



FORMULA UBC

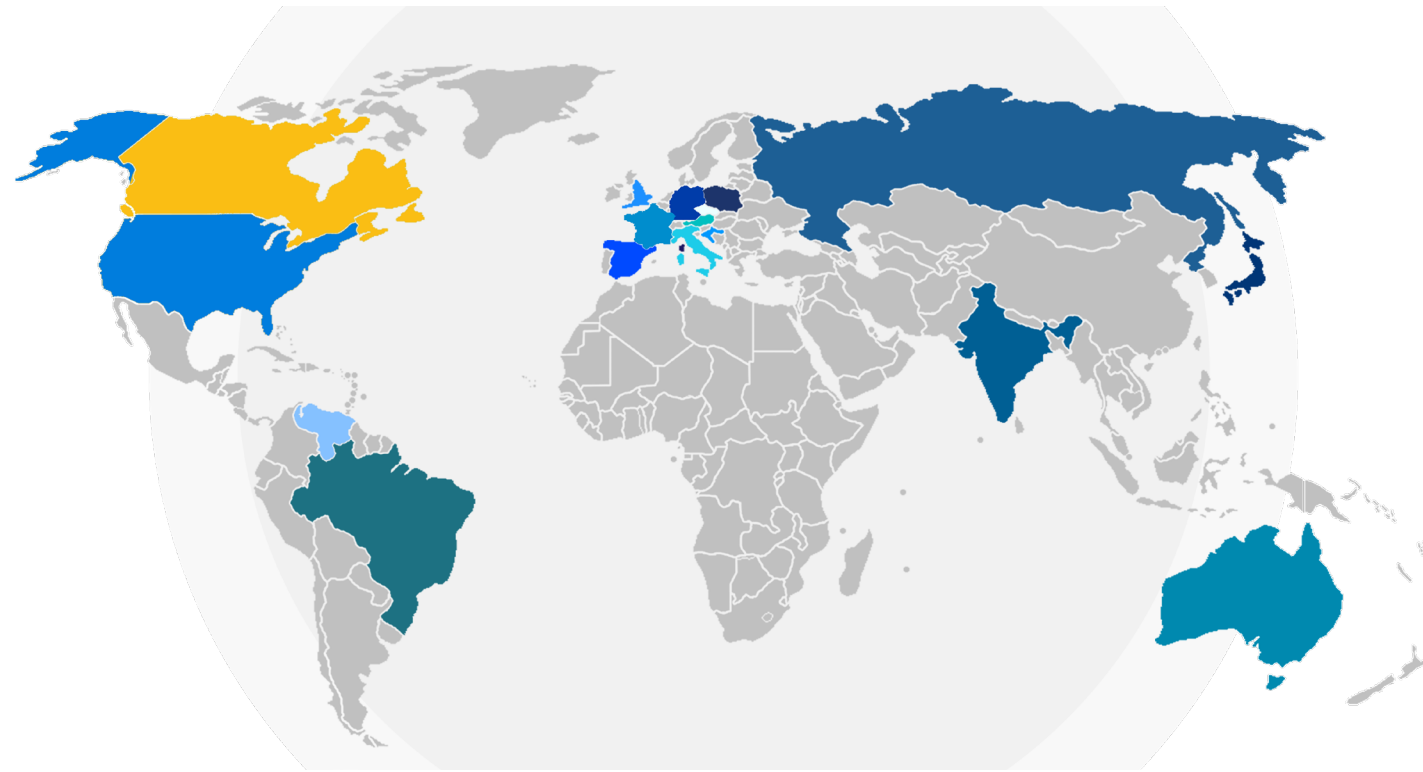
R A C I N G



2020

SPONSOR PACKAGE

ABOUT FORMULA SAE



18
EVENTS
WORLDWIDE

Formula SAE and Formula Student competitions around the globe.

500
INTERNATIONAL
RACE TEAMS

Hundreds of universities from around the world, present their design, and race, their open-wheeled formula style racecars with only one winner.

15000
DEDICATED UNIVERSITY
STUDENTS

Students from all disciplines band together to represent their university on the race track. These young minds use their academic knowledge acquired in class, and learn to apply it to practical hands-on problems on their racecars.



STATIC EVENTS

Engineering design of each car is evaluated by a jury of experts from the automotive and motorsports industries.

