

# Brand Exposure

Our main goals this year is to broadcast our partner's name and brand and enhance our partner's ability to interact with the University of Arizona and SAE Community. With the creation of our new Marketing Team we will be able to provide the most intimate and interactive



brand-partnership experience. This includes options to have your name and logo on the car livery, trailer, clothing, merchandise, banner, tents and the possibilities are almost endless. During our competition season we interface with over 200 teams and the entire University of Arizona College of Engineering student and faculty body. We are also regular attendees of college of engineering classes for recruiting and University Club events on and off-campus. This enables the WFR Marketing Team to function as a brand ambassador in the engineering and Tucson local community. Lastly, supporting WFR provides your brand a charitable image and also an image that supports the advancement of young engineers and STEM education.

## Roll out Event

Due to last year's success with our roll out event, we will be hosting a live stream in the spring of 2022. We will unveil our new car for our partners and WFR family and present to you all of the work that we have achieved together. It will also give sponsors an opportunity to learn more about the members of our team. This event serves to be a celebration of the completion of a top-tier FSAE car and a celebration of the successful relationship between our partners and WFR community.