





WELCOME

We are Hydron - a team representing Australia at the upcoming 2021/22 F1 in Schools World Finals. Comprised of six students from Trinity Grammar School, Kew, our team is striving to push the boundaries of the competition, having just won the Australian National Finals. Join us as we take on the globe.

The background of the image is a Formula 1 World Champions Trophy. The trophy is a large, dark-colored rectangular block with a silver-colored base. On top of the block is a silver-colored Formula 1 car. The trophy is placed on a wooden surface. The background is a blurred image of a Formula 1 race track with a blue and white checkered pattern. The text "CHAMPIONS AREN'T MADE ALONE" is overlaid on the image in a large, white, sans-serif font. Below the title, there is a line of text in a smaller, white, sans-serif font: "We're looking to collaborate with like-minded brands to deliver mutual value to both parties." The text is centered and has a slight shadow effect.

CHAMPIONS AREN'T MADE ALONE

We're looking to collaborate with like-minded brands to
deliver mutual value to both parties.

F1 IN SCHOOLS



■ GO GLOBAL

F1 in Schools is the world's most competitive youth STEM competition, having engaged over 9 million students since its inception in 2003. Its preeminent event, the World Finals, brings together the best students from over 50 countries to compete on the world stage. Only the top 0.05% of teams are given the opportunity to compete at this level.

THE COMPETITION

THE FAST LANE ■

The competition challenges students to design, test and manufacture a miniature Formula 1 car with the use of industry-leading software. The vehicles, propelled by a CO2 canister, reach speeds of 80km/h in less than a second. In addition to this, teams must document their work in portfolios, construct a trade display and deliver a verbal presentation.

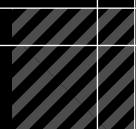
WHY STEM?

TEAM HYDRON

The F1 in Schools competition was founded to counteract a growing shortage of students taking up STEM jobs around the world. It allows them to develop career-specific skills in a practical setting; empowering the innovators of tomorrow.

// We are very proud that F1 in Schools continues to grow exponentially and that it is inspiring many thousands of young people into careers in science and technology. //

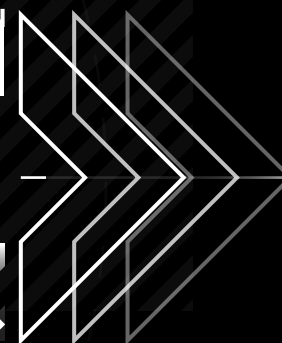
Chase Carey - Former CEO and Chairman Formula 1

