



2014-2015 SPONSORSHIP PACKET



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GATOR MOTORSPORTS

Introduction

The University of Florida's Society of Automotive Engineers (UFSAE) student chapter, Gator Motorsports, is an organization consisting of over 40 students pursuing various degrees who are committed to creating a high performing, yet cost effective vehicle for an international collegiate competition. As a yearlong project, the students meticulously research each system to design and manufacture a functioning Formula-style car. Students engineer every system on the car to maximize performance, reliability, and driver safety within the budgetary constraints.

Every year, Gator Motorsports participates in the international Formula Society of Automotive Engineers (FSAE) collegiate design competition. This competition rigorously assesses the team's ability to not only produce a reliable, high performance vehicle, but more importantly, its ability to organize and manage a team to develop and market a high performance product. As our students move the project from concept to design, from parts manufacturing to assembly, and from our testing facility to the competition race track, the experience obtained gives our members the opportunity to develop the same technical, team, and project management skills essential for industry today.

Mission

Gator Motorsports is an organization committed to delivering a challenging and educational experience for dedicated students to use knowledge from lectures and textbooks towards a functional application. Students are given the opportunity to research and test theories, design and manufacture from the research results, and develop professionalism for prospective entry into the field. The organization teaches the team many technical skills as well as cultivates a rich environment where students of different majors and backgrounds work towards a common goal, a shared passion.

FORMULA SAE



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 and reliability of the vehicle.

STATIC EVENTS:

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

DYNAMIC EVENTS:

Endurance	300 points
Autocross	150 points
Fuel Efficiency	100 points
Acceleration	75 points
Skid-Pad	50 points

TOTAL:

1000 points



COMMUNITY OUTREACH



Gator Motorsports not only takes pride in our vehicles, but also in the fact that we actively seek ways to share the fundamentals of engineering with the potential engineers of the future. Our organization diversifies its community outreach by hosting events and tours for a variety of university and after school K-12 STEM programs.

We feel it is absolutely crucial to expose children to engineering and higher education at the earliest age possible to foster an interest in science, problem solving and teamwork that will grow as they mature. In addition to our continued support of external programs we also put forth great effort to expand the knowledge base of our fellow Gators. Our program and vehicles are constantly present at various showcases, fairs, and tabling events. Our program consistently generates high levels of attention and interest from our peers.

Gator Motorsports also hosts information sessions for our corporate sponsors. We actively promote these sessions as a way for students to learn more about our sponsors and for sponsors to speak with and identify potential interns, co-ops, and employees.

THE LEGACY



Nineteen ninety one marked the first year UF attended the Formula SAE competition. Our team was built on a humble foundation, working out of a small trailer with basic hand tools, engineering fundamentals, and enormous amounts of spirit. Low on resources and experience, they made it up with dedication and ingenuity. Little did they know, they were building the foundation that our team still builds on today.



We have transformed into one of the most well respected student design teams on campus and in the FSAE competition circuit. We now work out of the predominant design and manufacturing facility in UF with access to state of the art engineering tools and equipment. A distinct culture has been developed around professionalism, engineering excellence, and unrelenting passion. We take great pride in the development of our program and our members. Without the support of our sponsors over the years, the educational mission that we strive to achieve would have never been possible.



THE LEGACY



2014-2015 Car #9

NEW FEATURES

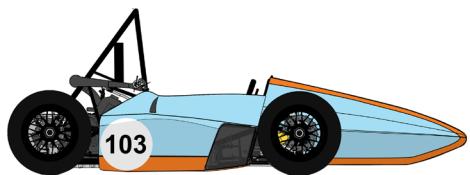
- Wings
- Electro-Pneumatic Shifting
- Electronic Drive By Wire Throttle
- Driver Adjustable Sway Bar
- Custom Profiled Camshafts



2013-2014 9th Place

SPECS

- Honda CBR600RR Engine
- MoTeC Electronics
- Bosch Anti-Lock Braking System
- Externally Adjustable Differential
- Steel Space Frame



2012-2013 10th Place



2011-2012 19th Place



2010-2011 27th Place



2009-2010 43rd Place



2008-2009 21th Place



2007-2008 9th Place



2006-2007 6th Place

Twenty-five years have gone by since our first Formula SAE competition. In that time frame, our team has earned multiple Top 10 finishes, respect among businesses, universities, and individuals alike. Designs from aluminum space frames to custom differentials have been conceptualized, designed, and validated. Every year, countless hours of sleep are lost, and countless friendships have been made. Our team is still forged from the principles that brought us together in 1991; dedication, ingenuity and perseverance.

