proposal — Formula Pakistan

Competition Overview

Formula Pakistan is a national-level STEM and motorsport education competition where student teams design, build, and race scaled-down F1-style cars, and showcase their work through portfolios, presentations, and marketing. Jointly developed by NUST Formula Student Team (NFST) and NUVEX Pvt. Ltd., the initiative aims to build Pakistan's STEM ecosystem by promoting engineering, teamwork, innovation, and entrepreneurship among students aged approximately 11-19.

About DriftX

DriftX is a student-led racing and engineering team competing in Formula Pakistan 2026, a national competition that challenges teams to design, build, and race scaled-down F1-style cars while presenting their work through portfolios, presentations, and marketing. Supported by NUVEX Pvt. Ltd. and the NUST Formula Student Team (NFST), the competition fosters skills in STEM, engineering, teamwork, and entrepreneurship; values that form the foundation of our team.

At DriftX, we embrace this challenge by combining creativity, technical engineering, and strategic branding. Our mission is not only to build a high-performance car but also to demonstrate professional documentation, effective marketing, and a cohesive team identity. Through this platform, we aim to showcase emerging young talent and contribute to Pakistan's growing engineering and innovation ecosystem.

Our Mission

To engineer a competition-ready, high-performance car while demonstrating excellence in design, documentation, teamwork, and branding. DriftX is committed to adopting industry-level engineering practices and representing young Pakistani talent at Formula Pakistan with professionalism, innovation, and social responsibility.

Strategic Outreach & Events

To maximize engagement and educate the youth, DriftX is expanding beyond the workshop. We are hosting major sporting events and tournaments at Padel Field Jauhar, offering sponsors immense visibility among diverse crowds. These events serve to fund our project while promoting sportsmanship and STEM education:

- **Go-Karting Tournament (100+ participants):** A specialized racing event to educate youth on F1 mechanics in a fun, competitive environment.
- **Multi-Sport Tournaments:** Capitalizing on the trending sports of Pakistan, we are hosting large-scale tournaments for Cricket (300+ attendees), Football (300+ attendees), and the rapidly growing sport of Padel (50+ attendees).

These events provide a unique opportunity for sponsors to feature their branding in high-energy environments before we even hit the main track.

Social Responsibility & Community Impact

We volunteer our time to teach underprivileged students and would be honoured to collaborate with your company in this mission. Your initiatives, such as Dawn in Education, which empowers young learners; and Breathe Pakistan, promoting cleaner air and a greener environment, closely align with our values.

Sustainability Initiatives: In addition to teaching, DriftX is deeply committed to environmental sustainability. A unique aspect of our team is our organized Beach Clean-up Drives in Karachi. We believe community service is vital, and these drives allow us to help the community while working towards a cleaner coastline and a greener future.

Why partner with DriftX?

- **Innovation & STEM Excellence:** Align your organization with cutting-edge engineering and student innovation.
- **Youth Development:** Support the next generation of Pakistani engineers and entrepreneurs.
- **Massive Exposure:** Partnering with us grants you visibility across our sports tournaments (600+ combined attendees) and the main **Formula Pakistan competition at the Expo Centre in Karachi**, where we will perform in front of **1500+ attendees and investors**.
- **Social Impact & Community Engagement:** DriftX goes beyond racing. Your partnership helps us:
 - a. Host community clean-up drives at Karachi beaches.
 - b. Conduct mentoring and teaching sessions for young learners.
 - c. Fundraise through branded merchandise, offering ongoing engagement for sponsors.

By supporting DriftX, you empower us to compete at professional standards while representing our sponsors with quality and visibility across multiple platforms.

Join the Journey

Your support empowers DriftX to compete at the highest level and represent young Pakistani talent at Formula Pakistan. Together, we can create an impactful, inspiring engineering experience while providing meaningful visibility for your brand across students, educators, tech communities, and media audiences.

 **Team:** DriftX

 **Email:** driftxf1schools@gmail.com

Expenses & Use of Funds:

- **Travel & Accommodation:** Ensuring the team can attend all events and competitions.
- **Car Manufacturing & Materials:** Covering components, safety measures, and technical testing.
- **Team Kit & Branding:** Uniforms, merchandise, and promotional materials.
- **Marketing & Media:** Content creation, social media campaigns (throughout our socials) and documentation.

in detail expense sheet attached

Category	Item	Estimated Cost (PKR)	Notes
A. Competition & Manufacturing		115,000	(Core Project Costs)
	Competition Registration Fee	33,000	Fee to enter the competition
	Final Car Manufacturing	42,000	Cost for the two identical, final-spec CNC-milled cars
	Prototyping & R&D	30,000	For test blocks, 3D print failures, paint tests, and spare parts
B. Logistics & Operations		350,000	(Karachi - 1 Month)
	Round-Trip Flights (3 members)	180,000	(60k/person for a round trip)
	Furnished Accommodation	90,000	(1-month rent for a furnished 2-bedroom apartment near gulzar-e-hijri)