Cost calculation for the all the components and manufacturing techniques used in fabricating each car is scrutinized.

The goal is to develop and deliver a comprehensive business case that convinces executives to invest their money to accelerate mass manufacturing.



**ENGINEERING
DESIGN**

Points: 150



**COST
REPORT**

Points: 100



**BUSINESS
PRESENTATION**

Points: 75



DYNAMIC EVENTS

The cars are evaluated on their straight-line accelerating abilities from a standing start over a distance of 75 meters.

The objective is to measure the car's maximum cornering ability on a flat surface while making a constant-radius turn.

The cars are evaluated on maneuverability and handling qualities on a tight course without the hindrance of competing cars.

Teams have to prove their car's durability over a distance of 22 km while racing at the absolute limit. This is the ultimate test.

Teams are evaluated on the fuel efficiency of their vehicles throughout the endurance course.



ACCELERATION

Points: 100



SKIDPAD

Points: 75



AUTOCROSS

Points: 125



ENDURANCE

Points: 275



EFFICIENCY

Points: 100



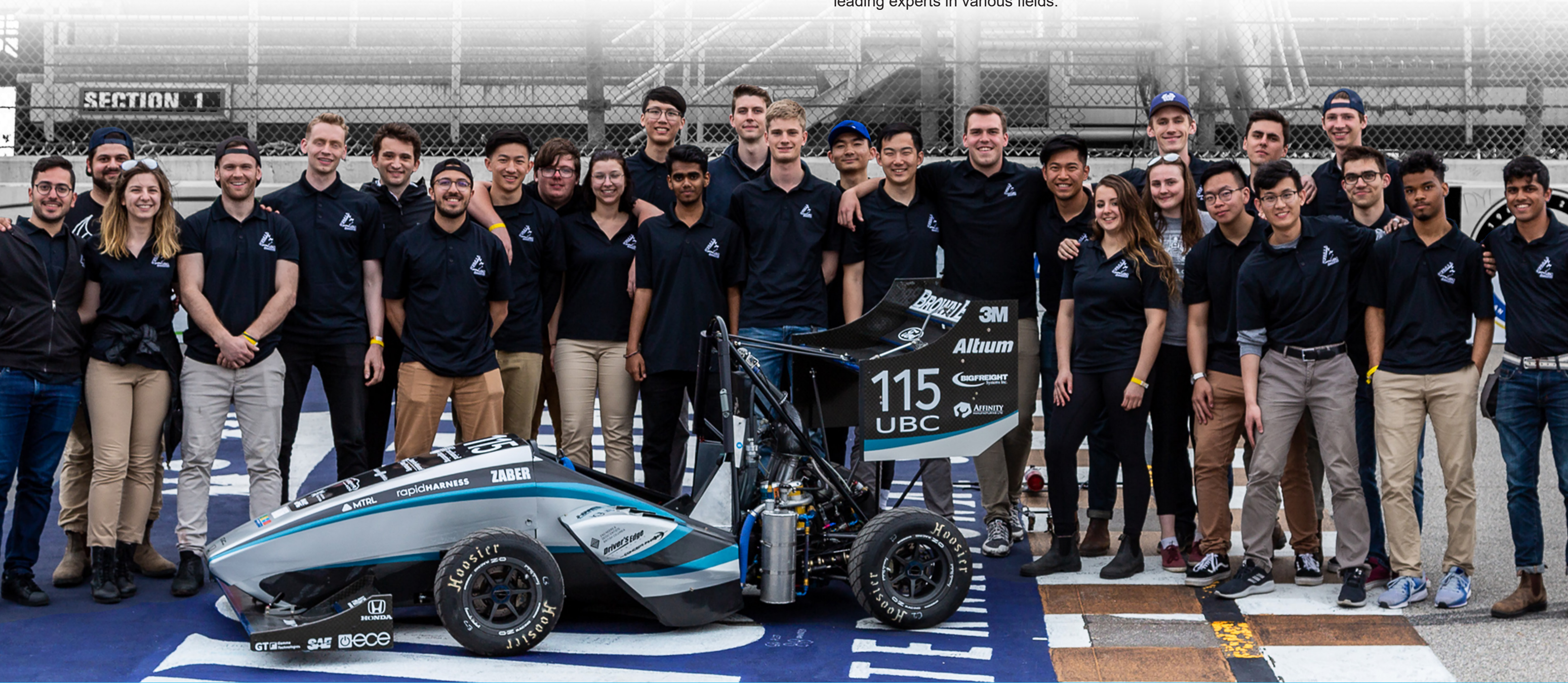
FORMULA SAE IS A TEAM SPORT

Individual performances can change races, but championships are won by the best team.