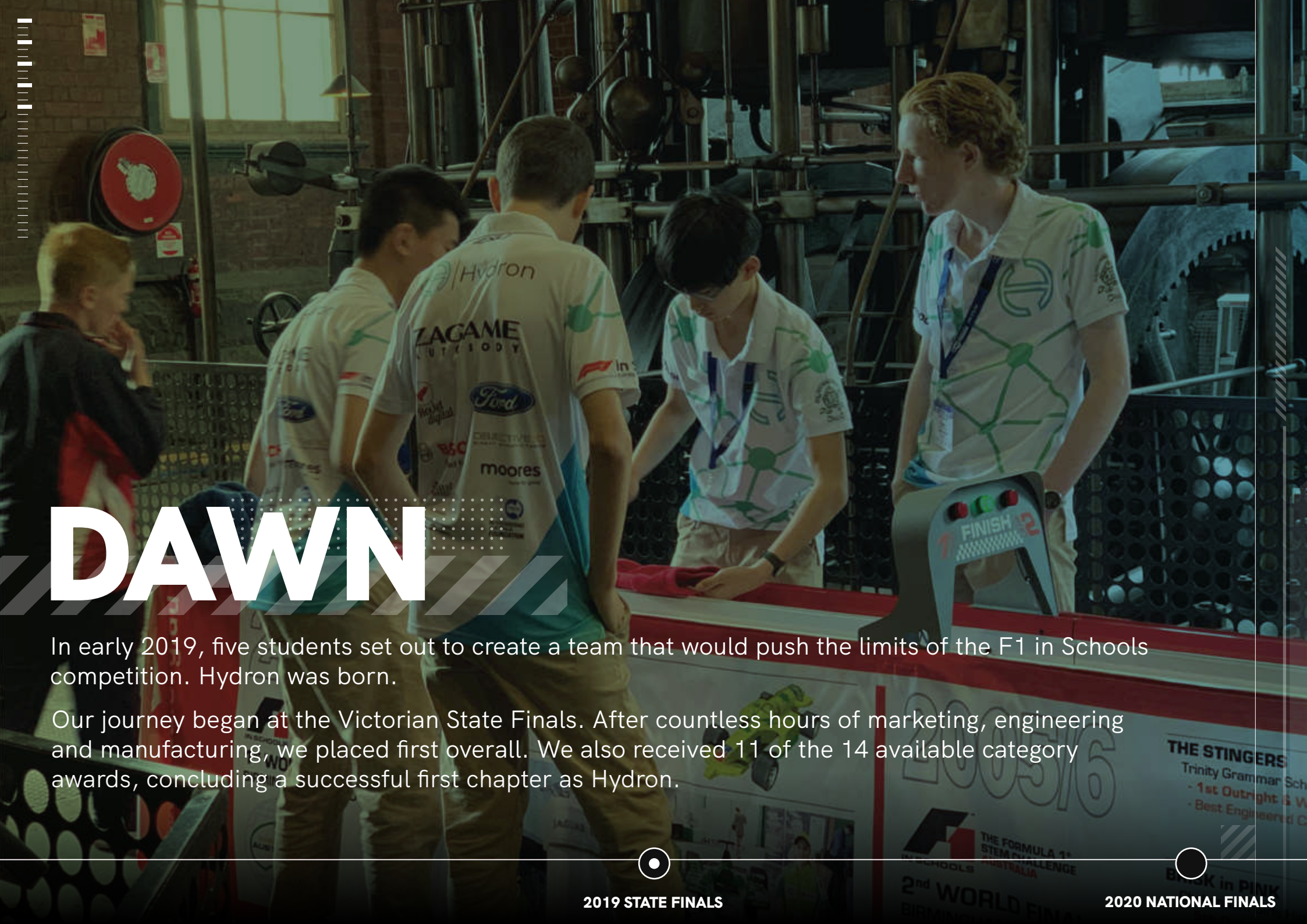


TEAM HYDRON

2019-NOW

OUR STORY





DAWN

In early 2019, five students set out to create a team that would push the limits of the F1 in Schools competition. Hydron was born.

