

Jag Racing



Sponsorship Package 2025-2026

@South Alabama Sae @usa_jagracing

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Mission Statement

The Society of Automotive Engineers (SAE) is a leading organization dedicated to connecting and educating mobility professionals to create safe, sustainable, and accessible solutions for the future of mobility. At the University of South Alabama (USA), our SAE student chapter provides a dynamic platform for students interested in the automotive industry. USA SAE members engage in the design, fabrication, and competition of motorized vehicles, while developing essential skills like teamwork and leadership to excel in the automotive field. In previous years, our chapter has participated in the SAE Collegiate Design Series with Baja SAE and SAE Supermileage vehicles. Currently, our primary focus is the SAE International Formula Hybrid + Electric Competition, which challenges students to design, fabricate, manufacture, and test a hybrid formula vehicle. This national competition brings together universities from across the country to compete in a series of rigorous static and dynamic events, including design, project management, acceleration, autocross, endurance, and vehicle efficiency. Teams enjoy the freedom to innovate and personalize their vehicles while adhering to all competition guidelines and requirements.

Our mission is to equip members with hands-on experience and valuable industry connections, ensuring they stand out as capable and highly qualified professionals in automotive engineering. The USA SAE chapter is proud to represent both the University of South Alabama and the Coastal Alabama region, showcasing our members' dedication, skill, and commitment to advancing the field of automotive engineering.

Team and Competition

Jag Racing is a student-led racing team at the University of South Alabama, composed of a diverse group of aspiring engineers eager to apply their academic knowledge to real-world challenges. The team designs, builds, and tests a high-performance, formula-style vehicle, which they compete with in the prestigious Formula Hybrid SAE competition. The Formula Hybrid SAE competition provides a

unique opportunity for students to showcase their engineering expertise and problem-solving abilities in a highly competitive, global environment. Teams from universities around the world compete in a series of static and dynamic events, including vehicle design, engineering presentation, acceleration, autocross, and endurance challenges. Each event is scored based on performance, with teams accumulating points toward a total score of 1000. Through this hands-on experience, Jag Racing members not only develop technical skills but also gain invaluable teamwork, project management, and innovation experience, preparing them for successful careers in engineering and beyond.

History

The Society of Automotive Engineers (SAE) at the University of South Alabama (USA) has a rich history dating back to the late 1990s. Over the years, our program has proudly taken part in various SAE Collegiate Design Series events, including SAE Baja and SAE Super-mileage. In recent years, we have shifted our focus toward a more advanced and competitive challenge—the SAE Formula Design Series.

This transition reflects our commitment to innovation, engineering excellence, and preparing our team members for the forefront of automotive technology and design. Competing in the SAE Formula Design Series allows us to engage in a multidisciplinary engineering project that involves designing, building, and racing a Formula-style vehicle. Our latest project, the JR-1, stands for a new chapter for our program, highlighting the hard work, creativity, and collaboration of our team.

The JR-1 pushes our members to enhance their technical ability, teamwork, and problem solving skills while competing at a global level. This vehicle embodies the dedication of our team and serves as a symbol of our ambition to excel in the world of competitive automotive design.

History

2022-2023 Academic Year

JR-1

Jag Racing began in 2022 when five senior mechanical engineering students at the University of South Alabama proposed designing a Formula Hybrid Competition Vehicle for the USA SAE team. In their first year, the team designed and fabricated a rolling chassis as part of their Senior Design project. Their efforts earned Best Overall Senior Design Project at the 2023 USA Senior Design Symposium, highlighting their innovation and technical skill. This achievement laid the foundation for future teams and revitalized the program's focus on competitive automotive design.



2023-2024 Academic Year

JR-2

During the 2023-2024 academic year, the USA Jag Racing team at the University of South Alabama achieved remarkable progress by uniting students from diverse disciplines, including electrical, mechanical, and computer engineering, as well as computer science and mathematics. Together, they completed the design and construction of the Formula Hybrid Competition Vehicle and its supporting systems.



In a historic milestone, the team represented the university at the SAE Formula Hybrid + Electric competition for the first time, traveling to New Hampshire to compete against some of the top engineering schools in the nation. Their hard work and innovation paid off, securing 3rd place in the hybrid division and an impressive 16th place overall, marking a proud moment in the university's history and setting a powerful foundation for future competitions.