COST BREAKDOWN

GATOR MOTORSPORTS' PROJECTED 2014-2015 BUDGET

Administrative

Competition Registration:	\$2,150
Travel and Lodging:	\$8,380
Computers / Peripherals:	\$4,850
Printed Materials:	\$870
Event Supplies:	\$730
Office Supplies:	\$290

Vehicle Construction

Chassis:	\$3,495
Suspension & Dampers:	\$5,385
Brakes:	\$4,724
Engine, Intake & Exhaust:	\$8,595
Cooling, Oiling & Fueling:	\$2,940
Drivetrain:	\$3,870
Composites:	\$5,380
Steering & Controls:	\$1,293
Wheels:	\$2,649
Electronics:	\$9,058
Safety:	\$2,110
Fabrication Tools:	\$2,615
Miscellaneous, Fit & Finish:	\$836

Vehicle Testing & Development

Tires and Fuel:	\$8,684
Dyno Testing:	\$1,800
Track Rental:	\$4,500
Driver Training:	\$4,250
Transportation Costs:	\$891

Total: **\$90,346**

CONTACT INFORMATION

Sponsorship allows you to become affiliated with SAE, an internationally known engineering association, while advancing the education and professional development of its members. Your support also allows us to network and build working relationships that help place skilled and experienced students in the appropriate positions in industry. In appreciation of our sponsors, the team offers many benefits, as outlined on the following page.

We would like to thank you in advance for your time and consideration and 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 because without corporate and private sponsorships, educational programs like ours could not exist.

Warmest Regards,

David Kanner
President
 [prez@gatormotorsports.com](mailto: prez@gatormotorsports.com)

Janice Wong
Vice President of Sponsorship
[vp@gatormotorsports.com](mailto: vp@gatormotorsports.com)

Mike Braddock
Faculty Advisor
[mjb@ufl.edu](mailto: mjb@ufl.edu)



SPONSOR BENEFITS

All sponsors receive bimonthly newsletters as well as invitations to events hosted by Gator Motorsports. Title sponsor designation is reserved for the sponsor that provides the most financial support. All contributions are tax deductible (see page 11 for the donation form).

UFSAE Elite Sponsors - \$10,000 and Beyond

Platinum Sponsor Benefits And

- Premier sponsor on vehicle, with input into vehicle graphics / livery
- Premier sponsor on team sponsor board, apparel and vehicle unveiling
- Coffee table book showing season highlights
- Additional benefits to be arranged based on team's ability to accommodate sponsor requests

UFSAE Platinum Sponsor – \$5,000 – \$9,999

Gold Sponsor Benefits And

- Large logo (24 sq/in) featured in a prominent location on the formula car and trailer
- Company logo headlining team sponsor board
- Company logo headlining team apparel
- Monthly personal team progress update

UFSAE Gold Sponsor – \$2,500 to \$4,999

Silver Sponsor Benefits And

- Medium (18 sq/in) logo featured in a prominent location on the formula car
- Company bio / partnership profile on team webpage
- Company name featured on team apparel
- Complementary team polo

UFSAE Silver Sponsor – \$1,000 to \$2,499

Bronze Sponsor Benefits And

- Medium logo (18 sq/in) featured on formula car
- Informational / recruitment / networking session hosted upon request
- Archive of current team member resumes and faculty advisor's contact info to discuss specific candidates

UFSAE Bronze Sponsor – \$500 to \$999

Valued Sponsor Benefits And

- Company logo (6 sq/in) featured on formula car
- Company logo on team sponsor board
- Framed team photograph / plaque

UFSAE Valued Sponsor – Up to \$499

- Company name (6 sq/in) featured on formula car
- Company name on team sponsor board
- Company logo and hyperlink on team webpage
- Bimonthly sponsor newsletters
- Invitations to events hosted by Gator Motorsports
- Team Photograph

Material Sponsorship

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, vacuum bagging supplies, body filler, high density foams, epoxies, sandpaper, PPE, etc.); hand tools; fasteners; measuring instruments; bearings; safety equipment; electrical supplies; computer peripherals; printing services; food for team events; travel and lodging accommodations; etcetera.



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:

E-mail Address:

Donation and Value:

Sponsor name as it should appear on advertisement:

Brief company or individual profile:

*Please include a **high resolution and/or vector** copy of your company logo if you wish for it to be displayed.

2014 SPONSORS

bp



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REXCO
SINCE 1953

Stephen & Frances Elliott

Mirage Sportfish Anodize Inc.

OPTIMUM Max Koessick

AIRTECH
ADVANCED MATERIALS GROUP

THE FIRM
Florida International Rally & Motorsport Park

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SYNTHETIC OIL

HYDRAULIC HOUSE INC

TIRF
Tire Research Facility

FLORIDA KNIFE Co.
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sensors by TEXYS

Calspan

*cartesian

SolidCAM
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