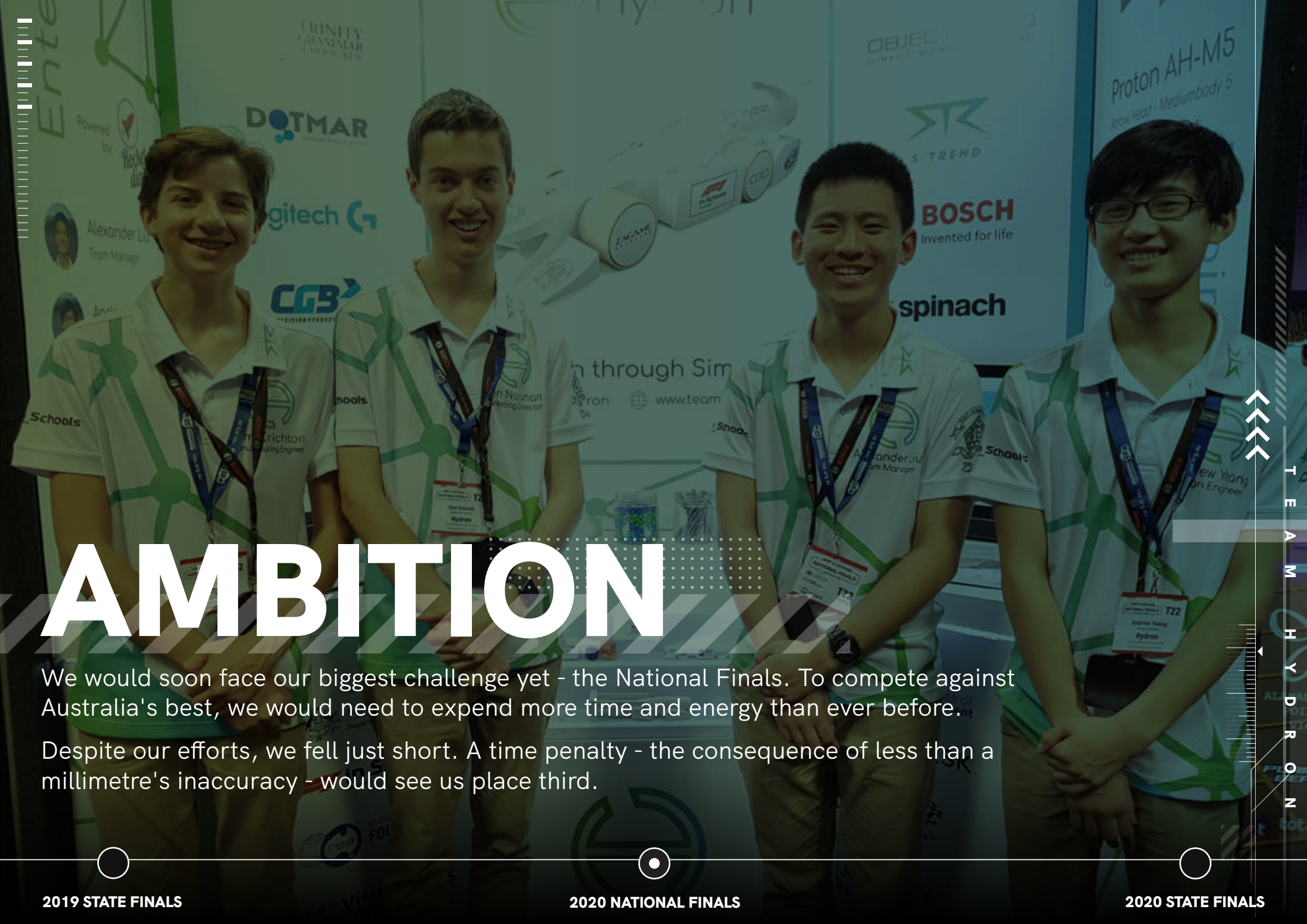
Our journey began at the Victorian State Finals. After countless hours of marketing, engineering and manufacturing, we placed first overall. We also received 11 of the 14 available category awards, concluding a successful first chapter as Hydron.

