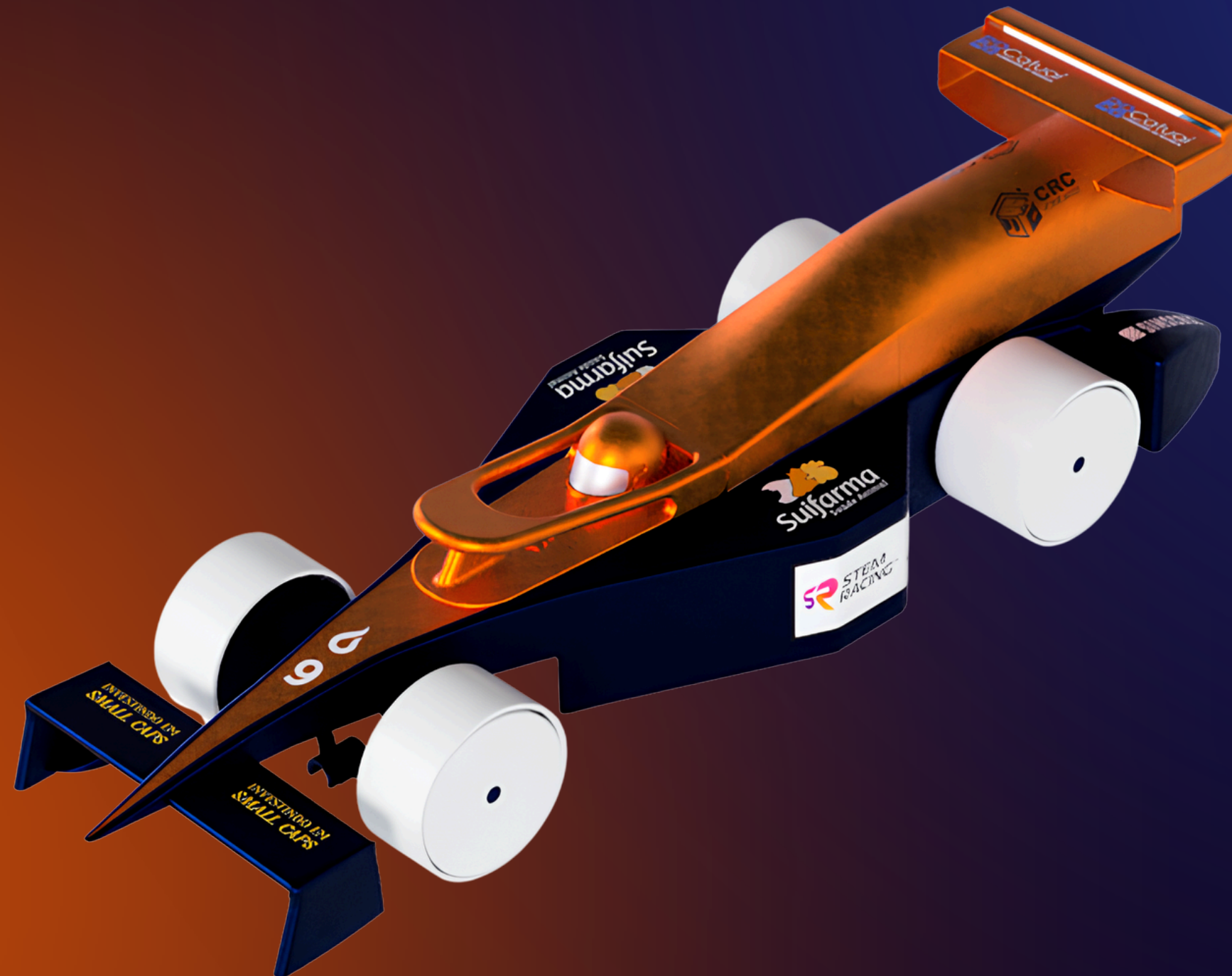


ALIGHT RACING



THE WORLD'S LARGEST ENTREPRENEURSHIP CHAMPIONSHIP



Supported by Formula 1®

HOW DOES IT WORK?

