



ILLINI MOTORSPORTS SPONSORSHIP

2022

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.

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.



	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

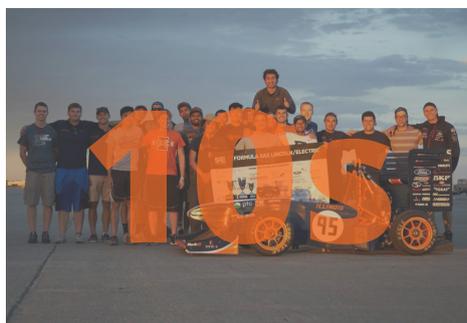


PROUD MOTORSPORTS LEGACY

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 2021-2022 season.



The 2020-2021 showcased one of the fastest and lightest cars in our team's history. With a focus on weight consciousness, driver performance, and closed-loop design, last season's vehicle weighed in at 425 pounds and boasted incredible engineering. With a hybrid carbon fiber monocoque chassis, full custom aerodynamics package, and our newly integrated Bosch MS6.2 ECU and electronic throttle control, this vehicle was a marvel to watch on the track. It also featured launch and traction control in addition to a suite of sensors. Other highlights included our Drexler limited-slip differential, custom steering wheel, auto upshifting.



Knowledge Event

1st Place Overall
1st Place Design
9th Cost

Las Vegas Validation

3rd - Overall
3rd - Acceleration
7th - Skidpad
2nd - Autocross
4th - Endurance
5th - Fuel Efficiency

Michigan Validation

2nd - Overall
1st - Acceleration
2nd - Autocross
3rd - Endurance
11th - Fuel Efficiency

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. With this approach, our entire current vehicle architecture will be redesigned from the ground up, including our chassis, suspension, powertrain, and aerodynamics. 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

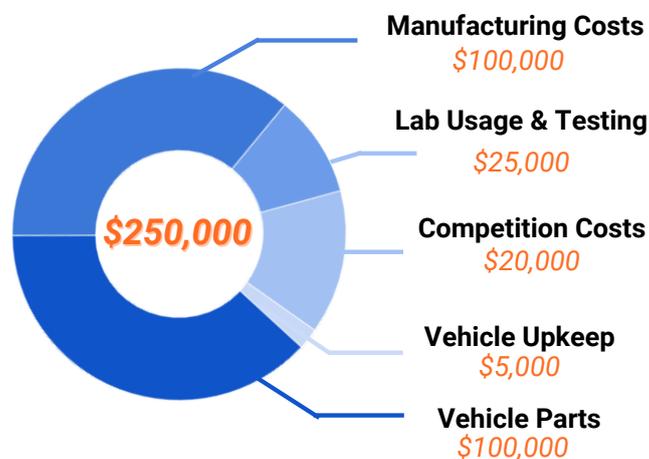
With all competitions being international, our sponsors enjoy global exposure. It is not uncommon for students to be acquainted with companies based in other countries after being on the team for a season. Sponsoring our team is an excellent return of investment for companies looking for unique advertising and the recruit of skillful engineers.



PUT TO GOOD USE

Like all racing teams, Illini Motorsports relies heavily on partnerships to operate. Our university budget covers only 15% of our expenses. Despite our vehicle's consistent premier ranking amongst higher-budget teams, the cost of remaining competitive is increasing. Every year we pursue design changes that make us faster, lighter, and more efficient, but innovation comes with costs. Sponsorship may be offered in the form of monetary donation, company resources and time, or in-kind donations such as materials, parts, or equipment. What we do is made possible only by you! Every season, we give back to the community by participating in multiple outreach events.

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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