



2020-2021 Commercial Passport

First and Last name	
Student ID	
University Email	
Program, Year of Study	
1 st Choice Position	
2 nd Choice Position	
3 rd Choice Position	
Portfolio Link (google link)	



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Passport Information

The recruiting process for the Ontario Tech Racing team consists of a passport which will test your knowledge, critical thinking, and problem-solving skills. The passport consists of questions from each commercial department. Please ensure you answer all questions pertaining to the position you are applying to. You can apply to a maximum of three positions. Applicants who have work they want to showcase should upload it to a folder on their personal Ontario Tech U Google Drive folder. If you do not have an OTU Google Drive then you may use your own personal drive but **be sure to change your sharing settings to anyone with link can view** and include a link to the drive on their passport document. Ensure to put the link on the first page of your passport.

Submission Information

For commercial positions feel free to attach your resume and portfolios along with your passports to help strengthen your application. **The entire passport package must be submitted by Wednesday, September 30th 2020 11:59pm on Ontario Tech Racing's website.** Late digital submissions through email will not be accepted unless otherwise approved by a team director due to certain circumstances. After submission, you will be contacted by email for a short interview if your passport moves on to the next stage.

Website for submission: <http://bit.ly/ontariotechracing>

Tips

1. Answer each question fully to the best of your abilities, we are not solely looking for the correct answers, we want to know how well you can research and effectively solve problems.
2. Attaching a resume and an optional single page portfolio to outline experience will greatly aid your chances of being selected.
3. In your department specific questions, include screenshots or mention any software used to solve or help solve the questions (Excel, Visual Studio, MATLAB, Photoshop, etc.).
4. Current OTR members are not to help applicants and cheating will not be tolerated. You will be immediately discarded if plagiarism or cheating is discovered.

Sponsorship & Finance

Team Financial Analyst

Job Description:

- Track and manage team purchase orders
- Report trends in expenditures
- Create cost report for competition, detailing vehicle component cost composition, metrics, and other such data
- Optimize current internal financial processes
- Create, defend, and present a business case scenario to a team of industry judges at the end of the year competition
- Forecast team profits and provide analytics on business operation as well as suggestions for improvement
- Help manage reimbursements

Requirements:

- Experience in accounting and data manipulation
- Strong knowledge of financial principles
- Proficient in Excel, and other Microsoft Suite products
- Excellent written and oral communication skills
- Attention to detail
- Ability to balance school with team responsibilities to meet deadlines

How to Apply:

Answer the application questions below, potential members will be selected for a brief interview. Feel free to submit your resume and portfolio of relevant work along with your completed passport.

1. The following was the business case presentation for the FSAE 2020 competition. Read the scenario carefully and respond to it by creating a PowerPoint presentation. You should focus on how your action plan affects the **finance of the company, human resources, marketing, and sales**.

You may include a script in the notes as to minimize the amount of words on your slides without detracting from your points. Submit as a PDF (including notes if any, directions on how to do so [here](#)) on the Ontario Tech Racing website as indicated earlier.

As the record year begins to come to an end from the opening of the karting market segment of your company {insert company name}; the board of directors are looking to the future. In doing so, market predictions have been extensively reviewed from multiple angles.

After reviewing several aspects of the market and surrounding markets, the board has decided to take action to improve the company position in case of a downturn. By major vote, a decision was made for the first step in this direction will be to reduce R&D costs by at least 90%. As the leading company management, you are to prepare and present an action plan that will position the company to protect for a potential market downturn, how the R&D department will be handled, and the future plans for the company.

Sponsorship & Brand Ambassador

Job Description:

- Reach out to various companies to attract monetary or product sponsorships
- Manage sponsor relations and ensure promised incentives are delivered
- Document products and money received from sponsors
- Create media content to attract sponsors such as brochures, infographics and social media posts
- Create, defend, and present a business case scenario to a team of industry judges at the end of the year competition

Requirements:

- Customer relations experience
- Strong written and oral communication skills
- Proficient in Excel, and other Microsoft Suite products
- Attention to detail
- Ability to balance school with team responsibilities to meet deadlines

Bonus (Not required but great to have):

- Marketing or branding experience
- Proficiency in InDesign, or a similar publishing software

3. A potential sponsor is offering to give enough products to qualify them as a silver tier sponsor, but requested an incentive from the gold tier in exchange for their product. How do you handle the situation and why? Below is a sample from the general Ontario Tech Racing sponsorship package tiers, along with associated incentives. Be sure to reference this and how it impacts your decision, as well as any other potential reasoning you may have.

Platinum Sponsor

- Platinum size logo on team merchandise and vehicle
- Platinum company logo on sponsor banner at events
- Social media and website promotions
- Video promotions
- Product showcase/endorsement of your choosing at all events

Gold Sponsor

- Large logo on vehicle
- Product showcase/endorsement of your choosing at one event
- Company logo on sponsor banner at events
- Social media and website promotions
- Tax-deductible receipt available upon request

Silver Sponsor

- Regular sized logo placed on vehicle
- Company logo on sponsor banner at events
- Social media and website promotions
- Tax-deductible receipt available upon request
- Book of all team member resumes available upon

Bronze Sponsor

- Regular sized logo placed on vehicle
- Company logo placed on our website
- Tax-deductible receipt available on request

Logistics and Operations

Logistics and Operations General Member

Job description:

- Sort out the formalities of taking the team to competition
- Organizing and taking all tools and supplies the team will need for competition
- Planning the method of transport to getting the team to events
- Ensuring the team is organized throughout the year
- In charge of OTR's merchandise store
- Put together team bonding activities
- Keeping track of the inventory of tools and supplies and ensuring to restock if necessary

Requirements:

- Strong communication skills
- Proficient in Excel
- Experience with photoshop software
- Organized
- Attention to detail
- Ability to balance school with team responsibilities to meet deadlines

Bonus (Not required but great to have):

- Experience with designing merchandise
- Previous experience in a logistics role

How to Apply:

Answer the application questions below, potential members will be selected for a brief interview. Feel free to submit your resume and portfolio of relevant work along with your completed passport.