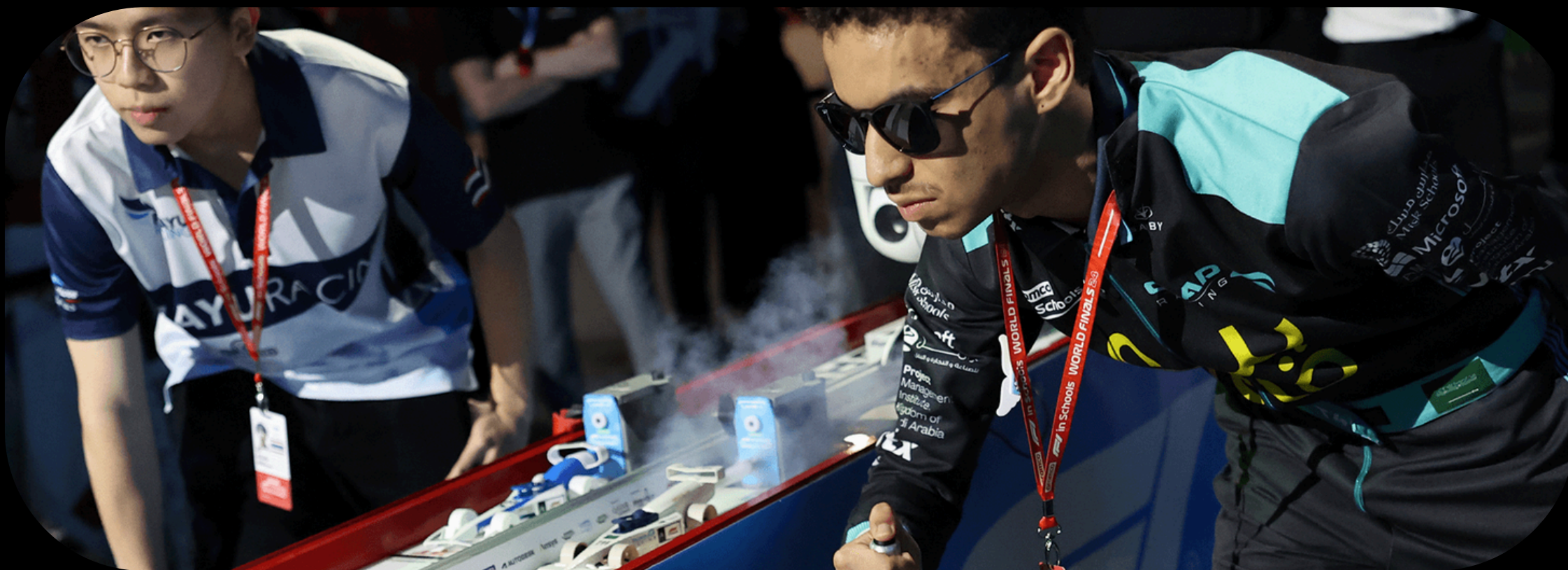
CO²
powered
cars
competition
inspired in F1

Students
learn about
science,
technology,
and
engineering.

Teams
operate like
real
companies
and compete
globally.

HOW DOES THE JUDGING WORK

- Cart construction and performance in the race
- Verbal presentation
- Portfolio elaboration
- Pit display assembly
- Marketing strategies
- Social and ecological project



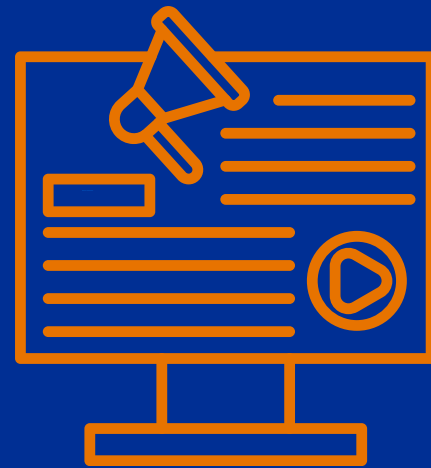
MUCH BEYOND ENGINEERING



ENGINEERING



**PROJECT
MANAGEMENT**



MARKETING

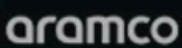
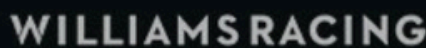
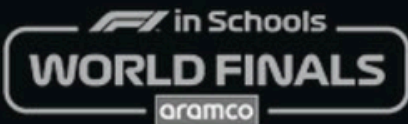


SOCIAL PROJECT



SUSTAINABILITY

GLOBAL COMPANIES THAT SUPPORT STEM RACING



WHO ARE WE?

