

# ***GMS*** ***GATOR*** ***MOTORSPORTS*** ***2019-2020 SEASON***



## ABOUT US

Gator Motorsports, the University of Florida's Society of Automotive Engineers (UFSAE) student chapter, is an organization of interdisciplinary students dedicated to building a high-performance vehicle for an international collegiate design competition. Over the span of a year, members research, test, and engineer twelve systems to manufacture a functioning Formula-style racecar. Integrating aerodynamics, suspension, frame, brakes, drivetrain, controls, electrical, cooling, oiling, intake, exhaust, and fueling, students aim to maximize performance, reliability, and driver safety of the vehicle while remaining mindful of cost-effectiveness.

Each May, Gator Motorsports travels to the Michigan International Speedway to compete against teams from all over the world in the Formula Society of Automotive Engineers (FSAE) collegiate design competition. This competition assesses the team's ability to not only produce a reliable, high-performance vehicle, but also its ability to organize and manage a team to develop a feasible product for market. Students participate in the entire project from design to competition, translating concepts from coursework to real-life applications while meeting strict manufacturing deadlines. As the project moves from concept to design, from part manufacturing to assembly, and from testing to racing, members learn the technical, teamwork, and project management skills required to transition seamlessly into careers in industry.







## ***SEASON GOALS***

After a focus on reliability in the 2019 season, which earned the team a top 25 finish, we now aim our sights to making significant improvements to the car's power and performance to achieve a top 15 spot in the coming competition. We believe that setting realistic goals and understanding the strengths and resources of our team is key in our path to a successful and rewarding season. We will continue to build and strengthen our team, develop our system of knowledge transfer between members, and improve our performance.





## LEGACY: 1991 – 2019



Although we are proud of our team's more recent accomplishments, we are humbled to remember our program started with a group of students operating out of a storage unit. It is the legacy that team members leave behind season-after-season that allows us to learn from both their failures and their successes. Over the years, designs have been conceptualized, tested, and refined to create what our vehicle is today. Every season, countless hours of sleep are lost and countless friendships are made. Our team is still forged from the principles that brought us together in 1991: dedication, ingenuity, and perseverance.

# FORMULA SAE MICHIGAN

Every year, over 120 teams from universities around the world compete in the FSAE collegiate design competition at Michigan International Speedway in Brooklyn, Michigan. This competition is comprised of two types of events: static and dynamic. Static events include in-depth analyses of the vehicle’s design and cost, as well as a formal business presentation to a panel of potential product investors. Dynamic events assess the performance, reliability, and efficiency of the vehicle.

## Static Events

Engineering Design	150 points
Cost Analysis	100 points
Business Presentation	75 points

## Dynamic Events

Endurance	275 points
Autocross	125 points
Fuel Efficiency	100 points
Acceleration	100 points
Skid-pad	75 points

Total	1000 points
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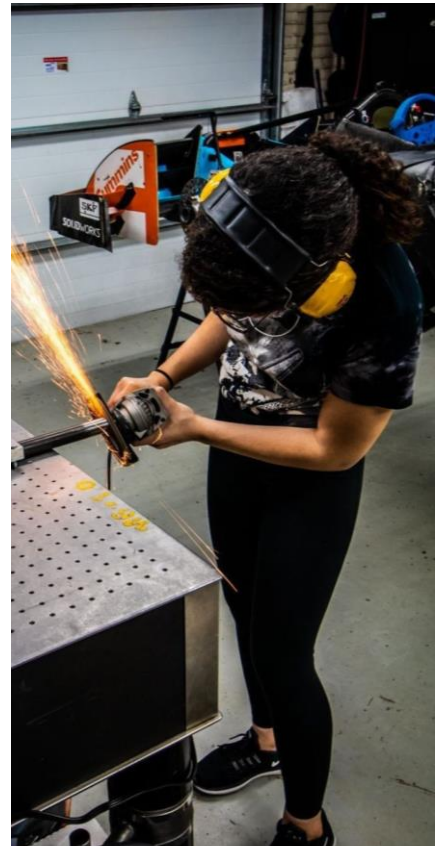




## THE JOURNEY

At Gator Motorsports, our engineering students work hard to make sure the car they make is of the highest quality. Most members come into the shop daily to work on a host of projects such as check-listing the car for a test session, making solid models and running simulations on them, or manufacturing new metallic or composite components. Countless hours are poured into research, development, manufacturing, and maintenance to make sure the car is in the highest quality condition. We do not see it as a sacrifice, but as actions necessary to uphold our tradition of engineering excellence. It is this group of dedicated individuals that defines who we are as a team.

