

MISSOURI Formula SAE S&T *Racing*



2016 Sponsorship Packet

MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY





FORMULA SAE SERIES

S&T Racing participates in an annual collegiate design competition called the Formula SAE Series. The series challenges student design teams to design, manufacture, test, and compete with formula-style race cars. Teams from colleges all over the world are tasked to produce a race car that has the potential as a production vehicle that will target weekend

autocross racers. They must build their cars independently.

The teams are composed of entirely college students with engineering majors including Mechanical, Electrical, Computer, Petroleum, and others. Each team is entirely funded by donations and sponsorships from companies the teams would like to represent throughout the season.

Static Events

Engineering Design

Business Presentation

Cost Analysis

Dynamic Events

Acceleration

Skidpad

Autocross

Endurance / Efficiency

S&T RACING - TEAM HISTORY

Since its creation in 1989, S&T Racing has been a leading competitor in the Formula SAE Series. In the past decade, S&T Racing has continued to push design and development in order to produce a vehicle with top-tier performance every year. In 2008 the team earned its first overall victory at Formula SAE Virginia and second place overall at Formula SAE California. 2012 saw the team's entrance into the European arena with a strong showing at Formula Student Germany

Recently, S&T Racing has dominated autocross and skidpad events while maintaining competitive finishes in the remaining static and dynamic events.

Historical Achievements

- **6 autocross wins in last 17 competitions**
- **Ranked 6th world-wide out of 424 teams in 2009**
- **1st place skidpad at Formula Student Germany 2012**





2015 COMPETITION RESULTS

Event	FSAE Michigan (126 Teams)	FSAE Lincoln (80 Teams)
Cost	39th	19th
Presentation	8th	14th
Design	15th	14th
Acceleration	43rd	12th
Skidpad	4th	6th
Autocross	6th	6th
Endurance	18th	DNF
Efficiency	28th	—
Overall	15th	24th

During the 2015 competition season, the team competed in two separate events: Formula SAE Michigan (Brooklyn, Michigan) and Formula SAE Lincoln (Lincoln, Nebraska).

Highlights from this past season include top 6 finishes in autocross and skidpad events at Lincoln competition. The team's most impressive result was at the largest competition in Michigan with an overall finish of 15th out of 126 teams. S&T is ranked 41st out of 513 teams internationally.

Looking toward the 2016 season, the team plans to improve upon its success at Michigan and Lincoln by increasing efficiency and reliability and decreasing cost, all while optimizing each system of the car.

2016 SEASON BUDGET PROJECTIONS

Manufacturing	
Brake System	\$2,000
Engine	\$6,500
Drivetrain	\$1,400
Frame	\$1,500
Body/Composites	\$5,000
Hardware and Material	\$2,500
Controls	\$1,250
Suspension and Dampers	\$4,500
Data Acquisition	\$7,500
	\$32,150

Operational	
Office Expenses	\$1,000
Marketing and Public Relations	\$500
Trailer Maintenance	\$1,000
Research and Development	\$1,000
Shop Supplies	\$3,000
Racing Fuel	\$600
Hoosier Tires	\$2,700
	\$9,800

Travel/Competitions	
FSAE Michigan (Brooklyn, MI)	\$5,500
FSAE Lincoln (Lincoln, NE)	\$5,000
Wind Tunnel Testing (Detroit, MI)	\$1,500
Local Testing (MO)	\$4,500
FSAE Germany (Hockenheim, DE)	\$18,000
	\$34,500

Total Budget: \$76,450





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SEPTEMBER
2013

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student generation

04 **FEATURE**
originally runs up
formula sae michigan
teams

more than 100 formula sae teams vied for top honors at the annual michigan competition that spotlights one-of-a-kind open-wheel racers designed and built by student engineers.

06 **hidden evr1 finds the spotlight**
wpi student bryan ransing uncovers a fast evr1 on his college campus.

07 **FEATURE**
american manufacturing in the

hands of urf students
university of north florida students design and build formula vehicles for a nationwide competition focused on challenging the minds of future engineers.

09 **FEATURE**
solar ev thunder
down under

michigan is aiming for its first victory in next month's 2013 world solar challenge with a new experimental racer that is ready for 1800 mi (2900 km) in the australasian race.

today's engineering

12 **FEATURE**
solar invader team's
next challenge: to
circle the globe

the most world-grinding version of the fuel-less fier will rely on featherweight polymers and composites.

15 2014 ram hd trucks
get 6.4-l hemi, chassis
upgrades

completing the 6.7-cylinder, 2014 ram hd models receive obdstar's "top" hmi-v8, and the 2500 series adds a more compliant six-link rear suspension.

sae networking

17 **telematics, autonomous control high on komatsu's tech agenda**

18 **sae international heading fso-funded interoperability project for evs**

18 **hancock named 2014 sae international president nominee**

19 **firestone engineers win 2013 borgwarner louis schmitzer award**

20 **gear**



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SPONSOR BENEFITS

- Directly connect and build brand awareness with high-performing future engineers with hands-on team experience in design, fabrication, budgeting, and project management
- Reach nearly 3,000 top engineering students from around the world at Formula SAE Michigan and Formula SAE Lincoln competitions alone
- Photos of the car featuring sponsor logos published on university and team websites, in event media reports, university materials, and often appear in various SAE magazines and publications
- Have a direct hand in promoting STEM education.

LEVELS OF SPONSORSHIP

Benefits Sponsor Level	Company <i>name</i> displayed on			Company <i>logo</i> displayed on					Receive 'Thank You' gift		Car available for event appearances	Mentioned in team social media
	Website	Website+ Link	Car Graphics	Website + Description	Team Shirt	Car Graphics (Small)	Car Graphics (Medium)	Car Graphics (Prominent)	Poster	Team Shirt		
Title* (\$15,000+)	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓
Diamond* (\$7,500 - \$14,999)	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓
Platinum (\$5,000 - \$7,499)	✓	✓	✓	✓	✓		✓		✓	✓		✓
Gold (\$3,000 - \$4,999)	✓	✓	✓	✓	✓	✓			✓	✓		✓
Silver (\$1,000 - \$2,999)	✓	✓	✓	✓		✓			✓	✓		✓
Bronze (\$500 - \$999)	✓	✓	✓						✓			✓
Racing Partner (\$100 - \$499)	✓	✓										
Racing Friend (up to \$100)	✓											

Note: benefits shown are guidelines. Contact S&T Racing for individual benefit preferences.

*Title and Diamond level are based on cash donations only

The value of nonmonetary donations will be discussed between S&T Racing and the sponsor for accurate placing into donation levels.



CONTACT INFORMATION

For more information about S&T Racing, contact us using any of the following methods. To discuss a customized sponsor package or a donation to the team, please contact Mason Auch via phone or email. We appreciate your interest in S&T Racing and look forward to partnering with you.

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