



**SPONSORSHIP  
INVITATION**

# 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 90 members from various backgrounds. We provide students with the opportunity to work on the leading edge of automotive technology while we aim to stake our claim as one of the top ranked teams in Canada!

## TEAM TIMELINE

2012



McMaster Formula Hybrid is Founded

2015



MAC Formula Electric is Founded

2019



MACEV1 is Unveiled

2020



MACEV1 Goes to Virtual Competition

2021



MACEV2 Goes to Competition

# 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 our teams are built around. In addition to a newly built office space, we have a state of the art workshop. This workshop is equipped with industry standard machinery and hand tools that provides the team with the necessary resources to compete to our full potential.

# TEAM MANAGEMENT



**Blaire** Pauli  
TEAM CAPTAIN  
CHIEF MECHANICAL ENGINEER



**Scott** Sutherland  
TEAM CAPTAIN  
CHIEF ELECTRICAL ENGINEER



**Ashley** Majnaric  
TEAM MANAGER



**Dylan** Boudreau  
ENGINEERING MANAGER



**Dharak** Verma  
ENGINEERING MANAGER

35+  
**Sponsors**

90+  
**Members**

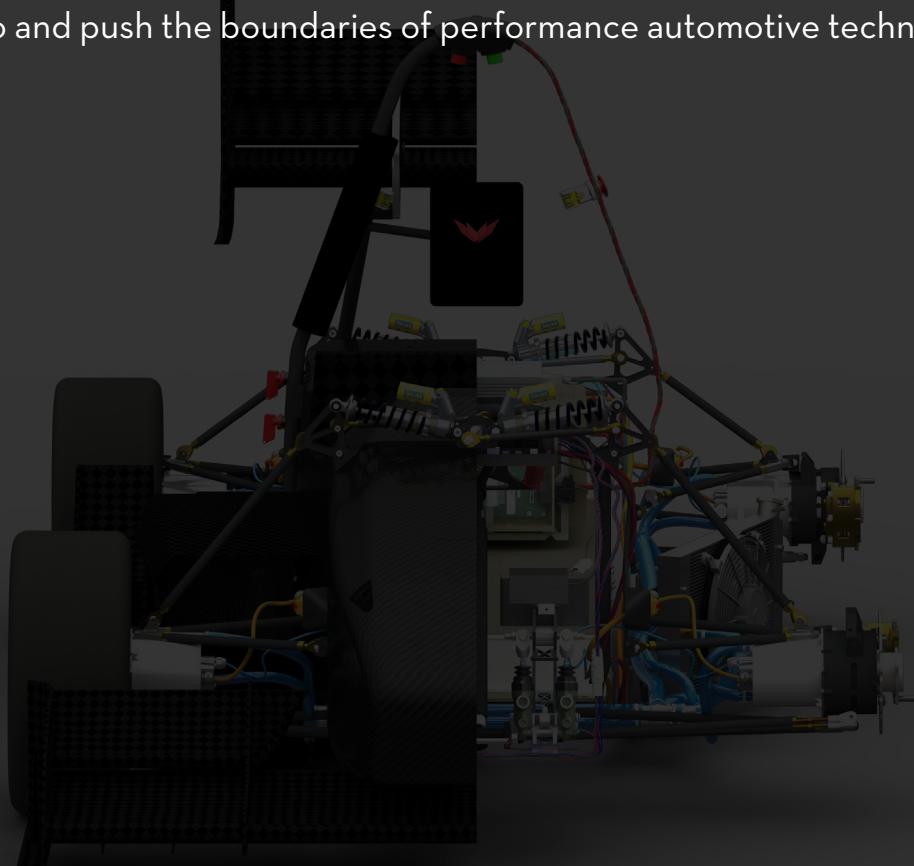
# WHY SUPPORT US?

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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 many years of experience. Sponsors like you, encourage student leadership and innovation promoting the long-term advancement of the automotive industry.

By investing in our ambitious team of students, 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 McMaster's brightest individuals.

Every year we are looking at new ways to challenge the conventional methods and set our team apart from the rest. One of our goals include moving into the autonomous vehicle space by 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.



