ILLINI MOTORSPORTS SPONSORSHIP 2021

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 and engineering. As part of this initiative, Illinois fields a highly-ranked Formula SAE team.

Each year, Formula SAE teams are challenged to design and develop a small formula-style racing car targeted at the nonprofessional weekend autocross enthusiasts. Based on predetermined 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, California, Australia, Brazil, Italy, Germany, etc.) where 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 point-based events.

	Event	Points
Static Events 325	Buisness Presentation	75
	Engineering Design	150
	Cost Analysis	100
Dynamic Events 675 Points	Acceleration	100
	Skid-Pad	75
	Autocross	125
	Endurance	275
	Fuel Economy	100
Total Points		1000

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 sought out engineers in the workforce.

PROUD MOTORSPORTS LEGACY

Illini Motorsports has been racing for over ***40 years*** and has been turning out high performance vehicles and well trained engineers since its infancy. The team has had many top 10 finishes and is poised to once again be a top contender in the 2020-2021 season.

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 2009. 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, the team 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.

The 2018-2019 season showcased one of our lightest and fastest cars. A focus on driver performance and advanced engineering design resulted in our lightest car, weighing in at 420 lbs. Coupled with a new aerodynamics package and a unique 3-element 3D front wing, the team increased downforce by 20%.

At FSAE Lincoln, the team brought home a 3rd place finish in Design, 4th place in Cost, and 10th in the Presentation event. At FSAE Michigan, the team had strong dynamic event scores with a 10th place finish in Acceleration, 21st place finish in skidpad and a 19th place finish in endurance. Our strong showing in dynamic events led us to a 17th place overall finish, one of our best placings at FSAE Michigan.

The 2019-2020 race vehicle builds off the speed and lightweight build of its predecessor, weighing in at 425 lbs and boasting a newly integrated Bosch MS6.2 ECU and Drexler limited-slip differential. The team is eager to get the car on the track to test its dynamic performance and bring it to competitions this year. The 2020-2021 vehicle will bring the one of the greatest design overhauls the team has seen - a switch from 13 inch to 10 inch rims. This ambitious change will require hours of dedication from the team and additional financial support.

WHY SUPPORT US?

Formula SAE is the largest collegiate design competition in the world. 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. Every dollar backs the learning of future engineers. Many of our recent graduates have gone on to pursue careers with companies at the forefront of engineering or have continued their educations at top schools.

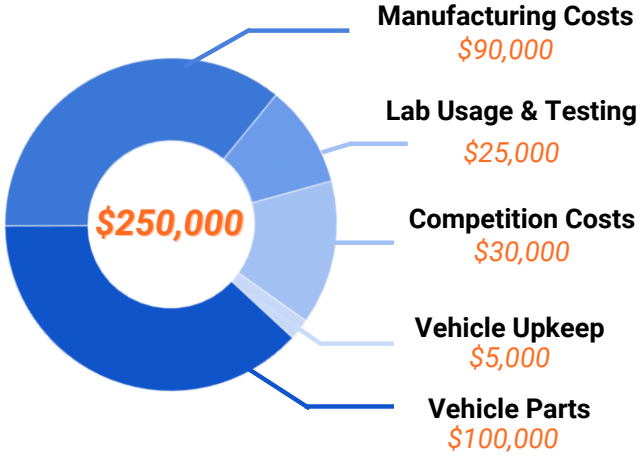
SpaceX | Fiat Chrysler Automotive | Lockheed Martin | Caterpillar | Cummins | Massachusetts Institute of Technology | Ford Motor Company | The Boeing Company | Bosch Motorsport | Northrup Grumman | Blue Origin | University of Illinois | NASA

With all competitions being international, our sponsors enjoy global exposure. 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. Sponsoring our FSAE team is an excellent return of investment for companies looking for unique advertising and the recruit of skillful engineers.

PUT TO GOOD USE

Like all racing teams, Illini Motorsports relies heavily on partnerships to operate. Despite our vehicle's consistent premier ranking amongst higher-budget teams, the cost of remaining competitive is always increasing. Every year we make design changes that make us faster, lighter, and more efficient, but innovation comes with costs. We always aim to give back to the community by participating in multiple outreach events every season. 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.



THE SPONSORSHIP LEVELS

Orange & Blue Partners - ($10,000 and up)

- Largest logos on most prominent vehicle areas
- Car available for expos or day events
- Company logo and name in all team publications
- Priority to team recruiting
- Includes all "Gold" benefits

Gold Partners - ($5,000 - $9,999)

- Large logo on race vehicle
- Logo included on team apparel
- Company recruiting material at team events
- Includes all "Silver" benefits

Silver Partners - ($1000 - $4,999)

- Medium logo on race vehicle
- Large logo on sponsorship board at race events
- Invitation to speak to Illini Motorsports team
- Includes all "Bronze" benefits

Bronze Partners - ($500 - $999)

- Small logo on race vehicle
- Logo Displayed on team website
- Social media presence
- Includes all "Honorary" benefits

Honorary Partners - (up to $500)

- Company name on SAE event sponsorship board
- Company name on team website
- Team photo and appreciation letter

SAYING 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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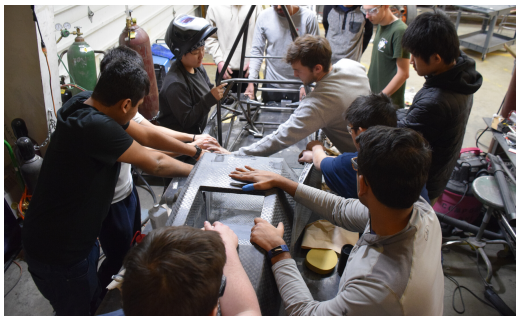
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