



ILLINI MOTORSPORTS

UNIVERSITY OF ILLINOIS
URBANA / CHAMPAIGN



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 in automotive design. As part of this initiative, UIUC fields a highly ranked Formula SAE team

Each year, Formula SAE teams are challenged to make a fictional manufacturing company to design and develop a small formula-style racing car targeted at the nonprofessional weekend autocross enthusiasts. 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 points allocated to each as follows:

This diverse set of grading criteria demonstrates how Formula SAE competitions foster multiple disciplines amongst its participants. Team members must learn to create a successful race vehicle as well as the ability 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.



	Event	Pts.
Static Events 225 Points	Business Presentation	75
	Engineering Design	75
	Cost Analysis	75
Dynamic Events 675 points	Acceleration	75
	Skid-Pad	150
	Autocross	125
	Endurance	275
	Fuel Economy	100
Total Points		1000



Proud Motorsports Legacy

Since its infancy, Illini Motorsports has been turning out high performance race 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 2017-2018 season.

In recent years, we have competed in a number of SAE-sanctioned competitions with great success. 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 6th place in Barrie, Ontario at Formula North, and 8th place out of 80 registered teams at the Formula SAE Lincoln. More recently, we took 6th place overall and 1st place in the Acceleration event out of 80 registered teams at the 2017 Formula SAE Lincoln, becoming the fastest car in our team history.

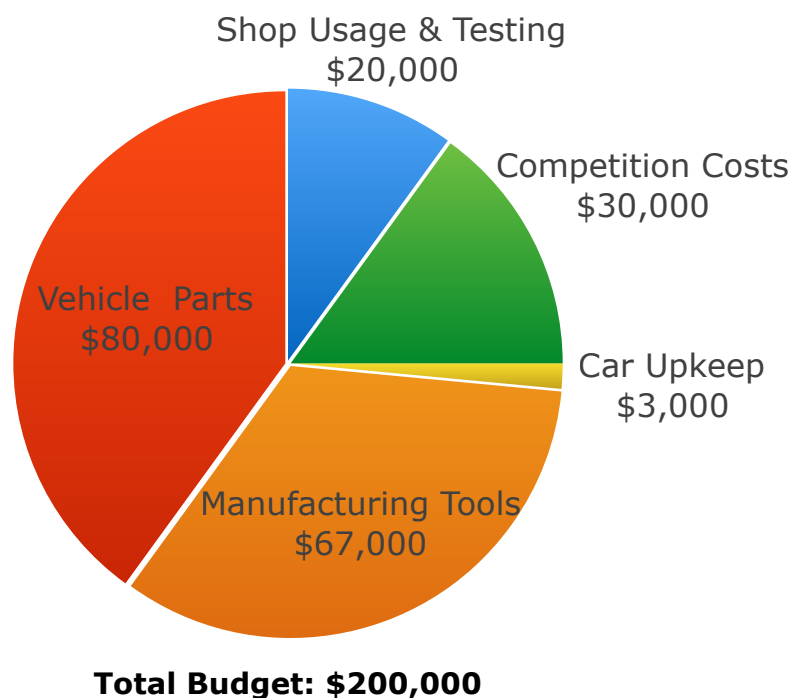
Why Support FSAE?

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. The figure on the right depicts a breakdown of our projected budget for this year.

By sponsoring the University of Illinois Formula SAE team, you will be supporting a program with a proven track record 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.

The 2016-2017 season showcased one of our lightest and faster car. A focus on weight savings resulted in a decrease in weight by 11% which when coupled with the new aerodynamics package, featuring a unique 3D front wing with 3 elements, increased the downforce by 188%.

At FSAE Lincoln, the static events got off to an amazing start with a 5th place finish in Design, 8th place in Cost and a 3rd place finish in the Presentation event. In the dynamics events, we secured 1st place in Acceleration and 8th place in Endurance but 21st place in Autocross due to a technical issue. Nevertheless, we were amongst the top 10 teams and secured 6th place overall! At Michigan, the team had another strong performance in Design and Presentation, with 11th and 2nd place finishes respectively. In the dynamic events we placed 14th in Skidpad 8th in Acceleration, 22nd in Endurance and 34th in Autocross.



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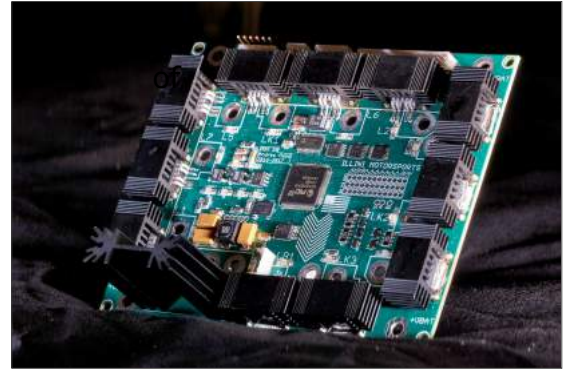
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Sponsorship Levels

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

- Largest logos placed in the most prominent areas 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 events 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 (at all SAE events) and on the team website

All sponsors enjoy global exposure as all of our competitions are international . 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



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!

Mrunal Sarvaiya

FSAE President

sarvaiy2@illinois.edu

(312)843-4678

illinimotorsports@gmail.com

Professor Michael Philpott

SAE Faculty Advisor

mphilpot@illinois.edu

(217)244-3184

www.motorsports.illinois.edu



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