At its core, Formula UBC is driven by talented university students committed to broadening their frontiers as young professionals through their creativity, ingenuity, and versatility. This cohort then proceeds to branch outwards to include everyone who is generous enough to donate their time, resources and support to make our common dream a reality. When we win, we all win.

OUR TEAM

The young women and men fighting it out in the pits come from multiple faculties and engineering departments with one common goal: to utilize our skills in developing an open-wheel race car to compete against other teams from around the world. Through this common goal we are committed to obtaining a well-rounded educational experience and strive to be the next generation of leading experts in various fields.



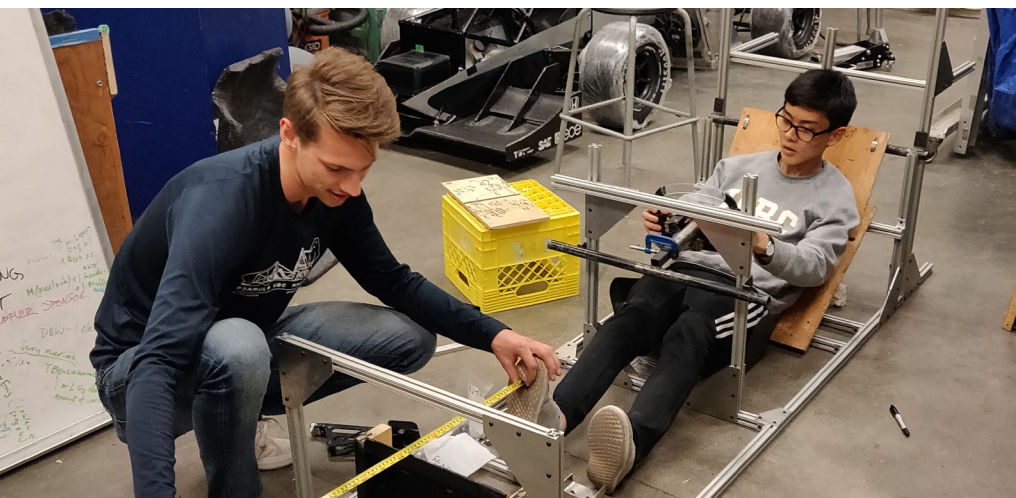
WE WIN AS A TEAM

Our mission is to promote a professional engineering team that allows students to exercise hands-on problem solving skills.

ABOUT OUR PROJECT

DESIGNING A RACECAR

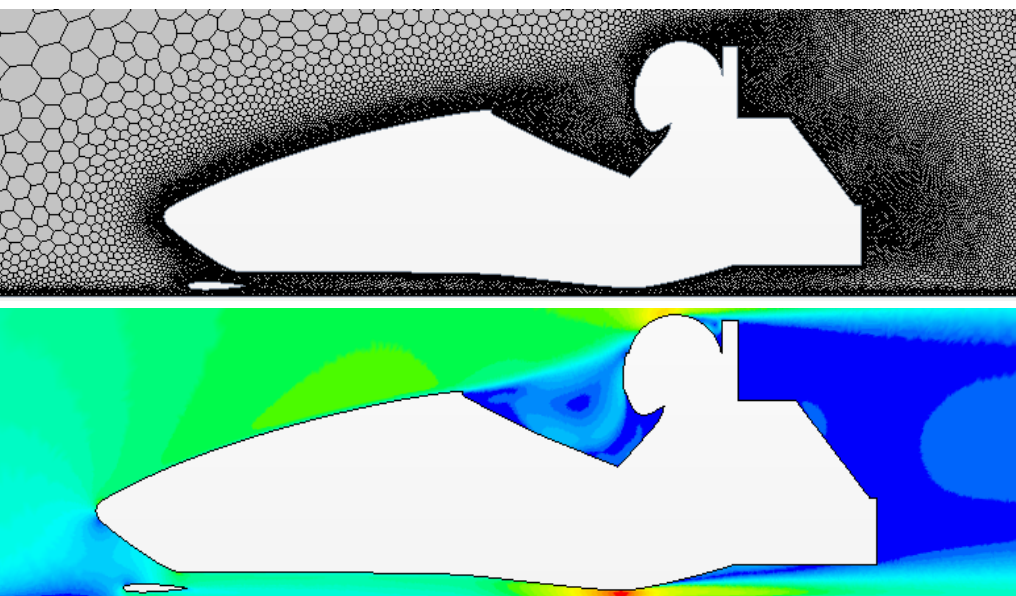
The design process is an ongoing cycle that takes the success and accomplishments of the previous year and challenges the next year to come up with new innovations and technologies. The state of the car seen today is an accumulation of the passionate students and sponsors who have contributed to our team over the years.