2019 STATE FINALS

2020 NATIONAL FINALS

DRIVEN BY PASSION

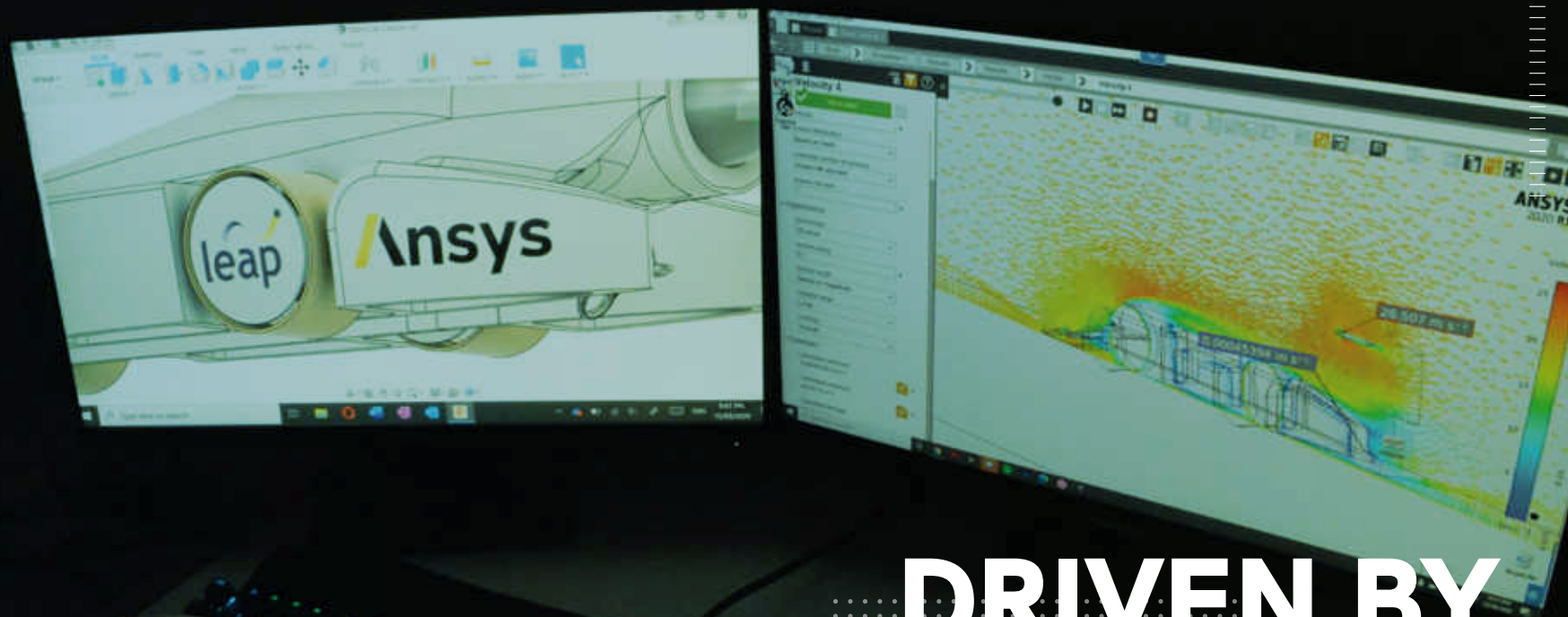
Bound by friendship, we've been able to pursue our passions for engineering, manufacturing, marketing and management. The competition has allowed us to discover and develop skills in a microcosm of the industry environment.



AMBITION

We would soon face our biggest challenge yet - the National Finals. To compete against Australia's best, we would need to expend more time and energy than ever before.

