



2015 | 2016
Sponsorship Package



About Formula SAE

The Society of Automotive Engineers (SAE) started the Formula SAE competition in 1978 to introduce hands on skills to university and college students through motorsports. Over the years, Formula SAE has grown from a single yearly event to multiple yearly events in several countries around the world. Over 500 university and college teams now attend these events worldwide.

The creativity, management skills, and engineering prowess of each team is tested through a series of events. The four day competition begins with a rigorous safety inspection followed by several other static events. Once the car has been certified to race, the series of dynamic events begins. The competition is divided into 1000 points distributed between various static and dynamic events.

The diverse set of grading criteria is organized to grade each team on the difficult challenges they face. Students are required to design and fabricate a functioning race vehicle while preparing to defend their design choices and create a business model in order to win investors. These well-developed skill sets often lead to FSAE graduates to be some of the most highly pursued engineers upon graduation.

The competition breakdown is as follows:

Static

Technical Inspection	0
Presentation	75
Engineering Design	150
Cost Analysis	100

Dynamic

Acceleration	75
Skid Pad	50
Autocross	150
Efficiency	100
Endurance	300

Total Points: 1000

UVic Formula Motorsport is a student-lead team comprising of the best and brightest engineering and business students at the University of Victoria.

Since 2001 the UVic Formula Motorsport team has given students the chance to develop hands on skills, technical knowledge and leadership skills. This allows students to graduate with a very broad knowledge basis.

Each year, a new car is designed and fabricated to compete at one of the North American competitions. We take great pride in the design and fabrication quality that is the results of the hard work and dedication of our members.

Highlight of 2015:

Formula SAE Michigan

- 20th Overall
- 2nd in Canada
- 11th in Acceleration
- 19th in Endurance and Fuel Efficiency

World Ranking

- 58th out of 514 Overall
- 21st in North America
- 5th in Canada
- Best in Western Canada

For 2015, the support of our current sponsors allowed us to become a more proficient and effective team. This was demonstrated by finishing 20th out of 120 teams, and second among Canadian teams at the most competitive competition in North America. With your generous support we can achieve our goal of finishing 14th at Michigan 2016.

The UVic Formula Motorsport Team





Benefits of Sponsorship

The Difference Between Sponsorship and Donations

We like to develop long-term relationships with each of our sponsors and benefactors by showing our appreciation for their educational contribution. While our benefactors make magnanimous donations and do not wish to receive public recognition, our sponsors receive public recognition in accordance with our sponsorship table.

Why Become a Sponsor?

The benefits of sponsorship include:

- All donations are tax deductible
- Direct recruitment for the most desirable future or co-op employees
- Logo exposure at automotive events, local autocross events, and SAE competitions
- Exposure to UVic Alumni, Family and other sponsors
- Developing relationships with students who will take those relationships into their professional careers
- Being a part of this exciting and internationally competitive team as we work toward representing the University of Victoria at FSAE Michigan in 2016



Sponsorship Levels

TITLE (\$20,000 + or equivalent in products or services)

Platinum Sponsorship Benefits PLUS:

- Company logo is largest in size
- Company name and logo on left sleeve of all team apparel
- Company name and logo prominently displayed on all printed media, second only to our logo
- Logo included on footer of quarterly newsletters, letter head and on/off campus displays
- The availability of the car and team members for a company events at a Lower Mainland or Vancouver Island locations.

PLATINUM (\$10,000 + or equivalent in products or services)

Gold Sponsorship Benefits PLUS:

- Company logo is second largest in size
- Company invitation to all team events as well as pit access

GOLD (\$5,000 + or equivalent in products or services)

Silver Sponsorship Benefits PLUS:

- Company logo is third largest in size
- Company invitation to all team events

SILVER (\$2,500 + or equivalent in products or services)

Bronze Sponsorship Benefits PLUS:

- Company logo is fourth largest in size
- Company employee involvement, and invitation to testing and events

BRONZE (\$1,000 + or equivalent in products or services)

Steel Sponsorship Benefits PLUS:

- Company logo on car, trailer, promotional material, and on team apparel (fifth largest in size)

STEEL (\$100 + or equivalent in products or services)

- Extensive social media coverage and recognition through all platforms
- Company logo and link on the sponsorship page of team's website
- Quarterly newsletters of updates and events, and a team signed thank you card

Contact Information



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