In order to channel the team's dedication, we need proper resources to turn goals into trophies. This is where you come in. We hope you find our mission of student development important and our passion infectious. We would greatly appreciate any support, monetary or material, you would be willing to provide.



# **2018-2019 BUDGET BREAKDOWN**

## Vehicle Manufacturing

Suspension	6,506
Seat, Body, & Composites	6,195
Aerodynamics	5,744
Chassis	4,207
Electrical	4,120
Brakes	4,105
Powertrain	3,790
Fueling, Oiling, & Cooling	3,395
Data Acquisition	3,300
Safety Equipment	3,040
Steering & Controls	3,020
Intake	2,305
Exhaust	2,210
Drivetrain	2,078
Shop Tools	1,725
Miscellaneous – Fit & Finish	1,230
	<b>56,880</b>

## Vehicle Testing & Development

Software	198,268
Dynamometer Setup & Materials	19,000
Dynamometer Testing	5,350
Tires	2,600
Track Rental	1,150
	<b>226,368</b>

## Administrative Expenses

Computers & Peripherals	7,925
Travel Expenses	5,450
Vehicle Transport	5,200
Event Supplies	3,700
Lodging	3,200
Competition Registration	2,250
Shop Maintenance & Expenses	1,845
Competition Expenses	1,210
	<b>30,780</b>

Total	<b>\$314,028</b>
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# SPONSOR BENEFITS

*Elite*  
\$10,000+

Platinum sponsor benefits  
Premier-size logo on vehicle; input into vehicle livery  
Premier-size logo on sponsor board shown at vehicle and team events  
Complimentary team apparel

*Platinum*  
\$5,000 - \$9,999

Gold sponsor benefits  
Large logo (24 in<sup>2</sup>) on prominent location on formula car  
Custom Gator Motorsports flash drive with season content loaded

*Gold*  
\$2,500 - \$4,999

Silver sponsor benefits  
Medium logo (18 in<sup>2</sup>) featured on formula car  
Custom Gator Motorsports mousepad

*Silver*  
\$1,000 - \$2,499

Bronze sponsor benefits  
Medium logo (18 in<sup>2</sup>) featured on formula car  
Informational/recruitment/networking session hosted upon request

*Bronze*  
\$500 - \$999

Valued sponsor benefits  
Company logo (6 in<sup>2</sup>) featured on formula car  
Framed team photograph

*Valued*  
\$0 - \$499

Company name (6 in<sup>2</sup>) featured on formula car  
Company logo and hyperlink on team webpage  
Invitations to Gator Motorsports events  
Team e-newsletter



## Material Donations

We gladly accept material contributions. We are always in need of resources such as **raw materials** (steel, aluminum, titanium, etc.); **manufacturing consumables** (drills, endmills, lathe inserts, etc.); **composites materials** (fiberglass, carbon, resin, body filler, high density foams, sandpaper, PPE etc.); **hardware** (hand tools, fasteners, measuring instruments, bearings, safety equipment); electrical supplies; computer peripherals; printer services; food for team events; traveling and lodging accommodations, etc.



## CONTACT US

Without sponsors, alumni, and supporters, our team would not be able to exist or compete at its current level. Spending the year designing and building a formula racecar is most rewarding at the end of the season when we reflect on how far our team has come. It humbles us to realize how many individuals influence our program and give us the ability to bring a car to competition.

The ideas and resources our supporters provide enable us to create new learning opportunities as we work as a team to design, manufacture, test, and present a formula racecar. The opportunities and possibilities this environment helps us create are endless and we are excited for what the future holds.

Sponsoring Gator Motorsports allows you to become a part of FSAE, an internationally recognized collegiate design series, while advancing the education and professional development of its members. Your support allows us to build relationships that help place skilled and experienced students in the appropriate positions in industry. The team offers many benefits to recognize our sponsors, as outlined on the previous page.

We would like to thank you in advance for your time and consideration. We encourage you to contact us if you would like more information or if you have specific questions about sponsorship. Even if you are not able to assist our team directly, we ask that you consider helping a local SAE student program. Without the support of sponsors, educational programs like ours could not exist.

Warmest Regards,

Isaiah Hendrick



President

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Randy Ruiz



Vice President

vp@gatormotorsports.com

Mike Braddock



Faculty Advisor

mjb@ufl.edu

# ***DONATION FORM***

Please provide the requested information and send your tax-deductible donation to the following address:

Mail to:

ATTN: UFSAE  
237 MAE-B  
University of Florida  
Gainesville, FL 32611

Make checks payable to: "University of Florida Foundation"  
Memo: "UF SAE Fund #008537"

Contact Name:

Contact Phone Number:

Email Address:

Donation and Value:

Team Member Name:

Sponsor name as it should appear on advertisement/ website:

Brief company background or individual profile:

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