



17 Island Road Lower
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BT38 9HB

Website: www.projectvelocity-bonneville.com
Email: info@projectvelocity-bonneville.com
Mobile (Project Manager): 07715627041
Mobile (PA): 07803840849

Dear Sir/Madam

Re: Project Velocity

Who we are:

Project Velocity is a team of students studying mechanical engineering at Queen's University Belfast. In the **summer of 2015** we will travel to the **Bonneville Salt Flats, USA** where we aim to break a 47 year old land speed record.

The team is made up of:

- Sam Marsden – Project Manager, Aerodynamics and Rider
- Josh Logan - Engine
- Ross Blair – Front Suspension
- Michael Simpson – Chassis
- Peer Hamilton - Aerodynamics
- Josh Ferguson – Stabilising Wheels

Background:

Sam Marsden is the Project Manager. Along with the rest of the team it is their aspiration to break this speed record resulting in it becoming their final year project at Queens University Belfast. Sam was diagnosed with severe dyslexia when he was 10 years old and was told the best he could hope for was to be a 'Bin man' and it was recommended that he go to a secondary school with a good 'remedial' unit even though his passion was science and engineering. Despite this Sam obtained a Grammar school education and is currently completing a Masters in Aerospace Engineering at Queens University Belfast. In 2012 Sam earned a scholarship for his studies, a 1 year placement at Red Bull Formula One and a summer placement with Drino Miller at Pro Circuit Racing, California, both of which has provided Sam with valuable skills and knowledge which he brings to Project Velocity.

Aim:

The aim of Project Velocity is to design a full fairing motorcycle to take to the Bonneville Salt Flats in August 2015 in order to set a new land speed record in the 1000cc Streamline Class S-F previously set in 1967 by Burt Munro.

Objectives:

1. Set a **new land speed record** in the 1000cc naturally aspirated fully fairing streamlined class at Bonneville speed week
2. Encourage young people to **pursue STEM** (Science, Technology, Engineering & Maths) subjects
3. Encourage people with **learning difficulties to pursue their education** & go on to further education
4. **Inspire** young people to follow their **dreams**



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Build so far:

We have completed the design of the bike and have used powerful computer simulation programs available to us through Queen's University Belfast so we can verify our vehicle's capability of breaking this record. However, we urgently need additional financial support to progress from design and simulation to construction. We will be building the bike ourselves but we need sponsorship and support in order to do so. This could be in the form of not only financial assistance but by way of materials including particular specialised parts that we cannot manufacture ourselves. We would love to do this with the engineering companies within Northern Ireland.

Support and media coverage:

Currently we have the support of former Northern Ireland motorbike racer, Philip McCallen and have secured an undertaking from a high-profile UK television car programme to feature our record breaking attempt and promote it once the bike is built. The BBC is also currently filming a documentary about Project Velocity that will be shown as two programmes. We have featured on UTV, The Magazine and BBC Sport as well as a number of Social Media Websites and Motorcycle Magazines including the Belfast Telegraph and a local newspaper in New Zealand.

We will also be taking a stand at the Adelaide Motorcycle Festival at the Kings Hall in February 2015.

Sponsorship Options:

We are seeking sponsorship for this innovative project by direct finance and/or support to raise funds through promotional events.

We are offering you the opportunity to be a part of this project that will provide you/your company with the following:

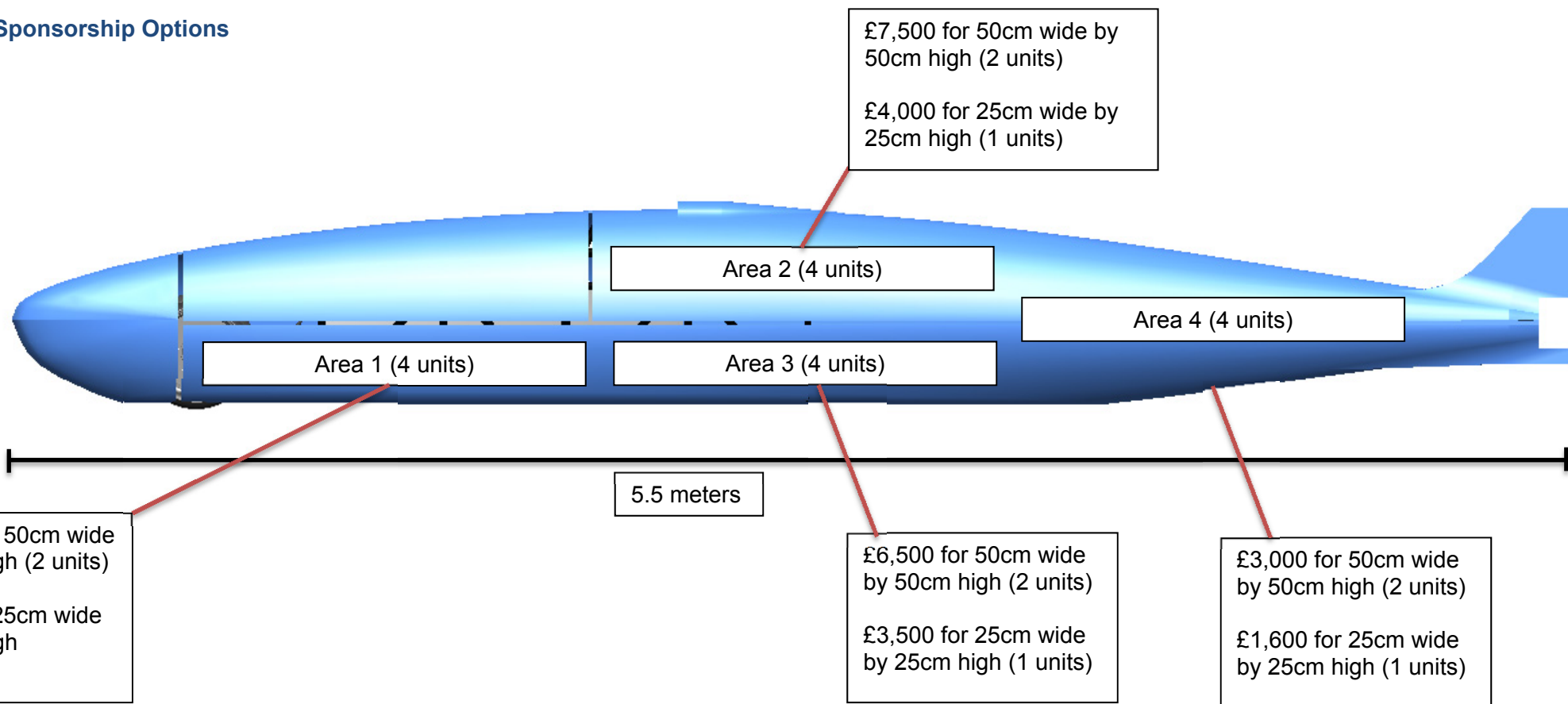
- Raise awareness of your business through sponsorship of this unique and headlining project through all media coverage gained. The bike has been divided into units and costed accordingly (See diagram on next page). By sponsoring a unit you will get your company logo on that part of the bike.
- Showcase the best of Northern Ireland's engineering talent and skills on a global scale.
- Your company will be visible in supporting education in Northern Ireland through university students who will be the engineers of tomorrow
- Inspire young people including those with learning difficulties to pursue further education and ultimately inspire them to follow their dreams.
- Project Velocity Custom Apparel Tshirts



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Sponsorship Options





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Sponsorship Information Event – Wednesday 3rd December 2014

Project Velocity will be holding a Sponsorship Information Evening in order to inform prospective sponsors of all aspects of Project Velocity and we would like to invite you to this event. The team will be there to answer any questions. If you would like to find out more about the project and meet the team this is an ideal opportunity to do so.

Date: Wednesday 3rd December 2014

Time: 7.30pm

Duration: 1 hour – 1 hour 30 mins

Venue: Loughside Farm, 17 Island Road Lower, Ballycarry, Carrickfergus, BT38 9HB

Additional Information: Tea and buns will be provided on arrival.

Parking facilities on site.

Please RSVP to Rachael by Friday 28th November by email or phone.

Email: info@projectvelocity-bonneville.com

Phone: 07803 840849

Alternatively, if this does not suit Sam would be happy to meet you at a time that is convenient for you to share more details about Project Velocity. This can be arranged by contacting Rachael as above.

I look forward to hearing from you.

Yours faithfully

Sam Marsden
Project Manager