4 STUDENTS FROM
COLÉGIO UNIVERSITÁRIO
AND THE
REFORMULATED TEAM
OF ATLANTIS RACING



ATLANTIS

RACING



Three-time national champion
(2022-2024)



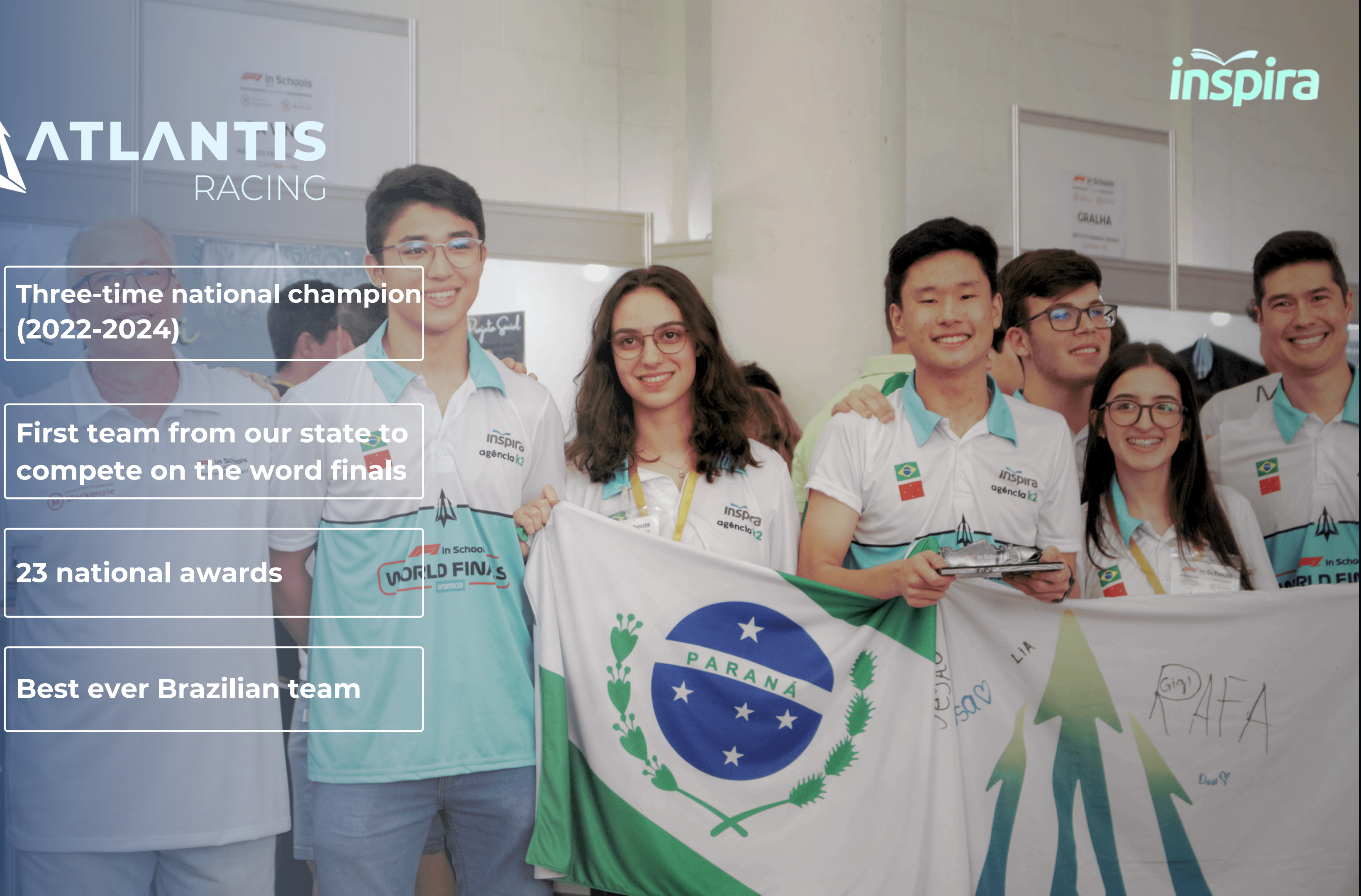
First team from our state to
compete on the word finals