	Food & Rations	60,000	(Estimate of 500/day/person)
	Local Transport	20,000	(For Indrive etc to travel from apartment to venue etc.)
C. Marketing & Branding		60,000	
	Printing banners etc for stall on competition day	20,000	(For portfolios, stall banners, and sponsor handouts)
	Marketing & Ads	30,000	(For social media ad expense)
	Team Merchandise	25,000	(Team shirts/kits for a professional look on event day)
	Website & Domain	10,000	(Domain and hosting)
D. Contingency Fund		35,000	(The "Safety Net")
	Extra safety funds	35,000	(For unexpected costs like flight changes or urgent re-prints)

GRAND TOTAL		PKR 600,000 approx	
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Bronze Plan

Investment: PKR 20,000 – 35,000

- **Merchandise Branding:** Your logo featured on our standard team merchandise (e.g., T-shirts, caps).
- **Stall Presence (Expo):** We will feature your company's brochures and promotional materials at our stall during the Formula Pakistan competition.
- **Portfolio Recognition:** Your logo and name included in the "Our Partners" section of our 10-page Enterprise Portfolio, submitted to the judges.
- **Social Media:** A dedicated "Thank You" story on our 2k+ follower Instagram account, tagging your brand.
- **Community Support:** Your logo will appear on a shared "Community Partners" banner displayed at our Beach Clean-up Drive, showcasing your support for sustainability.

Silver Plan

Investment: PKR 50,000 – 75,000

- **All perks from the Bronze Plan, plus:**
- **Logo on Race Car:** A logo placed on the chassis of both our official race cars.
- **Presentation Mention:** Your logo featured prominently on a dedicated "Sponsors" slide in our official Verbal Presentation to the judges.
- **Dedicated Instagram Reels:** We will produce 3 high-quality reels for our 2k+ followers.
- **Tournament Visibility:** You will be entitled to place **one promotional standee/banner** at Padel Field Jauhar during our Cricket, Football, and Padel tournaments (exposure to 600+ participants).
- **Sustainability Feature:** We will create a specific social media post highlighting your contribution to our Beach Clean-up initiative.

Gold Plan

Investment: PKR 150,000

- **All perks from the Silver Plan, plus:**
- **High-Visibility Logo on Car:** A large, prominent logo placed on the body for maximum visibility on the track.
- **Prime Stall Activation:** We will actively demonstrate your product(s)/services at our Formula Pakistan stall, making it a centerpiece of our display.
- **Dedicated Instagram Campaign:** We will produce **5 dedicated reels**, integrating your brand into our engineering journey and event highlights.
- **Verbal "Shout-Out":** Personal mention by name as a key partner during our 8-minute Verbal Presentation.

- **Tournament Stall:** You will be given space to set up a **promotional booth or desk at our Sports Tournaments**, allowing you to directly interact with the 600+ youth and 100+ Go-Karting participants.
- **CSR Co-Branding:** You will be listed as a "Sustainability Partner" for our Beach Clean-up. Your logo will be featured on the safety vests or equipment used by the team during the drive.

Platinum Plan (Title Sponsor)

Investment: PKR 350,000+

- **Exclusive Naming Rights:** The team will be officially named "**DriftX, powered by (Your Company Name)**" in all official communications, presentations, and media.
- **Full Car Livery Design:** Your branding will define the aesthetic of the car. Your logo will be the largest and most dominant feature on the vehicle.
- **Brand Ambassadorship:** A continuous marketing partnership where we create content (reels, posts, stories) for both our channel and yours throughout the season.
- **Category Exclusivity:** We will not accept any other sponsors from your direct industry.
- **Event Title Sponsorship:** You will be the **Headline Sponsor** for our Sports Tournaments at Padel Field Jauhar. The event will be billed as "*Your Company X DriftX Sports Festival.*" You will have the honor of presenting the trophies to the tournament winners.
- **Go-Karting Branding:** As this is the event most relevant to F1, your branding will be exclusively featured at the Go-Karting tournament finish line/starting grid.
- **CSR Leadership:** The Beach Clean-up will be "**Presented by (Your Company).**" We will produce a high-production video of the drive dedicated entirely to your brand's commitment to a greener Pakistan.
- **Exclusive On-Stage Mention:** We will personally thank you by name from the main stage during the Formula Pakistan awards ceremony.