



MAC

FORMULA ELECTRIC

SPONSOR PACKAGE

TEAM OVERVIEW

MAC Formula Electric is a student run team from McMaster University that designs, builds, and competes with an open wheel, formula one-style electric racecar. Competitions include dynamic, business, cost and design events. Our design boasts a fully electric all-wheel drive powertrain, full carbon fiber chassis, aerodynamics package and advanced vehicle controls.

We celebrate and support a multidisciplinary team consisting of about 100 members from various backgrounds. We provide students with the opportunity to work on the bleeding edge of automotive technology while we aim to stake our claim as one of the top ranked teams in Canada!

TEAM LOCATION



The team is currently working out of the Gerald Hatch Centre for Engineering Experiential Learning at McMaster University.

This student building provides space for the university's extracurricular teams to get the hands-on experience that each team is built around. In addition to the workshop, our team has access to office space on the second floor utilized primarily for meetings, brainstorming, and design work.

TEAM LEADERSHIP



Jessie Boudreau
TEAM CAPTAIN



Blaire Pauli
MECHANICAL



Scott Sutherland
ELECTRICAL



Harjot Nijjar
CONTROLS



Dylan Boudreau
VEHICAL DYNAMICS



Jared Cox
MECHANICAL

WHY SUPPORT US?

MAC Formula Electric is committed to establishing partnerships with industry leaders and innovators with like-minded values. We are a driving force in the automotive engineering and technology field with a very knowledgeable team and several years of experience. Every year we are looking at new ways to challenge the conventional methods and set our team apart from the rest. Some of our goals include moving into the autonomous vehicle space, implementing full autonomous vehicle controls on our FSAE vehicles, which would be a North American first. With your support, we can continue to challenge the status-quo and push the boundaries of performance automotive technology!

SPONSORSHIP BENEFITS

When you choose to sponsor our team, you won't just be contributing to cutting-edge advancements in automotive technology, you will be supporting the designers, engineers, and leaders of tomorrow. Providing funding, resources, and mentorship are just a few ways you can begin to establish strong professional connections with some of the most experienced and passionate students McMaster University has to offer!

For your support, prominent logos can be placed on our car, website, and on team apparel. Brand awareness includes international brand exposure to thousands of people each year through events on and off-campus, trade shows, motorsport events, competitions, and in the media. We will share images and video of the final vehicle after completion, posted on Instagram, Facebook, Twitter, and the team website.



FSAE COMPETITION

Static Events

- Design, Cost, and Sustainability
- Business Case
- Technical and Safety Scrutineering
- Tilt Test
- Brake and Noise Test

Dynamic Events

- Skid Pad
- Sprint (autocross)
- Acceleration
- Endurance
- Efficiency

COMPETITION ATTENDANCE

This year our team looks to compete in its first ever FSAE competition in North America and following that we will set our sights on competing in Europe's Formula Student competitions.

FSAE North America

- Formula SAE California (Summer 2020)
- Formula SAE North (Summer 2020)

Our teams goal is to first develop a strong foundation of experience with competitions in North America. Once established, we plan to bring a highly competitive car to the European Formula Student competitions which showcase some of the very best in the world.



SPONSORSHIP TIERS

	TITLE > \$10,000	PLATINUM > \$5,000	GOLD > \$2,000	SILVER > \$1,000	BRONZE > \$500
Job Promotion & Resume Bank	✓	✓	✓	✓	✓
Logo on Team T-Shirt	✓	✓	✓	✓	
Meet the Team	✓	✓	✓		
Company Information Session	✓	✓			
Featured Promotional Video	✓				
Logo on Team Website	Featured	X-Large	Large	Medium	Small
Logo on the Vehicle	Multiple Large	Large	Medium	Small	-

The Sponsorship Tier's should only be used as a general guideline and are subject to change. All additional or alternative benefits should be agreed upon in writing between MAC Formula Electric and the sponsoring entitiy. We appreciate all forms of sponsorship. Whatever donations are made, whether they be monetary or material, will be considered and placed in the appropriate category based on monetary value.



Thank you for taking the time to review our sponsorship invitation!

If you would like to find out more about MAC Formula Electric,
or inquire further regarding sponsorship opportunities,
please contact us at:

FORMULA@MCMASTER.CA

or visit:

WWW.MACFORMULARACING.COM