23 national awards



Best ever Brazilian team





A NEW LEGACY



ALIGHT
RACING

WHAT MOVES US

MISSION

Our legacy of excellence inspire teenagers to explore the world of business from an early age.

VISION

Position between the top 10 WF teams

VALUES

Accountability, audacity e discipline

BUDGET

ESTIMATED TOTAL: \$12,000

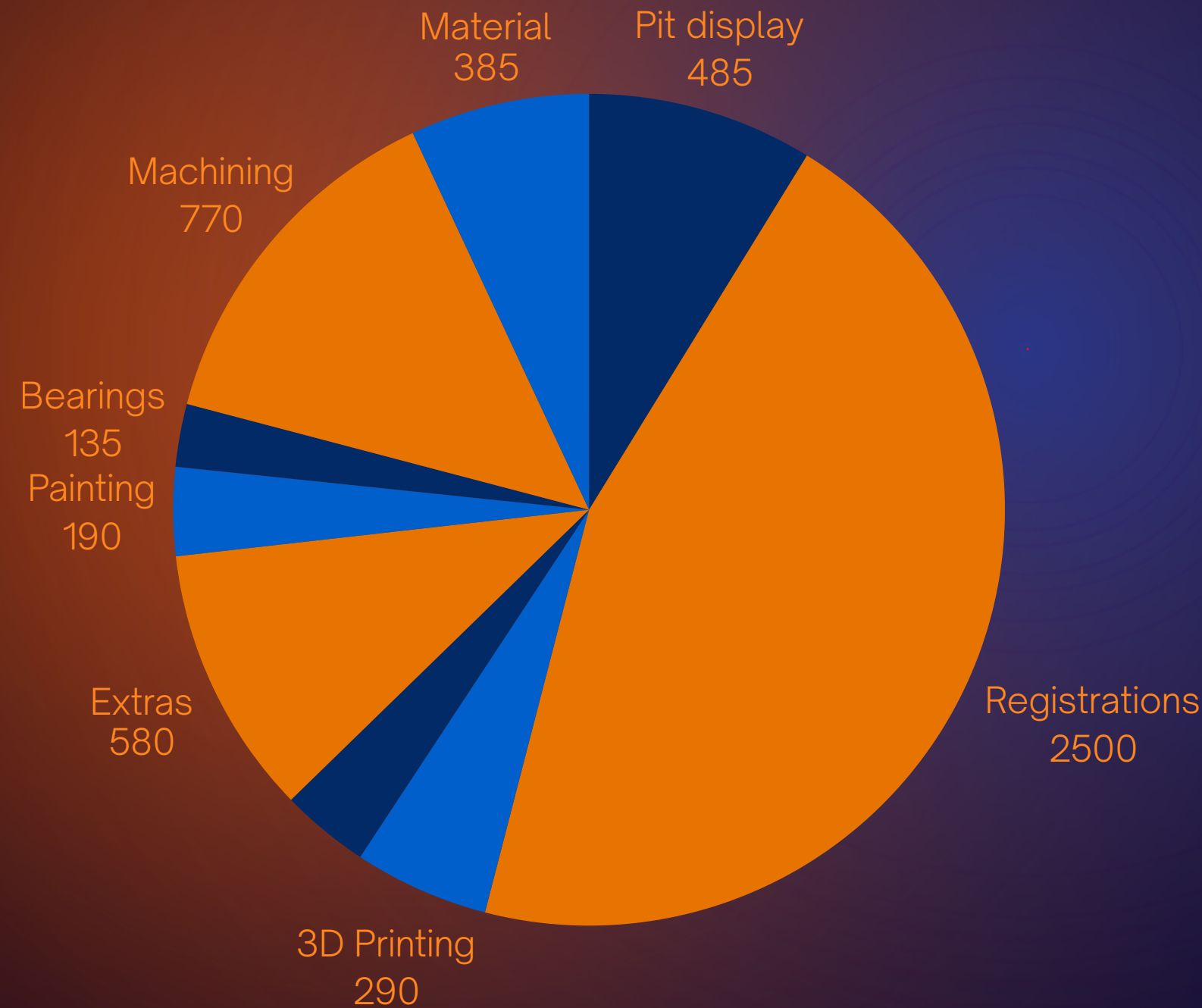
DEADLINE:

09/20

INDIVIDUAL

REGISTRATIONS: 6800

TOTAL MEMBERS: 5



SOME BUSINESSES THAT HAVE ALREADY TRUSTED US (2020-2026)

TINTAS
LONDRES COLOR
AS CORES DA REALZA EM SUA CASA

serilon

FAST PARTS

ESSS **Ansys**

CHANNEL PARTNER

INSTITUTO SENAI
DE TECNOLOGIA

SERCOMTELTM

Dechra

Bauducco

Ziggy
Store

inspira
rede de educadores

ImprimaPLUS⁺
Mais Gráfica. Mais Rápida.

WHY SHOULD YOU TRUST US TOO?

- Four-times national champions
- 6 years of legacy and learning
- Professionals in our support to avoid errors
- Guaranteed place in the World Finals
- The project is complete and only needs minor adjustments
- 11 companies currently trusting our work

“IT’S SO BEAUTIFUL SEEING YOU GUYS GOING THIS WAY ON YOUR LIVES” - ANDRÉ AGUIAR, OWNER OF INSIPIRA (BIGGEST SCHOOL NETWORK IN BRAZIL)

WHO WILL I REACH WITH THIS SPONSORS?



65 countries



29k schools every year



120k students per season



45k F1 enthusiasts



Estimated reach: +500k people

IGNITION - \$500

- Social media promotion of the partnership
- Logo displayed on the back of the uniform
- Bi-weekly status reports
- Company mention in portfolios

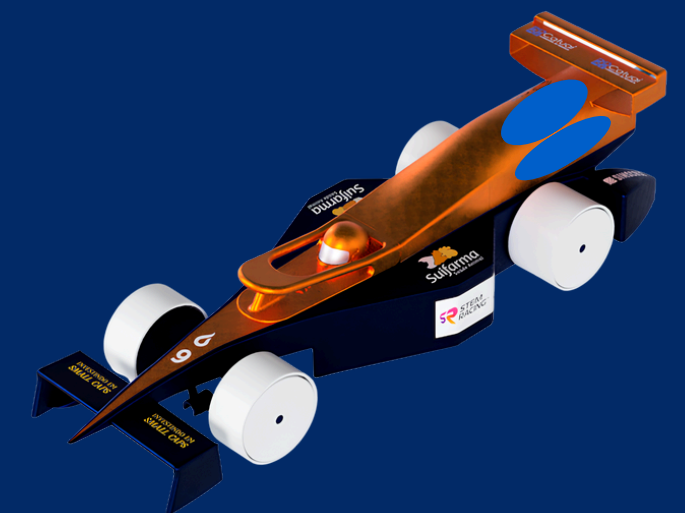


Status Report		Made by:	Project name:
		Giovanna Fischer	Atlantis Racing
		Reported period:	
		12/08/24 - 18/08/24	
Evaluation status			
	Everybody	Complete	
	Everybody	Complete	
Define team values and Target audience of the project	Everybody	Complete	
Define the team's vision	Everybody	Complete	
Next step			Owner
Action items			
1. Define the team's slogan;		1. Everybody;	
2. Define risks;		2. G. Fischer;	
3. Think about a social project.		3. R. Hirose	
Challenges			
Learn how to manage the team.			
Know what steps to follow.			
In what way to really start.			
Questions			
Where to start?			
How to balance the project with the school?			



