



*Four  
Horsemen*

*Social Media Portfolio*

# Social Media



## Facebook (@fourhorsemenfl)

We used Facebook to create our page, “Four Horsemen”. Through this, we had our parents, friends, and other associates share and like the page so we can have a variety of people following and supporting us, while also being notified about our progress. We were aiming to use Facebook as a professional platform for the online world to see the unique abilities our team presents. In fact, the Four Horsemen used Facebook in order to gain the Boca Bearing sponsorship by sharing our team’s formation and mission on their business page.

## Twitter (@FourHorseMenF1)



We had the idea to have Twitter as a way to connect with sponsors, F1 in Schools, and other engineers/entrepreneurs that were taking the next big step into the world of industry and innovation. Twitter was used as a way to use re-tweets and tags to gain more followers. With Twitter, we can show our team identity on a massive scale, gain recognition, and create an avenue for easy updates in terms of the preparation for the competition.

## Website (fourhorsemenfl.wix.com/fourhorsemenfl)

The Four Horsemen wanted to create a website so people can access unique information in terms of formation, team members, projects, contact information, and sponsorship information in a central place for interested people visiting the website. Before the final website was put onto public display, the website was planned out from home screen to contact information to information about the Formula One In Schools program. Along with this layout, the website would be visually alluring with gothic artwork and four horsemen related independent artwork to promote our name in an indirect and memorable effect. The first public reveal of the website yielded one that felt incomplete, so the Four Horsemen constantly update the website with new pictures, events, and information in terms of sponsorship and competition results.



# Sponsors and Special Thanks

## Financial Sponsors

- Boca Bearings—By contacting Boca Bearings on Facebook, we were able to get a 50% reduction on bearings to be used on our F1 in Schools car.
- Subaru Superstore—Ms. Lisa Cvijanovich visited us and was willing to donate \$1,000 to the Perry High School Robotics program; \$250 goes to the Four Horsemen.
- Pro Beauty Association—The Professional Beauty Association believes in the mission of the Four Horsemen and has donated \$500 to our success.

## Special Thanks

- Mr. Cody McMahon, Mr. Kevyn Erickson, and Mr. Clayton Clark—Who, along with Ben Levine, founded the Four Horsemen last year
- Mr. Bill Klein and Mr. Don Robins—For helping the Four Horsemen prepare for the F1 in Schools competition by sharing some of their knowledge of the tips and tricks to succeed with us for the past two years.
- Mrs. Andrea Strock and Miss Kinsey Welsh—For teaching both Physics and Robotics, for helping the team progress from nothing to a returning team, and for grading us harshly to make the success at the competition that much sweeter.
- Mr. Timothy Jehl—For teaching the Four Horsemen how to use Autodesk to CAD an F1 car and wings
- Ms. Caryn Butler—For teaching Kyle Johnston graphic design and for allowing us to use her vinyl cutter to put our logo on our black polos
- Mr. Dan Serrano, Mr. Joe Greene, Mr. Kevin Aims and the rest of Perry High School—For creating the Robotics Class in 2015, for allowing us to participate in the F1 in Schools program, for allowing Perry High School to host the Arizona Regional Competition, and for funding our trip to Michigan for 2015-2016 United States/Canada National Competition
- Perry High School Library— For allowing the class use of their 3D printer to make wings for the cars

# Finances



## Sponsor Reward Levels

- ◊ **\$1-\$49:** Your organization will be sponsored by recognition on the team website and on our social media pages.
- ◊ **\$50-\$99:** Your organization will receive all previous benefits and a 5-star Yelp! Review.
- ◊ **\$100-\$249:** Your organization will receive all previous benefits and be recognized on the pit display.
- ◊ **\$250-\$499:** Your organization will receive all previous benefits and a team photo.
- ◊ **\$500+:** Your organization will receive all previous benefits and a replica balsa wood car.

## Team Budget

Item	Cost per Unit (\$)	Units (#)	Total Cost (\$)
Team Polo	12.99	4	51.96
F1 in Schools Starter Kit	27.95	2	55.90
Extra Balsa Blanks	4.95	2	9.90
Extra CO2 Cartridges	0.55	10-119	5.50-65.45
Tri-fold Pit Display Board	19.99	1	19.99