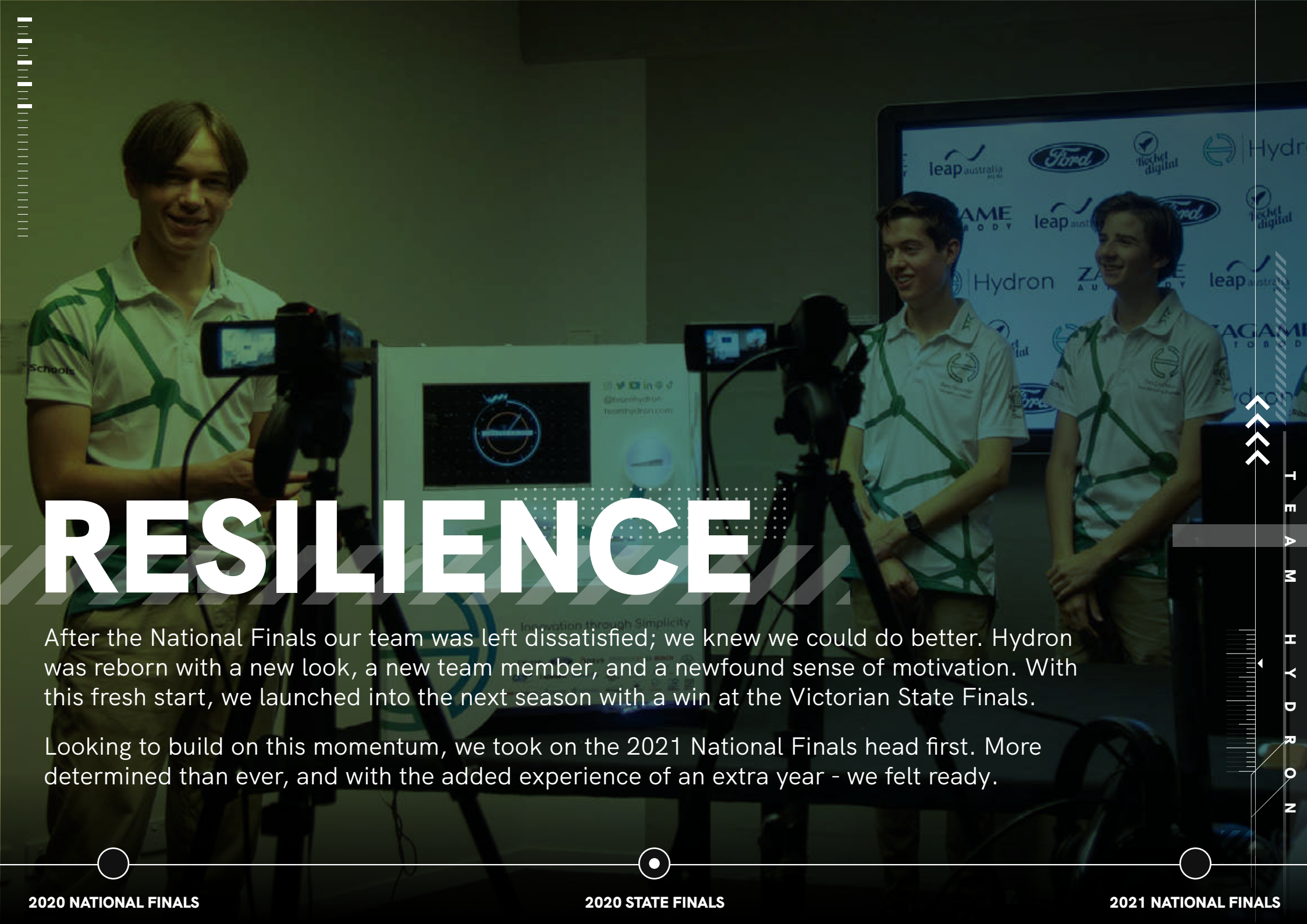
Despite our efforts, we fell just short. A time penalty - the consequence of less than a millimetre's inaccuracy - would see us place third.



DRIVEN BY TECHNOLOGY

To elevate our engineering game, we upgraded our software arsenal with the addition of CATIA and ANSYS.

We may not be designing rockets, but we develop our vehicles using the same technology...



RESILIENCE

After the National Finals our team was left dissatisfied; we knew we could do better. Hydron was reborn with a new look, a new team member, and a newfound sense of motivation. With this fresh start, we launched into the next season with a win at the Victorian State Finals.

Looking to build on this momentum, we took on the 2021 National Finals head first. More determined than ever, and with the added experience of an extra year - we felt ready.

DRIVEN BY EXCITEMENT

To generate hype for our National Finals campaign, we created a Car Reveal video. 29 days of rendering and a combined 10,000 total views later - it was big. View it on YouTube at teamhydron.com/car-reveal



NATIONAL CHAMPIONS



2020 STATE FINALS



2021 NATIONAL FINALS

THE MOST AWARDED AUSTRALIAN TEAM - **EVER**

- 
- | | | |
|------------------------------|---|---------------------------------|
| BEST ENGINEERED | 🏆 | FASTEST LAP |
| BEST ENGINEERING CAD | 🏆 | BEST MANAGED ENTERPRISE |
| BEST MANUFACTURED | 🏆 | BEST VERBAL PRESENTATION |
| GRAND PRIX RACE AWARD | 🏆 | BEST GRAPHIC DESIGN |
| KNOCKOUT CHAMPIONS | 🏆 | BEST TEAM PORTFOLIO |

WORLDS

TODAY



WORLD FINALS

WHO?

