



2019

# FORMULA UBC SPONSOR PACKAGE



# ABOUT FORMULA SAE

The largest international  
collegiate design series in  
the world.

Formula SAE is an intercollegiate design series organized by SAE (Society of Automotive Engineers) International as a means to get university students involved in real-world automotive engineering.

In total, over 500 universities compete in 8 different competitions around the world. At these competitions, students will present, justify, and race their open wheeled formula-styled racecars.

The competitions involve Static and Dynamic events. Students and their cars will be tested in events such as Design Presentation, Cost Analysis, Business Presentation, and a host of dynamic events.





# ABOUT OUR TEAM

60

Passionate  
Students

38<sup>th</sup>

Out of 120  
Michigan 2018

20<sup>th</sup>

Our Goal  
Michigan 2019

Formula UBC is a team of talented students committed to obtaining a well-rounded educational experience in automotive design. The group is composed of students from multiple faculties and engineering departments.

We develop a single-seat race car to compete in the Formula SAE competition against other student-led teams from around the world.

Our objective is to promote a professional engineering team that allows students to exercise hands-on problem-solving skills by delivering a competitive race car for competition.





# ABOUT OUR PROJECT

Building a single-seater  
formula racecar from the  
ground up

Students gain experience designing according to a set of regulations published by the governing body. Vehicle regulations are enforced in areas such as engine restriction, driver safety, and general geometric dimensions.

The powertrain makes use of a 4-cylinder motorcycle engine, a custom-built dry sump system, tuned exhaust and intake, chain driven limited-slip differential, and a pneumatic quick-shift system. An on-board computer logs a host of data channels allowing for monitoring of engine vitals and various performance parameters.

The suspension system utilizes a double-wishbone, pull-rod actuated system assembled with components machined from aircraft-grade aluminum and carbon fiber which are joined together using structural adhesive. Quick on-track adjustability can be achieved by varying the sway bar stiffnesses and airfoil angles of attack to help tune the vehicle.





# DESIGN AND BUILD

During the design phase, students are given the opportunity to apply the academic knowledge taught in class to a real-world engineering problem. Our members utilize computer aided design software (CAD) and perform computational analysis in areas of kinematics, fluid dynamics (CFD), and finite elements (FEA) to ensure that parts are strong, lightweight, and functional.

The building phase allows students to exercise hands-on skills that are not regularly seen in the heavily theoretical classwork. Machining, engineering drawing preparation, and manufacturing techniques are necessary to build a competitive car. Hands-on skills like these are what give our members the advantage when entering industry. It is these real-world skills coupled with intense problem solving that make many companies eager to hire students with a Formula SAE background.



# ABOUT OUR BUDGET

When contributing to a project like Formula UBC, you can rest assured that your contribution will be put to responsible use.

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

Building materials, shop equipment, design tools, and registration costs can add up quick. Total project value is summarized in the following list:

Aero	\$7,500
Suspension	\$21,500
Controls	\$5,000
Electronics	\$6,500
Chassis	\$7,500
Engine	\$9,500
Drivetrain	\$3,500
Admin	\$36,500
Total Cost	\$97,500





# BENEFITS FOR SPONSORS

All sponsorships are greatly appreciated and the Formula UBC team is committed to providing maximum value for your sponsorship dollar. As a sponsor, you can choose the amount you would like to contribute to the team based on the levels shown below. Business acknowledgment receipts can be issued for both cash and in-kind donations.

Sponsorship levels each have associated perks but every sponsor gets an invitation to team networking events. Social media shout-outs and thank-yous are also posted to inform our following (2,000+ people) when product is received or new partnerships have begun. The following figure summarizes what your company can gain from getting involved in the project.

LEVEL	LOGO WEBSITE	LOGO POSTERS	LOGO APPAREL	BODYWORK LOGO SIZE	EXTRA BENEFITS
BRONZE \$500+	✓	✓	-	10 IN <sup>2</sup>	-
SILVER \$1,500+	✓	✓	✓	20 IN <sup>2</sup>	-
GOLD \$5,000+	✓	✓	✓	40 IN <sup>2</sup>	PREFERRED AREA LOGO ON CAR
PLATINUM \$10,000+	✓	✓	✓	50 IN <sup>2</sup>	PREFERRED AREA LOGO ON CAR
TITLE CONTACT US	✓	✓	✓	50+ IN <sup>2</sup>	COMPANY THEMED CAR



# SPONSOR MESSAGE

“

We would like to thank both our current and prospective sponsors for taking the time to read this proposal.

We are looking forward to entering a mutually beneficial partnership and representing both your company and the University of British Columbia at SAE competitions around the world.

We are always available to give shop tours where we can further demonstrate how your company can help promote the development of young student's skillsets.

If you have any questions, please feel free to contact us.

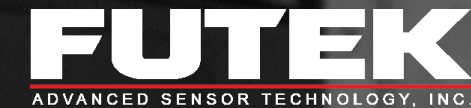
”

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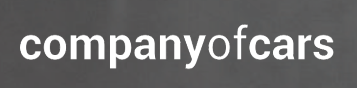
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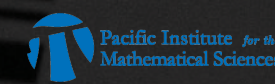
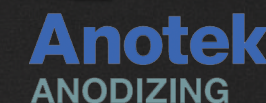
## GOLD



## SILVER



## BRONZE







3M

FUTEK

INA FAG

SCHAEFFLER GROUP

KRENN RACING

ME Engineering  
carbon technology

58

UBC

Crank the Jank!

Alair

Hoosier

Hoosier