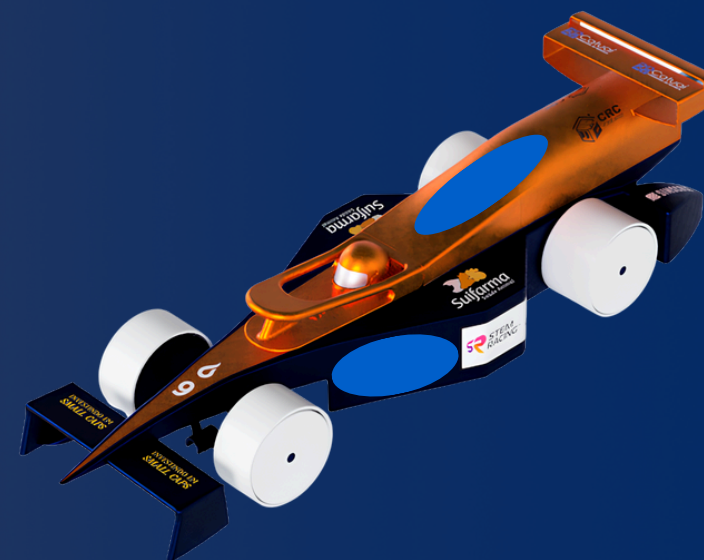
BLAZE - \$1000

- All previous benefits
- Company mention in the team's merchandise
- Company mention on the pit display
- Logo displayed on the front of the uniform
- Branding on the sides or top of the car's CO2 cartridge



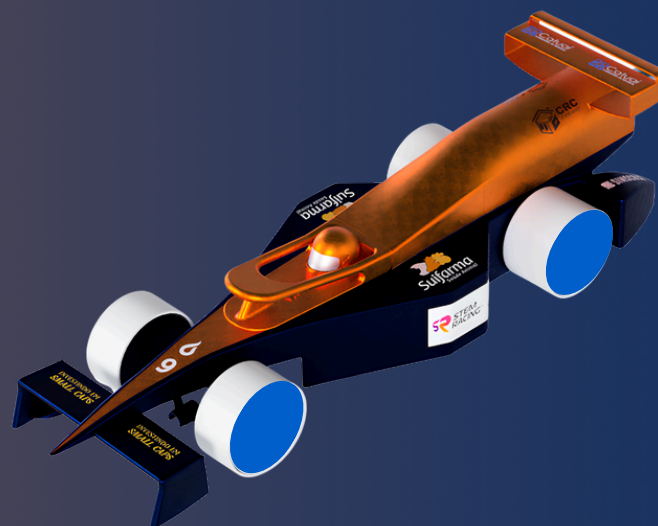
FLARE - \$2000

- All previous benefits
- Company mention in the team's speeches
- Branding on the halo transition or the sides of the car
- Product featured as an interactive element at the pit display



PULSE - \$3500

- All previous benefits
- Specific marketing initiative
- Branding on the car's four wheels
- Product brought onto the competition stage
- Product featured on the covers of official portfolios and renderings



APEX LIGHT - \$7000

- Full company integration into the project (team name change, team color replacement, brand integration)



SUPPORT ALIGHT

Ignition	\$500	Social media announcement of the partnership + Status report + Logo displayed on the back of the uniform + Company mention in portfolios
Blaze	\$1.000	+Branding on the sides or top of the car's CO2 chamber +Logo displayed on the front of the uniform +Company mention on the pit display +Company mention on team merchandise
Flare	\$2.000	+ Branding on the halo transition or car sides + Company mention in the team's speeches + Product featured as an interactive element on the pit display
Pulse	\$3.500	+Targeted marketing campaign +Branding on the car's four wheels +Product brought onto the competition stage +Product featured on the cover of official portfolios and renderings
Apex Light	\$7.000	Full integration of the company into the project (team name change, team personnel changes, brand integration)

**“THE FUTURE BELONGS TO THOSE WHO
BELIEVE IN THE BEAUTY OF THEIR
DREAMS”**

— Eleanor Roosevelt