The top 54 teams in the world - placing them in the highest 0.05% of teams globally.

WHEN?

01 July - 08 July 2022.

WHERE?

The World Finals will be a Hybrid Event. COVID permitting, teams will be able to attend in London, United Kingdom.

**WILL
JOHNSON**

**TIM
CRICHTON**

**ANDREW
YEANG**

TEAM PRINCIPAL

DIGITAL DESIGN

MANUFACTURING

MARKETING

ENGINEERING

ENGINEERING

**ALEX
LIU**

**BEN
NOONAN**

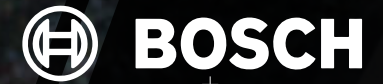
**ALASTAIR
MURPHY**

MEET OUR TEAM

PARTNER WITH US

For the past few years, Ford Motor Company of Australia (and myself personally) have had the pleasure of working with and supporting Team Hydron in the F1 in Schools competition. We have been repeatedly impressed by the team's professionalism and dedication. They have been the most engaged of any F1 in Schools team we support, actively seeking out mentoring and even organised an onsite tour of our facilities. Their engagement in the industry has been impressive, really encompassing the spirit of the competition. We wish Team Hydron every success in their endeavours and strongly recommend any firm considering backing them to get behind the team.

Ashley Pow
Ford Australia
STEAM Treasurer



**IDENTIFYING
WITH MAJOR BRANDS**

84% Sponsor Renewal Rate

A BESPOKE PARTNERSHIP



Not all F1 in Schools teams are the same. We know that this is true of companies too, and for this reason, we are committed to building bespoke relationships with our partners.

We aim to work with your team to fully understand your company's sponsorship goals to ensure that they are not only fulfilled, but exceeded.



BUDGET BREAKDOWN

MANUFACTURING

\$2,500

i.e. Wheel Machining, Additive Manufacturing, Assembly & Finishing Equipment

REGISTRATION

\$8,000

DEVELOPMENT

\$3,000

i.e. Bearings, Software Licenses, Test Vehicles, Simulation Compute Power

MARKETING

\$4,500

i.e. Uniforms, Trade Display, Website Maintenance, Digital Marketing Tools

TRAVEL

\$29,050

i.e. Flights, Accommodation
**Subject to travel restrictions*

TOTAL \$47,050



LEVERAGE OPPORTUNITIES

- + Logo placement on cars, trade display, team uniform and project elements.

- + Bring us in to speak about our partnership with staff or clients.

- + Opportunity to include brand merchandise on our trade display.

- + Digital activations via social media and EDM to engage target audiences.

- + Gain recognition at the world's most competitive STEM youth event. Notable attendees at last year's Finals: Boris Johnson, Daniel Ricciardo and F1 CEO; Stefano Domenicali.

- + Sponsorship recognition at outreach events (radio, school events, news articles).

- + Engage with other partners and network with like-minded individuals.

- + Develop and implement unique marketing opportunities with the team through targeted campaigns.

SOCIAL MEDIA REACH

In June alone, we reached **94,710** people online.
88% of whom are under 25, let us help you to reach them too.

220

NEWSLETTER IMPRESSIONS

490

GOOGLE SEARCHES

4,200

LINKEDIN IMPRESSIONS

5,000

TWITTER IMPRESSIONS

8,800

WEBSITE VISITS

19,000

INSTAGRAM IMPRESSIONS

57,000

TIKTOK VIEWS

From February to July, we aim to maintain the same engagement each month.

That's **568,260** total impressions...

GET IN TOUCH



www.teamhydron.com



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JOIN US ON
OUR JOURNEY