

CONCORDIA



FORMULA  
RACING

# SPONSORSHIP PACKAGE

2023 - 2024

# MICHIGAN INTERNATIONAL SPEEDWAY

THANK YOU FOR VISITING



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# About Us



## About Concordia Formula Racing

The Concordia Formula Racing team is an organization with a rich history of over 40 years of undergraduate competition with SAE International and over 100 other teams from around the world. Having previously focused on internal combustion vehicles, the team has turned towards the future in designing and building our very own electrical race car from the ground up, designing, building, and testing it in a single year. This new challenge will provide students with an opportunity to develop and showcase their engineering skills with the goal of preparing them for the challenges they may encounter in the workforce.

The goal of the team is to bring together a diverse set of engineering backgrounds and to allow them to work together. This allows students to work together on a multidisciplinary project and develop communication skills for the workforce. Concordia Formula Racing will be participating in Formula SAE Michigan and various other competitions held throughout the year to put our prototype to the test against other schools.

# Message From The Coordinator

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Thank you for considering Concordia Formula Racing for sponsorship. By sponsoring our team, you would be joining us in the pursuit of our highly ambitious goals for the 2023-2024 competition year.

In recent years we have been working towards building Concordia's first running electric car. After completing its construction, we performed well at FSAE Michigan in June 2023. The competition experience has us spurred on, the team is strong and ready to perform at its peak over the competition year. With the information we have gained from the last competition and a summer full of rigorous testing, we are more than equipped to do so.



Our goals for the coming competition include building an entirely new car. This new prototype will be heavily informed by the strengths and solutions to the shortcomings of our previous car while still being radically new in concept. In switching from 13-inch to 10-inch wheels, we lose significant inertial mass allowing for better efficiency. Complimenting this will be a new accumulator design making use of very thermally efficient 2170 cells and improved cooling. An aerodynamic package including front and rear wings will tie the vehicle together, promising an impressive performance machine.

I speak for my entire team of dedicated members, both new and experienced; we look forward to taking incredible leaps with your help.

**Austin Unruh, Concordia Formula Racing Coordinator**



# Sponsorship Tiers

## Why sponsor us?

Our team and project are partially funded by Concordia University. However, the project would not be possible without the generosity of our incredible sponsors, as most of our funding comes from sponsorship agreements sought out by team members. Sponsoring Concordia Formula Racing enables students to learn the necessary skills to ensure they will enter the workforce with all the tools they need to succeed in their fields. With your help and support, we are confident that our team will be able to achieve our goals and make you proud. By sponsoring Concordia Formula Racing, you are promoting learning and growth, furthering student initiative and innovation, and encouraging creativity and passion. This interdisciplinary project gives Concordia students incredible experiences, opportunities, and the possibility of being part of an ambitious and passionate team.

Sponsorship tiers	Logo size on team vehicle	Logo in media publication	Logo on team merchandise	Website
<b>Platinum</b> 5000\$ +	<b>Extra large</b>	<b>Extra Large</b>	✓	Logo
<b>Gold</b> \$3000-\$4999	<b>Large</b>	<b>Large</b>	✓	Logo
<b>Silver</b> \$1500-\$2999	<b>Medium</b>	<b>Medium</b>		Logo
<b>Bronze</b> \$500-\$1499	<b>Small</b>	<b>Small</b>		Logo
<b>Sponsor</b> <499\$	<b>Text</b>	<b>Text</b>		<b>Text</b>

# Sponsorship Benefits

concordiaformularacing • 165 Posts 1,331 Followers 509 Following

Concordia Formula Racing  
School Sports Team  
We are the Concordia SAE Formula Racing Team. Follow us to keep up to date on our progress, from design to finished product!  
[linktr.ee/concordiaformularacing/](https://linktr.ee/concordiaformularacing/)  
1455 Boulevard de Maisonneuve O H-022, Montreal, Quebec H3G 1M8

Professional dashboard  
480 accounts reached in the last 30 days.

Edit profile Share profile Contact

Professional dashboard Insights Aug 16 - Sep 14

Metric	Value	Change
Accounts reached	480	+515% >
Accounts engaged	4	+33.3% >
Total followers	1,331	+0.9% >
Content you shared	2	>

Your tools See all

Ad tools >

We offer many forms of visibility and promotion to our industry partners. Our sponsors benefit from exposure to a bright and young audience consisting of engineering students and faculty, both at Concordia and many other universities and industry workers judging and volunteering at competitions across North America. Our sponsors also benefit from promotion on the Concordia SAE website, mentions on our social media platform and on printed promotional material, from competition apparel to banners dependent on sponsorship tier.

For the duration of one year:

- September to September
- Logo sized proportionally as per number of sponsors and their respective levels.

SAE

Concordia SAE  
Concordia University Montreal, Chapter of SAE International  
Mechanical Or Industrial Engineering • Montreal, Quebec  
805 followers