1. For the following questions please make a copy of this google sheet and work on it in **sheets**. Please provide explanations/commands of your sheets work for each question. As well as the link for your sheet when you submit your application.

<https://docs.google.com/spreadsheets/d/1XB-Qdmwm2HXTddagVhalQRg5NtLol8X63LFKPJSwcow/edit?usp=sharing>

- a) How would you highlight (in red) and **bold** the person in charge, if their inventory is less than or equal to 50?
- b) Sort the **inventory/number of items** from least to most. What commands did you use?
- c) How many items that Fergal is in charge of have an inventory of 75 or under? Provide detailed explanation and screenshot of steps
- d) Format your sheet so that the pattern goes "light orange 2" then "white" such as the image provided below

Item 483	204	Fergal
Item 52	205	Kevin
Item 175	205	Fergal
Item 372	207	Alvin

- e) How many items has Kevin bought and what is his average spending on these items? Solve this using a pivot table in sheets.
- f) What percentage of items are bought by Alvin?

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2. You are given the task of marketing Ontario Tech Racing's new T-shirt that is launching on a date of your choice. Please create an advertisement of your choice. Ensure that you include: a call to action, the 5 "W's", OTR's logo, and a brief description of the team. Remember to be creative try to incorporate team colours while ensuring you make good use of your space.

For more information on team colours use this website:

<https://brand.ontariotechu.ca/sample/example-components/colours.php>

For all logos and T shirt design please use following drive:

https://drive.google.com/drive/folders/1WJIY-VTgqyzsMseyPrK_miWnAdK2j68?usp=sharing

Media and Marketing

Videographer

Job description:

- Assist in planning media and marketing projects.
- Film media and marketing projects where video is required.
- Edit projects filmed by you and others.
- Work with other videographers/photographers on tasks.
- Assist with tasks from other commercial departments which may include graphic design, writing articles, and creating social media posts.
- Plan and create social media campaigns.
- Design and create layouts for monthly newsletters.
- Work with the rest of the commercial team to promote Ontario Tech Racing.

Requirements:

- Has experience creating short films or other video productions.
- Comfortable using professional video equipment.
- Possess your own video equipment.
- Experience using Adobe Premiere and After Effects.
- Works well in fast pace and high-pressure environments.
- Able to edit video (Videographers are usually expected to edit their own projects.)
- A sharp eye for creative shots and designs
- Able to conform various styles of shooting.
- Reliable and committed to the position.
- Experience creating social media posts to promote an event or organization.
- Comfortable using Illustrator and Photoshop
- Experience doing some graphic design and layout work.

Bonus (not required but great to have):

- Professional video editing or videography experience (you got paid to do work).
- Own Nikon gear.
- Owns professional video gear (ie. C100, FS7, Z6, etc).
- Having experience that also match the other job postings are a great asset.
- Experience using a gimbal is an asset.
- Can meet requirements of more than 1 position is a great asset.

Photographer

Job Description:

- Assist in planning media and marketing projects.
- Photograph media and marketing projects where images are required.
- Edit photos shot by you and others.
- Work with other videographers/photographers on tasks.
- Assist with tasks from other commercial departments which may include graphic design, writing articles, and creating social media posts.
- Plan and create social media campaigns.
- Design and create layouts for monthly newsletters.
- Work with the rest of the commercial team to promote Ontario Tech Racing.

Requirements:

- Has experience photographing events and portraits.
- Comfortable with using professional gear.
- Has experience using Adobe Lightroom and Photoshop.
- Has experience editing. (Photographers are usually expected to edit their own projects.)
- Possess your own equipment.
- Works well in a fast pace and high-pressure environment.
- A sharp eye for creative shots.
- Able to conform various styles of shooting.
- Reliable and committed to the position.
- Experience creating social media posts to promote an event or organization.
- Comfortable using Illustrator and Photoshop
- Experience doing some graphic design and layout work.

Bonus (Not required but great to have):

- Own Nikon gear.
- Own professional lighting equipment.
- Experience doing composite photos.
- Professional photography experience. (you got paid to do work)
- Having experience that also match the other job postings are a great asset.
- Can meet requirements of more than 1 position is a great asset.

How to Apply:

Answer the application questions below, potential members will be selected for a brief interview. Feel free to submit your resume and portfolio of relevant work along with your completed passport.

1. If you could buy any single camera and lens combo to use for this position what would it be and why?
2. What is the exposure triangle? Explain each part in your own words.
3. In any given situation, if you were limited to overexposure by 3 stops or underexposure by 3 stops, which one would you pick? Why?
4. What makes a good photograph?

General Media Marketing Position

Job Description:

- Assist in planning media, marketing, and other commercial projects.
- Assist with tasks from other commercial departments which may include graphic design, writing articles, and creating social media posts.
- Plan and create social media campaigns.
- Assist in designing and creating layouts for monthly newsletters.
- Work with the rest of the commercial team to promote Ontario Tech Racing.

Skilled in One or More Areas:

- Experience in a media or marketing position.,
- Experience using blender or other animation software.
- Experience in web design.
- Experience in Computer Aided Design software.
- Experience promoting organizations using social media.
- Any other skills you think would be relevant to this position.

How to Apply

Feel free to submit your resume and portfolio of relevant work along with your completed passport. Potential members will be selected for a brief interview. **(The general position does not have a passport to complete!)**