

IUPUI Formula Racing



Sponsorship Proposal

IUPUI Formula Racing

IUPUI Formula Racing is Indiana University-Purdue University of Indianapolis' Formula SAE Team. The team is comprised of engineering students at IUPUI that will work year-round to design, fabricate, test, and race a formula-style vehicle. Members of the team are responsible for all aspects of the project including project funding, design, fabrication, testing, and public relations. The seniors on this year's team will also use this project as their senior design project.

The pinnacle of the team project is the annual FSAE (Formula Society of Automotive Engineers) West competition in Fontana, California June 17-20, 2009. For four days, approximately 100 teams from around the world will gather to display their cars and compete in different static and dynamic events. This competition challenges some of the best and most renowned engineering schools in the world.



Competition

The annual FSAE West competition is sponsored by the Society of Automotive Engineers, and will be held in Fontana, California at Auto Club Speedway June 17-20, 2009.

For the duration of the competition, teams compete in the static and dynamic events described below:

Static Events

- **Engineering Design** – Teams are judged based on the design of their vehicle and the engineering principles used to validate their design decisions.
- **Cost Analysis** – Analysis of how well each team constructed their vehicle within reasonable cost limitations.
- **Sales Presentation** – Event in which teams display the marketability of their vehicle.

Dynamic Events

- **Skid Pad** – Teams test the ability of their car to handle cornering acceleration.
- **Acceleration** – Teams test how fast their car can accelerate in a straight path.
- **Autocross** – Road endurance event in which teams post their best lap times.
- **Endurance/Fuel Economy** – Road-course event in which teams drive an extended number of laps to prove the durability of their design and the efficiency of their engine.

2009 Goals & Budget

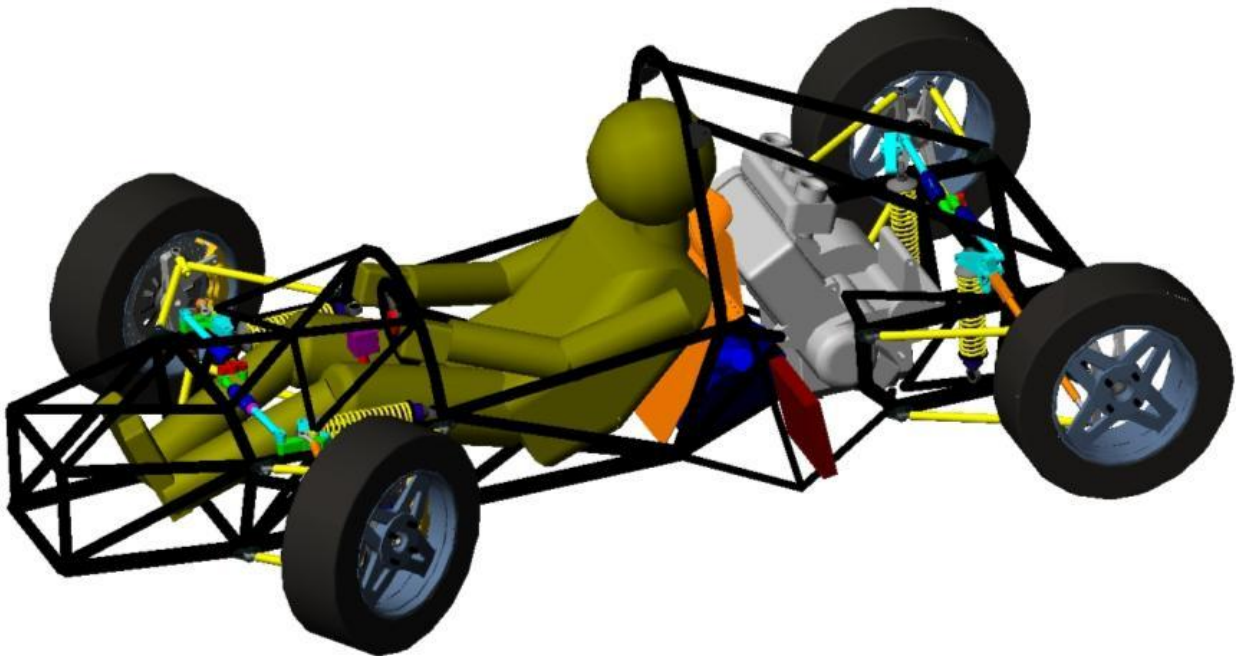
Goals

The main focus of the IUPUI Formula Racing team for the 2009 season will be to build a car for competition based on the knowledge gained from our engineering classes such as statics, dynamics, and vehicle dynamics. Using test data and vehicle failure analysis, the team will design and build the car to compete in the FSAE competition.