# FSAE COMPETITION

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## Static Events

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

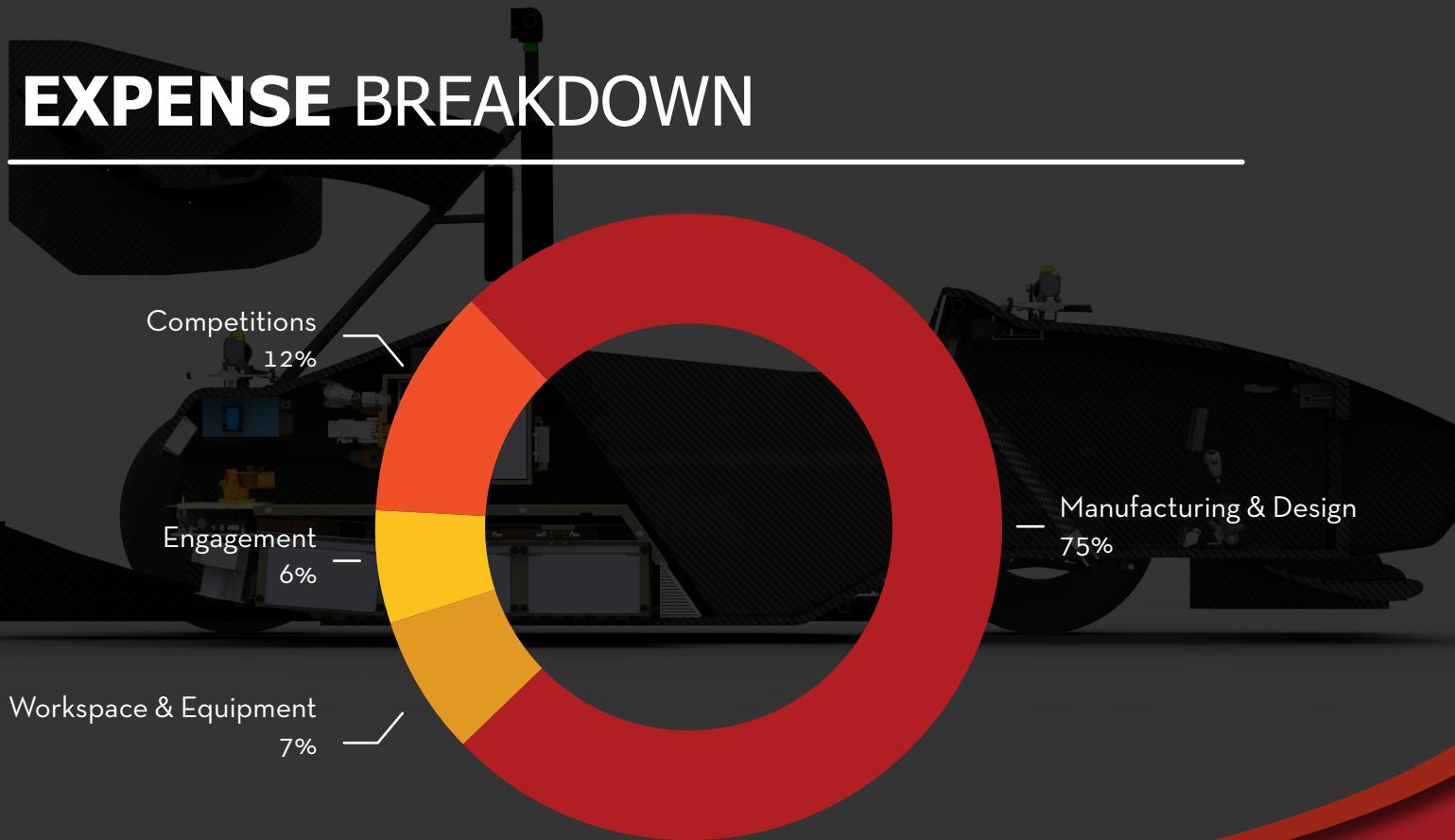
## Dynamic Events

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

This year our team is planning to compete in Formula SAE North and Formula SAE California, both taking place in summer 2021.

## EXPENSE BREAKDOWN

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# SPONSORSHIP BENEFITS

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.

## SPONSORSHIP TIERS

PLATINUM > \$5,000	GOLD \$2,000	SILVER \$750	BRONZE \$250	GENERAL SUPPORT < \$250
Logo on Team T-Shirt	✓	✓	✓	✓
Team Resume Bank	✓	✓	✓	
Recruitment Promo	✓	✓	✓	
Meet the Team	✓	✓		
Company Information Session	✓			
Logo on Team Website	X-Large	Large	Medium	Small
Logo on the Vehicle	X-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 entity. 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.MACFORUMLARACING.COM*