Nathan & 21 other connections work here

✓ Following

Home About Posts Jobs People

Content highlights

Metric	Value	Change
Impressions	161	▲ 103.8%
Engagement rate	2,480%	

Most recent post

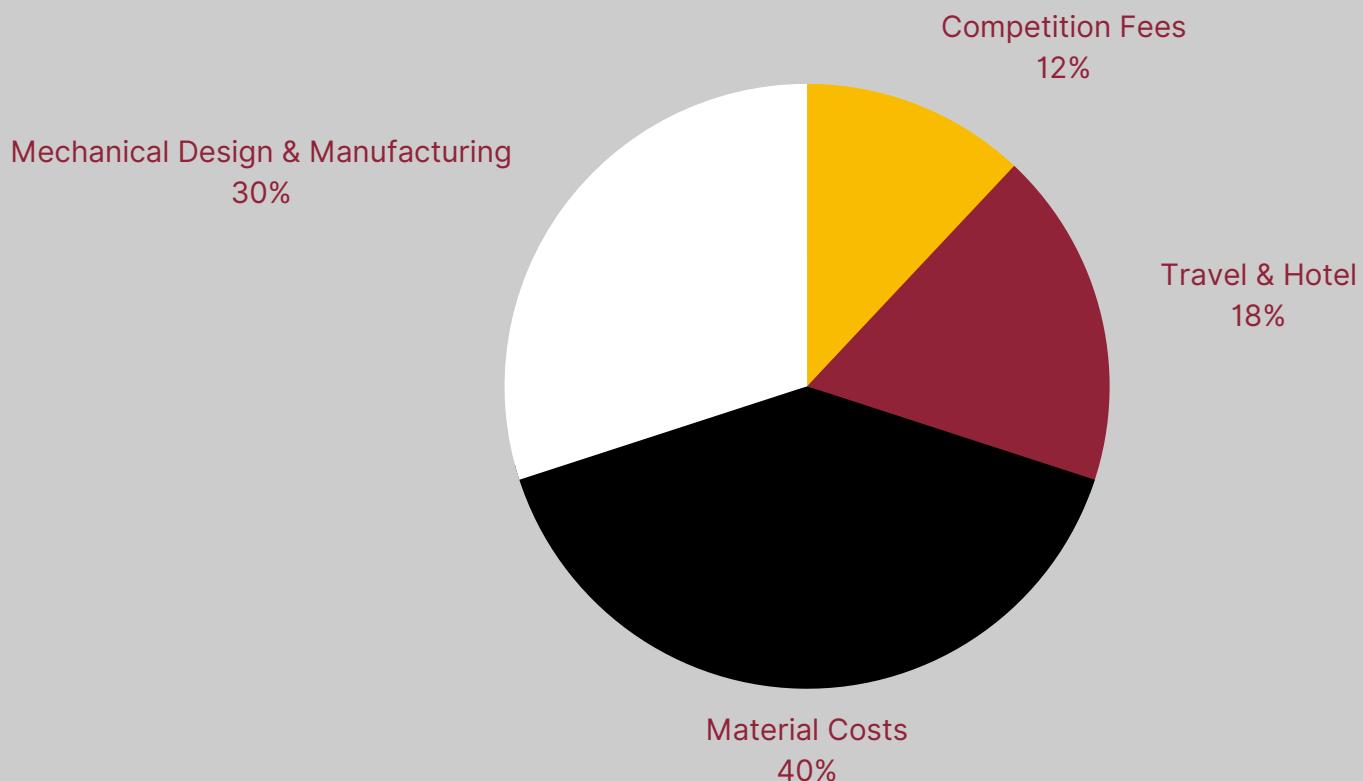
Posted by Marine Bagouet • 2w ago  
Concordia SAE Business Team is recruiting!  
If you're passionate about automotive engineeri...  
All followers

Join Our Team!

Metric	Value	Change
Impressions	180	
Engagement rate	27.78%	

See more stats >

# Budget



The team's main expenses are manufacturing, materials, competition expenses including travel and mobilization. We emphasize the value of tools and materials as we consider them a long-term investment for both the team and sponsors. The team gets to accomplish tasks more efficiently with quality tools, and sponsors get their equipment promoted via word of mouth, team exposure, and social media publications. As for the competition, we have registration fees, and the team apparel with all of the sponsors' logos on it. Finally, to avoid charging members for participation, the team pays for gas, hotels, and vehicle rentals during competitions as well as large testing events which are held annually.

# Team Testimonials

"When people ask me, what is the point of Formula SAE, my answer is quite simply: to make better engineers. The truth is that it's much more than that! This competition is an opportunity for students to meet others with the same passion for automotive, design and engineering. Formula SAE, through its many challenges, offers an environment in which they can experience things they would never have otherwise.

The Formula Team allowed me to spend years of life gaining experience by offering me opportunities that would otherwise be unavailable to me. It allowed me to learn the engineering process by designing, testing and validating various components. It also allowed me to lead a team of passionate young students through the creation of Concordia's First E-Formula car. These experiences have already proved extremely useful to me, and I believe I will continue to benefit from the knowledge I've acquired for years to come.

Supporting the Formula team contributes directly to the lives of the students that make up the team and allows them to enter the industry more prepared for their work than most of their peers could ever be. Many of the teams that Concordia SAE competes against operate on double or triple our budget. However, thanks to the incredibly generous sponsors that we have had over the years, we have been able to produce vehicles that our team is extremely proud of to set up the future of our electric program.

Concordia SAE produces not only vehicles, but the engineers of tomorrow. With your help, the team can make better vehicles, and in turn, make better engineers."



**Leandre Guertin**  
**Former Team Captain**

# Team Testimonials

"I came to know Formula SAE for the first time during orientation. It was fascinating. I was surprised by what those students accomplished and how fun it looked. Since Joining the team, Concordia Formula Racing provided me with the right resources to get creative, including books to read, software tutorials, and even industry expert advice from alumni and sponsors. Over the years, Concordia Formula SAE has been preparing students for industry with skills to make them excel at what they do. Concordia Formula Racing provides a hands-on experience that is rarely afforded to students during classes, given the short duration of the semester. I will always remember the people I met during my time at FSAE and the learning curve that it made me go through. Seeing an idea evolve from just a concept to a design in CAD and into a car you can actually drive and feel is highlight of my time at SAE.



**Abdallah Fawzi**  
**Sr. Capstone Member**

# Contact Us

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Concordia Formula Racing



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