Budget

Below is a breakdown of the total funding necessary to complete this project.

Engine	\$4,000
Suspension	\$6,500
Frame	\$4,500
Drivetrain	\$5,600
Miscellaneous	\$9,400
Grand Total	\$30,000



Testing Capabilities and Test Plan

Testing Capabilities

IUPUI has just purchased an engine dynamometer for use by the IUPUI Formula SAE Team.

We are working on setting up a time in June to go to the Auto Research Center (ARC) in Indianapolis to test on their 7 post chassis rig.

VI Grade has donated their new Vehicle Dynamics Software for our use in entering our vehicle information and simulating our vehicle in the different dynamic events at the Formula SAE West competition.

Testing Plan

The car will be completed in May 2009.

We are planning on entering our competition car into local SCCA events before and after the completion to continue to make improvements on our car.

We will have each team member test in each dynamic event to pick the best driver for each competition.

Other Benefits

Our car will be displayed at Motorsports Day, in the motorsports lab, and in the campus center at IUPUI. We also plan for the car to be displayed at the IUPUI Motorsports Program's booth at the International Motorsports Industry Show. Being in Indianapolis, the car will be displayed at various industry sponsors' places of business.

IUPUI has put in a new Motorsports Degree program. This program is bringing in skilled drivers and students into the Formula SAE team. Along with the new degree, there is also a Motorsports Certificate already offered that provides classes that apply engineering principles to the following classes: vehicle dynamics, internal combustion engines, and data acquisition.

We are also planning on having Marian College and their Motorsports program help us with the business and public relations part of the project.

Sponsorship

Why Sponsor IUPUI Racing?

Sponsoring IUPUI Formula Racing is an opportunity to help young engineers gain additional experience and talent by applying skills acquired in the classroom to the real world. The team is composed of exceptional leaders who are driven and willing to go beyond what is expected of them. Sponsors have the chance to help these students increase the value of their education by giving them an opportunity to work on a project that will challenge and push them to become better engineers. In addition, sponsors are able to network with some of the brightest and most driven young engineers before entering the industry.

Benefits of Sponsorship

Sponsoring IUPUI Formula Racing is not only a great way to help accelerate the education of aspiring young engineers, but it is also an excellent opportunity for corporate promotion. Sponsors enjoy such benefits as additional company advertising, promotion of products and services, tax benefits, and increased public awareness of community involvement and academic support. Sponsors of the vehicle are displayed on the car at the popular FSAE competition along with campus events, track days, team website and apparel.



Ways to Sponsor

There are three different options for helping sponsor IUPUI Formula Racing.

(1) Component Sponsorship

For companies looking for a prominent location on the car, full-component system sponsorship is a great choice. In making this choice, a particular company works with the team to decide which component system they would like to sponsor (i.e. drivetrain, engine, frame, and suspension). The allotted budget for this entire system would be provided for by the sponsoring company.

(2) Monetary Sponsorship

Sponsorship package details and descriptions are as follows:

Platinum

- \$5,000+ donation
- Company will receive prominent placement of company logo/graphic on side panel of car
 - Exposure during vehicle testing
 - Exposure during campus events
- Vehicle use for marketing purposes (e.g., trade show or company event)
- Company recognition as Official Platinum Level Sponsor of IUPUI Racing on team website for one-year duration + link to company website

Gold

- \$2,500 to \$4,999 donation
- Company will receive select premium placement of company logo/graphic on car
- Use of vehicle for marketing purposes
- Company recognition as Official Gold Level Sponsor of IUPUI Racing for one-year duration

Silver

- \$1,000 to \$2,499
- Company logo/graphic on car
- Company name on team website

Bronze

- \$50 to \$999
- Small company logo/graphic on car
- Company name on team website

(3) Parts Sponsorship

Ideal for companies who wish to donate services, equipment, tools, and materials.

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Thank You

Thank you for taking the time to consider our sponsorship proposal. Without the help of such generous companies and individuals, IUPUI Formula Racing would not be possible. As aspiring engineers, we work very hard to make the project a success for our school, our sponsors, and ourselves. By building the best vehicle possible, we uphold a reputation of excellence for our university and for our sponsors who have graciously supported us. On behalf of IUPUI Formula Racing, thank you again for your sponsorship consideration.

Contact Information

Please contact Kenneth Rennels, Nicholas Hawes, or Pete Hylton to set up a sponsorship with your company, or with any questions.

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* As the IUPUI Campus is administered by Indiana University, the Indiana University Foundation, a non-for-profit corporation, and serves as our official gift receiving entity. The Indiana University Foundation Tax Identification Number is 35-6018940.