

THE BUSINESS OF RACING X ESIC Business & Marketing School

SPRINT 2 — FINANCE & SPONSORSHIP

Participant Brief • 10:05 – 10:40

THE BRIEF

No team races without money. In this sprint you take ownership of your team's finances, work within a strict budget cap, decide how to allocate your resources across the areas that matter, and build the sponsorship case that brings commercial backing on board. Smart trade-offs now will pay on and off the track later.

Excel deliverable: This sprint has a spreadsheet you must complete and upload. Your budget must balance — total allocations cannot exceed the budget cap (**\$250M**). Save it with your team's name.

WHAT YOU NEED TO PRODUCE

Complete the Finance & Sponsorship spreadsheet

- **Budget Allocation (Excel)** distribute your budget cap across Car Build, Development, Brand, Operations, Marketing, Talent and Contingency. (**\$250M**)
- **Sponsorship Income (Word/PPT)** identify your target sponsors and the value each brings - add it to your available funds.
- **Justification (Word/PPT)** — a short rationale for your biggest spending decisions and your sponsorship approach.

How to Submit

- Go to business-of-racing.com/events PASSWORD: **esic2026**
- Find **SPRINT 2 – Finance & Sponsorship**, and **upload** - Late or unbalanced sheets will lose marks.

⚠ **Mind the deadline:** if you do not upload your work in time, your team receives a **Stop-and-Go penalty**. Watch the clock and submit it early.

AI on the pit wall: Use AI to sanity-check your maths, model different budget splits quickly, and craft a persuasive sponsorship pitch.

MARKING CRITERIA (OUT OF 10)

Criteria	Marks
Balanced budget — the spreadsheet balances, keeping within the cap	4
Sponsorship case — realistic, well-argued sponsorship income	3
Justification & clarity — clear rationale and correct, tidy completion	3
TOTAL	10