

SAE Collegiate Design Series Sponsorships

Recruitment
Brand Awareness
Corporate Recognition

HIRE THE BEST



SAEInternational®

Formula SAE®



Formula SAE challenges students to conceive, design, fabricate, and compete with small formula-style racing cars. Teams spend 8-12 months designing, building, and preparing their vehicles for a competition. These cars are judged in a series of static and dynamic events, including technical inspection, cost, presentation, engineering design, solo performance trials and high performance endurance. Sponsorships have been created to support the students and provide companies the opportunity to connect to this future workforce and increase brand awareness. A sponsorship can reach nearly 3,000 students through the two Formula SAE competitions each year, in addition to networking with the hundreds of volunteers from the industry.

Formula SAE Competitions (Michigan/Nebraska)

Level
Sponsorship Cost
Benefits
Event/Area Naming Rights
Competition Naming Rights
Wristbands
Award to top 3 teams (\$2000, \$1500, \$1000)
Award to top 3 teams (\$1000, \$750, \$500)
Award (\$1000) (Sponsor determines and scores)
Top 10 trophies of competition and monetary awards
Logo or company name on award trophies
Opportunity to present awards at ceremony
Opportunity for three (3) vehicle displays
Opportunity to display product during ceremony
Lunches provided each day of competition for staff
Targeted access opportunities - provide volunteers at event
Video of sponsor and students at competition
Opportunity to recruit onsite - space provided
List of team contacts including captains and faculty advisors
Event Specific Signage (Event entry, directional, infield, timing display, ceremonies, etc.)
Opportunity for additional product signage, banners, etc. (company responsibility)
Logo inclusion on all-sponsor banner, event program, handbook and website
4-color ad in Event Guide
Equipment Supplier Status on Event Website
Speaking opportunity at Ceremony/Reception
Shirts for Judges included
Appreciation letter with panoramic photo

Competition Naming Rights	Event Partner	Event Partner	Diamond Sponsor	Diamond Sponsor	Platinum Sponsor	Platinum Sponsor	Gold Sponsor	Gold Sponsor	Gold Sponsor	Gold Sponsor	Gold Sponsor	Gold Sponsor	Silver Sponsor
Competition	Design	Endurance and Fuel Economy	Autocross	Paddocks	Cost	Brake/ Noise/ Practice	Acceleration	Skid-Pad	Presentation	Welcome Ceremony	Award Ceremony	Industry Reception	Recruiting
\$100,000	\$40,000	\$40,000	\$25,000	\$25,000	\$20,000	\$20,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$10,000
	X	X	X	X	X	X	X	X	X				
X													
X													
	X	X	X										
					X		X	X	X				
				X		X							
X													
X	X	X	X	X	X	X	X	X	X				
X	X	X	X	X	X	X	X	X	X				
X	X	X	X										
										X	X	X	
12	6	6	4	4	3	3	2	2	2	2	2	2	
X	X	X	X	X	X	X	X	X	X	X	X	X	
X													
X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	
Unlimited	Unlimited	Unlimited	6	6	6	6	6	6	6	6	6	6	
X	X	X	X	X	X	X	X	X	X	X	X	X	X
Spread	Full page	Full page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page
X	X	X	X	X	X	X	X	X	X	X	X	X	X
										X	X	X	
	X				X								
X	X	X	X	X	X	X	X	X	X	X	X	X	
							Combine Acceleration and Skid-Pad for \$25,000						

Equipment Supplier is available at \$2,000 sponsorship with capability of listing product on event website.

Customized sponsorships available. Please contact Martha Schanno (724)772-7155 or mschanno@sae.org.

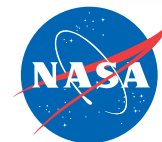
HIRE THE BEST

Finding the brightest, most promising engineering students for your organization can be time consuming and costly. Each year, over 8,000 students participate in the SAE Collegiate Design Series (CDS) North American competitions. Watch first hand as CDS participants are challenged by the hands-on team experience while they gain budgeting, communication, time, production and resource management skills. These are among the top skills most valued by today's innovation organizations. Support the future engineering workforce through SAE Collegiate Design Series competitions!

Join these organizations that sponsor CDS events:



GENERAL MOTORS COMPANY



Visit students.sae.org/competitions/ for the latest competition schedule and locations

Contact: Martha Schanno • SAE CDS Sales Manager

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