



# ILLINI MOTORSPORTS

UNIVERSITY OF ILLINOIS

URBANA / CHAMPAIGN

SOCIETY OF AUTOMOTIVE ENGINEERS



## Corporate Sponsorship



# About Formula SAE

The collegiate chapter of the Society of Automotive Engineers (SAE) at the University of Illinois aims to provide its members with numerous educational, professional, and social opportunities related to vehicle design. As part of this initiative, UIUC fields the Formula SAE team.

Each year, Formula SAE teams are challenged by a fictional manufacturing company to design and develop a small formula-style racing car targeted at the nonprofessional weekend autocross enthusiast. Based on a predetermined set of templates and rules, they must design the fastest, most effective racing machine possible while minimizing costs, maximizing reliability, and utilizing the latest racing technologies. Competitions are held annually in various places all over the world (Michigan, Nebraska, Australia, Brazil, Italy, Germany, etc.) where these design teams are able to bring their car and compete against some of the best engineering students from across the planet. Each competition has a broad range of events with a certain amount of points allocated to each as follows:

## Static Events:

Business Presentation	75
Engineering Design	150
Cost Analysis	100

## Dynamic Events:

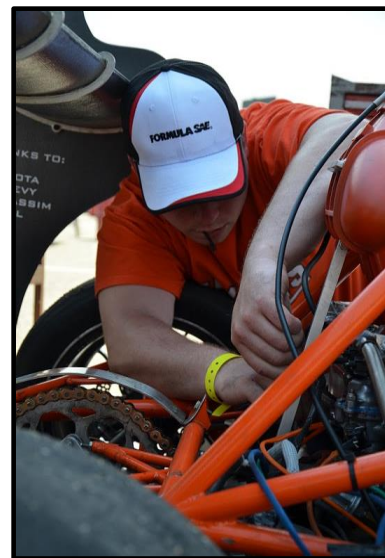
Acceleration	75
Skid-Pad	50
Autocross	150
Endurance	300
Fuel Economy	100

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<b>Total Points</b>	<b>325</b>	<b>+</b>	<b>675</b>	<b>=</b>	<b>1000 pts.</b>
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Such a diverse set of grading criteria demonstrate how Formula SAE competitions foster multiple disciplines amongst its participants. Team members must learn not only how to create a successful race vehicle, but also how to defend their designs and make the vehicle marketable to prospective buyers. These well-developed skill sets often lead to FSAE graduates being some of the most highly pursued engineers upon graduation.

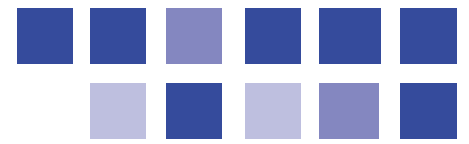


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# Proud Motorsports Legacy



Since its infancy, Illini Motorsports has been turning out high performance cars and well trained engineers. The team has had many top 10 finishes in the past and is poised to once again be a top contender in the 2014-2015 season.

In recent years, we have competed in a number of SAE-sanctioned competitions and numerous smaller and more racing-oriented events. In 2008, the team finished the SAE VIR competition in 3rd place out of 43 registered teams and took 3rd again the following year. In 2013, the team took 6<sup>th</sup> place in Barrie, Ontario at Formula North. During the 2013 season, the team also had a highlight during FSAE Lincoln with an 8<sup>th</sup> place finish out of 80 registered teams.

## Why Support FSAE?

Like all racing teams, Illini Motorsports relies heavily on corporate partnerships to operate. Despite our vehicle's consistent premier ranking amongst higher-budget teams, the cost of remaining competitive is always increasing. A breakdown of our projected budget for this year is provided below:

The 2014 season featured many changes for Illini Motorsports. The major focus for the team was improving the performance of the 2013 race car. This was mainly accomplished through a full aerodynamic redesign and a full redesign of the engine cooling system. These changes proved to be successful as the team was able to place very well at the two competitions. The car was well received at the FSAE Michigan competition. Design judging resulted with the team receiving praise for the best aerodynamics and electronics subsystems. An overall finish of 17<sup>th</sup>/120 was achieved marking the first successful Michigan finish in years. The Lincoln competition was on track to be just as successful. The team was able to secure top 10 finishes in acceleration and autocross, but an unfortunate failure during endurance knocked the team out of podium contention.

By sponsoring the University of Illinois Formula SAE team, you will be supporting a program with a proven track record (pun definitely intended) of producing some of the finest engineers in the industry today. Many of our recent grads have gained employment with companies such as: SpaceX, Lockheed Martin, Bosch, Boeing, Ford Motor Company, Caterpillar, Cummins, and many other industry leaders.

Formula SAE is unlike most other engineering societies/groups as its members tackle real engineering problems. To solve them, students apply knowledge gained in the classroom to formulate an idea and see it through manufacturing to application. That sort of involvement also teaches participants responsibility, team work, self motivation, budgeting, and communication skills. The best team members often graduate to leadership positions and learn how to be effective managers, while challenging them further in the previously mentioned skills. All of this extracurricular challenge means a more well-rounded engineer upon graduation.

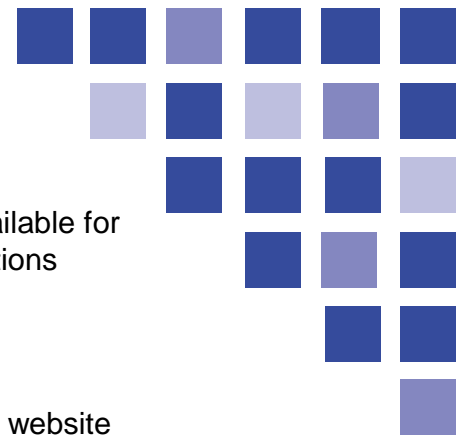


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# SPONSORSHIP LEVELS



## Orange and Blue Partnership – (\$20,000 and Above)

- Largest logos placed in the most prominent areas of race vehicle
- Car available for expos or day events
- Company logo and name included in all team publications
- Priority to team recruiting
- Includes all “Gold” benefits

## Gold Partnership – (\$10,000 - \$19,999)

- Large logo on race vehicle
- Company logo displayed on all pages of team website
- Distribution of corporate recruiting material at team events
- Includes all “Silver” benefits

## Silver Partnership – (\$5,000 - \$9,999)

- Medium size logo on race vehicle
- Large company logo and name displayed on sponsorship board at race event and any other SAE event
- Invitation to speak with the Illini Motorsports team
- Logo included on team apparel
- Includes all “Bronze” benefits

## Bronze Partnership – (\$1,000 - \$4,999)

- Small logo on race vehicle
- Company Logo displayed on team website
- Team photo and appreciation letter
- Includes all “Honorary” benefits

## Honorary Member – (Up to \$999)

- Company name on sponsorship board (displayed at all SAE events) and on team website

All sponsors enjoy global exposure as all of our competitions are international in nature. It is not uncommon for FSAE members to be well acquainted with companies based in other countries after being on the team for a season. If one of your targets for marketing or recruiting are skillful engineers and university faculty, then sponsoring an FSAE team can provide an excellent return on your investment.

Sponsorship may be offered in the form of monetary donation, company resources and time, or in-kind donations such as materials, parts, or equipment.

As a University of Illinois sponsored student organization, Illini Motorsports is 501(c)(3) tax-exempt, so all monetary and many in-kind donations are tax deductible.



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# THANK YOU!

The University of Illinois Formula SAE team thanks you for your consideration. We hope to add your organization to the list of partners that have helped us become one of the premier collegiate racing teams in the world. If you have any questions about our team or our SAE chapter in general, please do not hesitate to contact us!

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