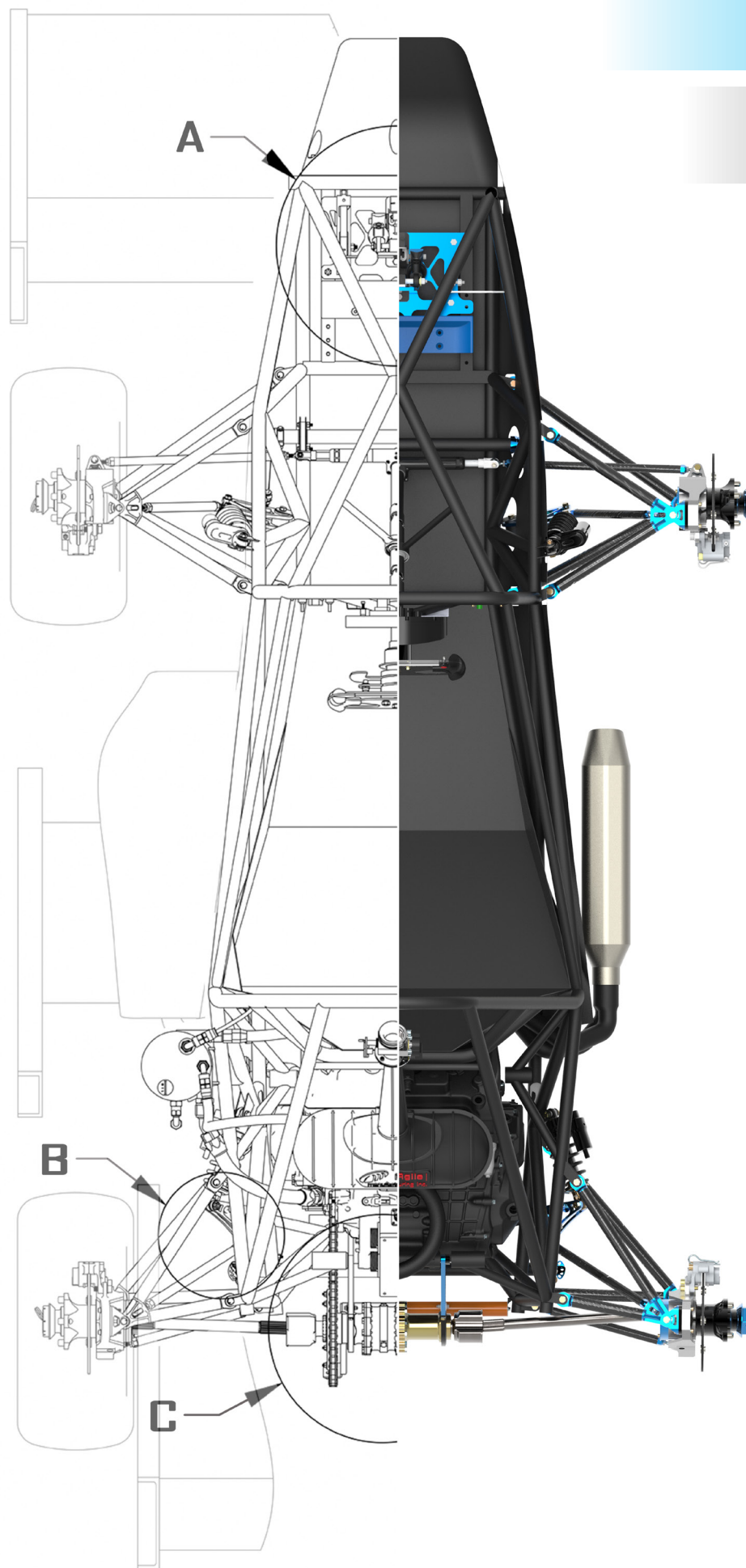
ENGINEERING ANALYSIS & REVIEW

Computer Aided Design software is used to perform analyses and simulations in the areas of:

- Computational Fluid Dynamics
- Finite Element Analysis
- Engine performance and cooling
- Vehicle Dynamics and suspension performance



FUBC-R



DESIGN BUILD RACE

MANUFACTURING & ASSEMBLY

Parts are fabricated in house by students in our small workshop, with the help of the university machine shop as well as in our team shop. More complex parts are sourced from skilled manufacturers who guide our team members on how to implement best practices from industry. Parts are manufactured by students using some of the following:

- Waterjetting
- Laser Cutting
- Welding
- Multi-axis CNC Tooling
- Composite Manufacturing



VEHICLE TESTING

The vehicle is tested in various fields of performance to better understand the functionality of the designs implemented. Testing is crucial to determine where improvements can be made prior to competition.



ADMINISTRATION &
BUSINESS STRATEGY

\$ 23,206.00



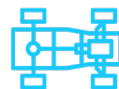
AERODYNAMICS

\$ 18,075.00



FRAME & BODY

\$ 5,140.00



DRIVER CONTROLS
& ERGONOMICS

\$ 10,745.00



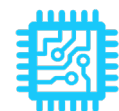
DRIVE TRAIN

\$ 2,650.00



ELECTRICAL &
TELEMETRICS

\$ 3,240.00



ENGINE &
FUEL DISTRIBUTION

\$ 4,365.00



ADVANCED MATERIALS

\$ 3,254.00



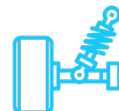
SOFTWARE

\$ 8,200.00



SUSPENSION

\$ 22,880.00



COMPETITION &
TRAVEL COSTS

\$ 30,645.00



FUBC-R

ABOUT OUR BUDGET

FINANCIAL MANAGEMENT & BUDGET ALLOCATION

When contributing to a project like Formula UBC, you can rest assured that your contribution will be put to responsible use. Each sub-team must justify their budget proposals to the rest of the team before they can be considered for approval by our Team Captain and Treasurer.

In-kind and monetary donations are managed in detailed budgets in order to ensure fair distribution of funds to the various subsystems which compose a winning team.

