

2016 FORMULA SAE SPONSORSHIPS

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!







FORMULA SAE challenges students to conceive, design, fabricate, and compete with small formulastyle 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 over 3,500 students through the two Formula SAE competitions each year, in addition to networking with the hundreds of volunteers from the industry. Formula SAE Electric is in conjunction with Formula SAE Lincoln.

Formula SAE Competitions (Michigan/Lincoln)	Competition Partner		
Level	Design		
Sponsorship Cost (per competition)	\$40,000		
Benefits			
Event/Area Naming Rights	X		
Award to top 3 teams (\$2000, \$1500, \$1000)	X		
Award to top 3 teams (\$1000, \$750, \$500)			
Award (\$1000) (Sponsor determines and scores)			
Logo or company name on award trophies	Х		
Opportunity to present awards at ceremony	X		
Opportunity for vehicle displays	4		
Opportunity to display product during ceremony			
Lunches provided each day of competition for staff	Х		
Targeted access opportunities - provide volunteers at event	X		
Opportunity to recruit onsite - space provided	Х		
List of team contacts including captains and faculty advisors	X		
Event Specific Signage (Event entry, directional, infield, timing display, cermonies, etc.)	Х		
Opportunity for additional product signage, banners, etc. (company responsibility)	Unlimited		
Logo inclusion on all-sponsor banner, event program, handbook and website	Х		
4-color ad in Event Guide	Full page		
Equipment Supplier Status on Event Website	Х		
Speaking opportunity at Ceremony/Reception			
Shirts for Judges included	Х		
Two Competition Package Rates (Michigan and Lincoln/Electric):	\$70,000		

Sponsors will have until October 1, 2015 for First Right of Refusal for the 2016 sponsorship they supported in 2015*

Competition Partner	Diamond Sponsor	Diamond Sponsor	Platinum Sponsor	Platinum Sponsor	Gold Sponsor	Gold Sponsor	Gold Sponsor	Gold Sponsor	Gold Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Endurance and Fuel Economy	Autocross	Paddocks	Cost	Brake/ Noise/ Practice**	Acceleration	Skid-Pad	Presentation	Welcome Ceremony	Award Ceremony	Industry Reception	Recruiting	Marketing
\$40,000	\$25,000	\$25,000	\$20,000	\$20,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$10,000	\$5,000
Х	Х	Х	Х	Х	Х	Х	Х					
Х												
	Х		Х		X	Х	Х					
		Х		Х								
X	Х	Х	Х	Х	Х	Х	X					
X	Х	Х	Х	Х	Х	X	X					
4	3	3	1	1	1	1	1	1	1			
								2	2	Х		
X	Х	Х	Х	Х	Х	X	Х	Х	Х	Х	Х	
X	Х	Х	Х	Х	Χ	Х	X	Х	Х	Х	Х	
Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	
X	Х	Х	Х	Х	Х	Х	X	Х	Х	Х	X	
Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х		
Unlimited	6	6	6	6	6	6	6	6	6	6	4	2
Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Full page	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	
Х	Х	Х	Х	Х	Х	X	Х	Х	Х	Х	Х	Х
								Х	Х	Х		
			Х									
\$70,000	\$40,000	\$40,000	\$30,000	\$30,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000		\$15,000	\$7,500

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

This sponsorship includes all Formula SAE competitions.

Customized sponsorships available. Please contact Martha Tress +1.724.772.7155 or martha.tress@sae.org. Visit http://video.sae.org/11726/ to view a video from Formula SAE Michigan to see what sponsors share!

* If sponsor from previous year does not confirm participation of previous year's sponsorship by October 1st, the sponsorship will be open to all interested companies.

** Includes Rain Test at Lincoln competition for Electric class vehicles.

Join these organizations that sponsor Formula SAE Competitions:

























































































Visit http://students.sae.org/cds/ for the latest competition schedule and locations

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