

Europe's first open testing events for autonomous vehicle research and development.



Aimed at teams developing ADAS technologies, these private track events aim to provide a safe and secure location for groups to conduct research and development on a variety of tracks in a variety of locations.

This is not a competitive series of events, nor an open series of track days for conventional cars – this is aimed at innovators, inventors, researchers and teams – whether at commercial, academic or hobbyist level – to explore autonomous vehicle technology in a safe, affordable and collaborative environment.

There are autonomous racing series and events coming up all over Europe, and we intend to complement them by providing a variety of venues which teams can use to extend their knowledge and experience.

Every event will have a training element, and we're running a series of workshops at each of our first three events, followed by multiple professional-level training workshops at our flagship event in July 2017.

Launch and Promotion

A media launch at the beginning of August brought attention from press in Europe and the US, with coverage in publications including mainstream automotive publications such as **Autocar** and **Autocar Professional**, blogs such as **Autoevolution** and **Carscoops**, innovation news websites including **ReadWrite** and **Eureka**, and autonomous vehicle websites including **Driverless Transportation**.

Continued coverage of the track day series will be achieved via a marketing and PR campaign reaching out directly to a database of 12,000 engineering contacts, and a broader campaign coordinated with specialist media partners, association and trade press in the automotive and electronics sectors.

In addition, **BBC Click** are planning to attend and film a new piece, **Esquire** and **WIRED** magazines are planning to publish an editorial piece on the series, and **Robert Llewellyn** of online documentary series **Fully Charged** is planning to attend.



SDTD Starter Kit

We plan to work with **AutonomouStuff**, our **Exclusive Component and Software Vendor** and sponsoring companies to build a 'SDTD Starter Kit' for teams who wish to participate in the series.

This kit will be the cheapest way in the market to build a starter Autonomous Vehicle, and lower the barriers to entry for groups from academia, start-up businesses and hobbyists. Teams who purchase the kit will receive exclusive SDTD benefits including:

- Free entry to all Track Days for 12 months
- Support and consulting advice from AutonomouStuff
- Discounts on further component and software purchases

Bobby Hambrick and the team are really excited to support the project and we're really looking forward to having them along for the journey. AutonomouStuff will be demonstrating the capabilities of the SDTD Starter Kit at the first track day, and giving some insight for groups interested in how to get started with their own self driving car project.

Sponsorship Opportunities

Do you want to put your components and software into the hands of the next generation of autonomous vehicle engineers? We have 8 premium, 12-month sponsorship slots for the project (i.e. with year-round presence online, and branding at each event) starting at £10,000, and including 3 staff passes per track day event.

Our network in the ADAS and autonomous vehicle space is extensive, and driven by activities such as the [AutoSens](#) conference, AutoSens Awards, and [IEEE Working Group on Automotive Image Quality](#). We are now looking for:

- 1 x Exclusive LiDAR Sensor Sponsor
- 1 x Exclusive RADAR Sensor Sponsor
- 1 x Exclusive Camera Sponsor
- 1 x Exclusive Processor Sponsor
- 1 x Exclusive Data Storage Sponsor
- 1 x Exclusive GPS sponsor
- 1 x Exclusive Autonomous Vehicle Software Sponsor
- 1 x Exclusive Insurance Sponsor

*Additional, separate Sponsor categories may be added.

We want to work closely with partners to ensure quality for participants and welcome approaches from interested companies in other areas. The period of the premium sponsorship will run from launch of that season until the final event in the series, i.e. August 2017, and include:

- Option to include your component included in the SDTD Starter Kit.
- Promotional space on-site at each two-day event (space varies by venue, shipping and handling of materials is the responsibility of the partner).
- Be a part of the launch coverage by BBC, Wired, Esquire, and more...
- Branding on press briefings and materials.
- Online listing on the event series website at www.selfdrivingtrackdays.com with links to your website or custom landing page(s).
- Co-promotional support via our promotional channels, including Email and Twitter (@sd_trackdays).
- Each two-day event will include training workshops – we are actively seeking partners to deliver these workshops and encourage this to be seen as a great brand outreach opportunity.

SENSE MEDIA

- Our flagship event at Teesdorf in July 2017 will include a student Recruitment Fair, opportunities for which the exclusive promotional partners listed above will be prioritised, and will benefit from additional onsite branding.

Sponsors of our other events include:



Participating Teams

Participation is free to testing teams, and we have engagement from academia, Formula Student, hobbyists, and commercial teams. Teams purchasing the SDTD Starter Kit will have priority access to track days for 12 months.

We anticipate around 5 teams at the first event, building to over 20 in the flagship summer event in Teesdorf. Given current levels of press interest in the first event, it's likely we will exceed these targets. Self Driving Track Days is a long term project to support entry level development of technology and systems in this sector.

Venues



[Bruntingthorpe Proving Ground](#), Leicester, UK: 15-16 November 2016 - in the heart of the UK's industrial midlands, is the UK's largest privately owned test track. With a 1-mile stretch of multi-lane motorway, it is an important facility in the country's manufacturing centre, regularly used by universities and smaller manufacturers for testing, particularly for Formula Student teams.

[Driving Centre Castellet](#), Provence, France: 21-22 February 2017 - Next to the legendary Paul Ricard Grand Prix circuit in the beautiful south of France, this venue features a training circuit and handling areas. Our winter home, the Mediterranean location will allow for outdoor working.



[Longcross Test Track](#), part of Longcross Film Studios, Surrey, UK: 10-11 May 2016 - This circuit has a number of challenging features, including a drag strip, skid pan, rumble strips, marked lanes, as well as an unsurfaced woodland track with limited GPS signal. The track has been used for numerous Hollywood films, including the latest James Bond movies.

[Zentrum Teesdorf](#), Austria: 28-29 July 2017: Our flagship event at a fantastic venue. Featuring multiple tracks, including a driver training centre with road markings and working traffic lights, this event will host a number of training workshops as well as exhibition in the large main building on-site.



Supporters

We're delighted to receive support from respected organisations wanting to be part of this exciting journey:



MOTOR SPORTS ASSOCIATION
UNITED KINGDOM



Contact

Contact our Business Development Manager, Lina Alousta (lina@sensemedia-events.com) to develop a partnership package that meets your company needs and deliver on your objectives.

If you would like to discuss the project in more general terms, please contact Co-Founder Alex Lawrence-Berkeley (alex@sensemedia-events.com)

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