TOTAL COST






















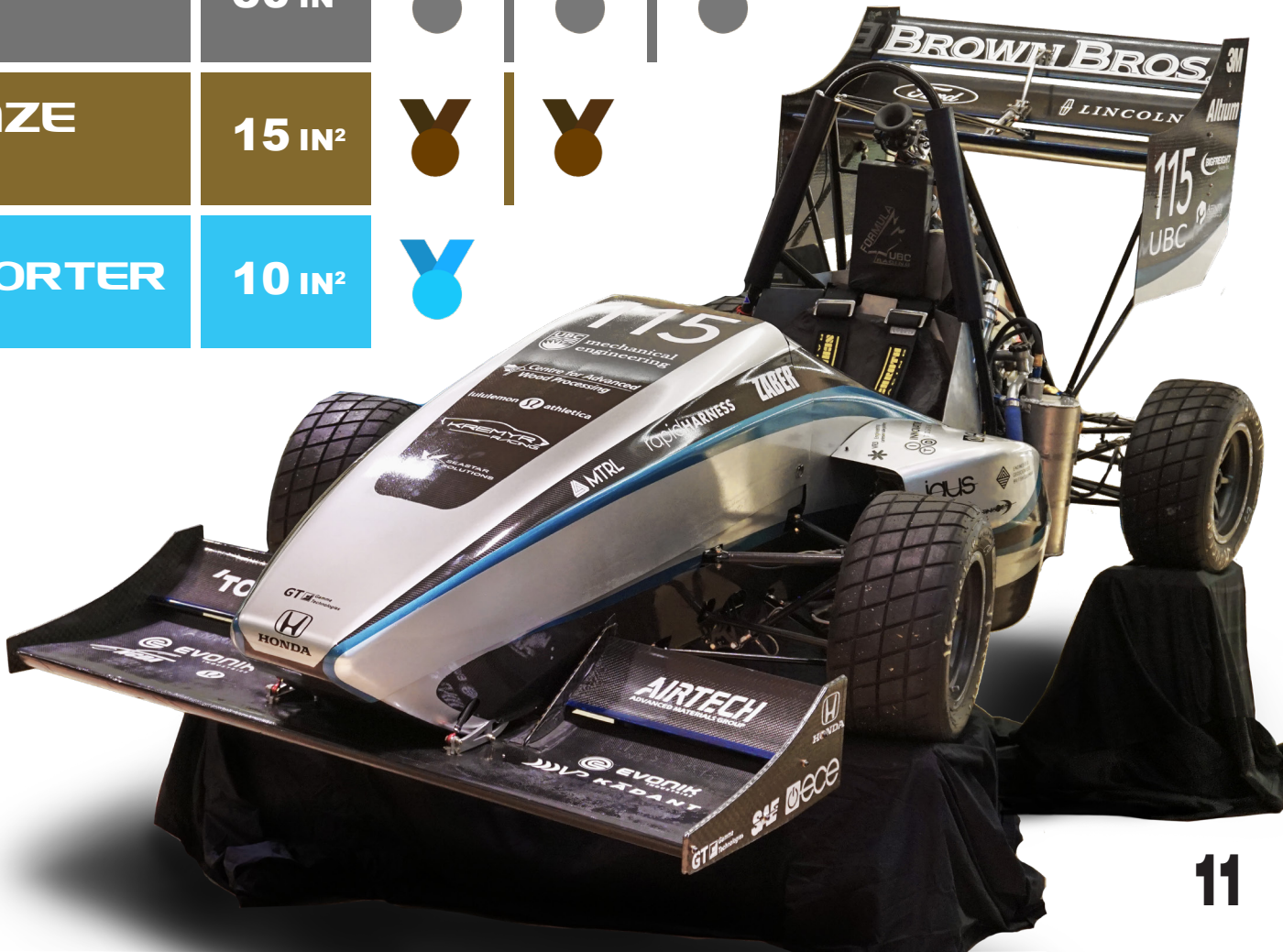
\$132,400.00



BENEFITS FOR SPONSORS

All sponsors are greatly appreciated and considered equal members of the Formula UBC team. We are committed to providing our sponsors with a sense of participation and a rewarding return for their efforts. As a sponsor, you can choose the amount of you would like to contribute to the team based on the levels shown on the following page. All sponsorships are unique. The levels shown are merely a guide, subject to negotiation as we work with our sponsors to develop mutual benefits depending on the value of money or contributions in-kind. Business acknowledgement receipts are available.

Sponsorship levels have associated perks, but all sponsors get invitations to team net-working events, university promotional events, and the vehicle unveiling. The following figure illustrates the sponsorship levels by summarizing how Formula UBC can promote your company. We do our best to accomdate special requests, so please do not hesitate to contact us. We would love to work with you!

		RACECAR LOGO SIZE	WEBSITE LOGO DISPLAY	EVENT BANNER LOGO DISPLAY	TEAM APPAREL LOGO DISPLAY	SOCIAL MEDIA PARTNERSHIP	FUBC RACING EXPERIENCE
	TITLE CONTACT US	FULL LIVERY					
	PLATINUM \$10,000 +	50 IN ²					
	GOLD \$5,000 +	40 IN ²					
	SILVER \$2,000 +	30 IN ²					
	BRONZE \$1,000 +	15 IN ²					
	SUPPORTER	10 IN ²					
							
5 PROMOTIONAL EVENTS	50+ EMPLOYMENT OPPORTUNITIES	1000+ FORMULA UBC ALUMNI	3000+ SOCIAL MEDIA FOLLOWERS				
We promote our sponsors at multiple public events such as the Vancouver Autoshow and our Vehicle Unveiling.		Young professionals from our team seek to work with sponsors to gain industry knowledge first hand. This creates a great opportunity for internships and co-ops.		Over the years our team has accumulated a strong line of successful alumni which offers opportunities for connections across industries.			
				Social media posts and appreciations are posted to inform our followers when sponsor products are received or new partnerships have begun.			



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www.formulaubc.com