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History

2024-2025 Academic Year

JR-3

During the 2024-2025 academic year, the USA Jag Racing team concentrated on two key areas: suspension, and advancing the car's electric power system. The Electrical Engineering team, in collaboration with the Computer Engineering team, refined the programming of the vehicle's controller and optimized the synchronization between the electric motor and the internal combustion engine. This ensured a seamless and efficient hybrid powertrain.



Also, the suspension team focused on developing a new suspension system, aiming to reduce weight while

enhancing efficiency and performance, particularly during cornering. These efforts, combined across teams, were geared toward producing a Formula Hybrid car that exemplified innovation, speed, and reliability.

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This Year

2025-2026 Academic Year

JR-4

This year, the USA Jag Racing team's primary goal is to successfully prepare for and compete in the Formula Hybrid competition. A major focus will be the Aero-Body Optimization Project, led by the mechanical engineering design team, to improve the car's overall aerodynamics and performance.

We will continue refining the electrical system and drivetrain to maximize hybrid capability, while also upgrading the suspension and bolstering the steering system for greater handling and control.

Additional objectives include constructing a newly



goal is
Formula
new
senior
improve

We will

designed fuel tank and developing a new ignition system to ensure reliability and safety. By addressing these areas, we aim to deliver a more competitive car while strengthening our technical skills and teamwork for long-term success.

Value Sponsorship

Our team is nothing without our sponsors.

All of the hard work our team puts in is worth nothing without our sponsors. Everything the team does rely on the generosity and willingness to help from businesses/ individuals who are looking to invest in the world's future engineers.

The Benefits of your sponsorship are numerous:

Access to information relating to student resumes.

By donating to SAE, you are guaranteed **Logo Visibility**. SAE is an on-campus club, so we host a lot of events on school grounds for all majors. Your logo will be proudly displayed for

all to see on our race car, both on the racetrack and off.

SAE has an ever-expanding *social media & online* presence. In addition to gaining access to our team’s online resources, our posts have the potential of being picked up by the university. We have a dedicated social media team that will work throughout the year to highlight the worth of your donation, integrating USA social media resources when possible.

Your Donation is *Tax Deductible*. We are associated with SAE International which is a 501(c)(3).

USA Jag Racing Budget 2025-2026

Vehicle Construction	\$14,000
Travel, Housing, Competition fees	\$1,500
Fundraising Events	\$2,000
Competition Uniforms	

Total Expenses:

\$24,222

\$8,720

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Sponsorship Tiers

CONTRIBUTIONS

BENIFITS

BRONZE
(\$500+)

Sticker on car*
(Increasing size with

sponsorship level)
PLATINUM (\$5,000+)
GOLD (\$2,00+)

SILVER (\$1,000+)

Frequent team updates and announcements

Logo on track shirts*
(Increasing size with sponsorship level)

Access to student resume database

Mention on social media platforms

Access to sponsor thank-you event

Option to use car at promotional events
and photo opportunities

Tag in all social media posts

Donations can take many forms. Financial donations, product donations, product discounts, or service time are all valid & accepted forms of donation. Whether donations are monetary or material in form, they will be considered and placed in the appropriate category based on your estimate of monetary value.

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Donation

USA Jag Racing is a team of passionate, dedicated individuals committed to engineering, fabricating, testing, and competing with a Formula One-style race car at an annual collegiate competition. Thanks to the generous support of sponsors like you, we are able to design and build our car, operate as a cohesive team, and provide future engineers with invaluable real world experience in both design and management. While the University of South Alabama offers us essential resources, including workspace, tools, and a machine shop, it is the continued support of our sponsors that ensures the long-term success and growth of our organization. If you're interested in contributing to the USA Jag Racing program, please follow the instructions on this page to make your donation.

Please follow the instructions for donation:

Check Donations:

Fill out the information below and make out your check to _____ and mail it to:

USA SAE

150 Student Services Dr.
Mobile, AL 36608

Name/Organization: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone Number: _____ Email: _____

Sponsorship Tiers:

Please check appropriate tier or fill in donation amount:

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

<input type="checkbox"/>	Platinum, \$10000+
<input type="checkbox"/>	Gold, \$5000+
<input type="checkbox"/>	Silver, \$2000+
<input type="checkbox"/>	Bronze, \$500+
<input type="checkbox"/>	Other: _____ _____

Print Name: _____ Signature: _____
Date: _____

Please Contact for any question

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Vice President - Cole Geisler(ecg2422@jagmail.southalabama.edu or 217-855-9042) 11

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