



SONIC
ENCLOSURES LTD



SPONSORSHIP PACKAGE

2021





ABOUT FORMULA

THE EVENTS

18 EVENTS WORLDWIDE

Formula SAE and Formula Student competitions take place around the globe.

500 International Race Teams

Hundreds of universities, from all over the world, gather to present their design of an open-wheeled formula-style racecar and race in a winner takes all battle.

1500 Dedicated University Students

Students from every discipline band together to represent their university on the race track. These young minds utilize the academic knowledge acquired in class and apply it to practical use. They gain experience and new, hands-on knowledge by tackling obstacles that arise in their cars.

STATIC: Logistical events that examine the feasibility of the design.

Cost Report

The budgets and financial decisions are evaluated



Engineering Design

The specifications and design choices are judged

Business Presentation

A mock presentation to investors

DYNAMIC: On-track events that examine the performance of the car.

Skidpad

Tests the cornering ability through a constant radius



Acceleration

Tests the performance of the car over a 75m length

Autocross

Challenges the handling of the car on a tight track

Endurance

Race event against other cars testing durability

Efficiency

Assess fuel-economy during endurance

THE TEAM

Every individual has the potential to change the outcome of a race, but championships are won by the strongest team. Formula UBC, at its core, is a group of talented university students. This collective of creative, versatile young professionals is joined by all individuals who generously donate their time, resources, and support into making this dream a reality.

Coming from multiple faculties and engineering departments, these individuals come together to fulfill one common goal: to utilize our skills in developing an open-wheel race car to compete against other teams from around the world. This objective is coupled with our commitment to achieving a well-rounded educational experience and striving to become the next generation of leading experts in a multitude of fields.



THE RACECAR

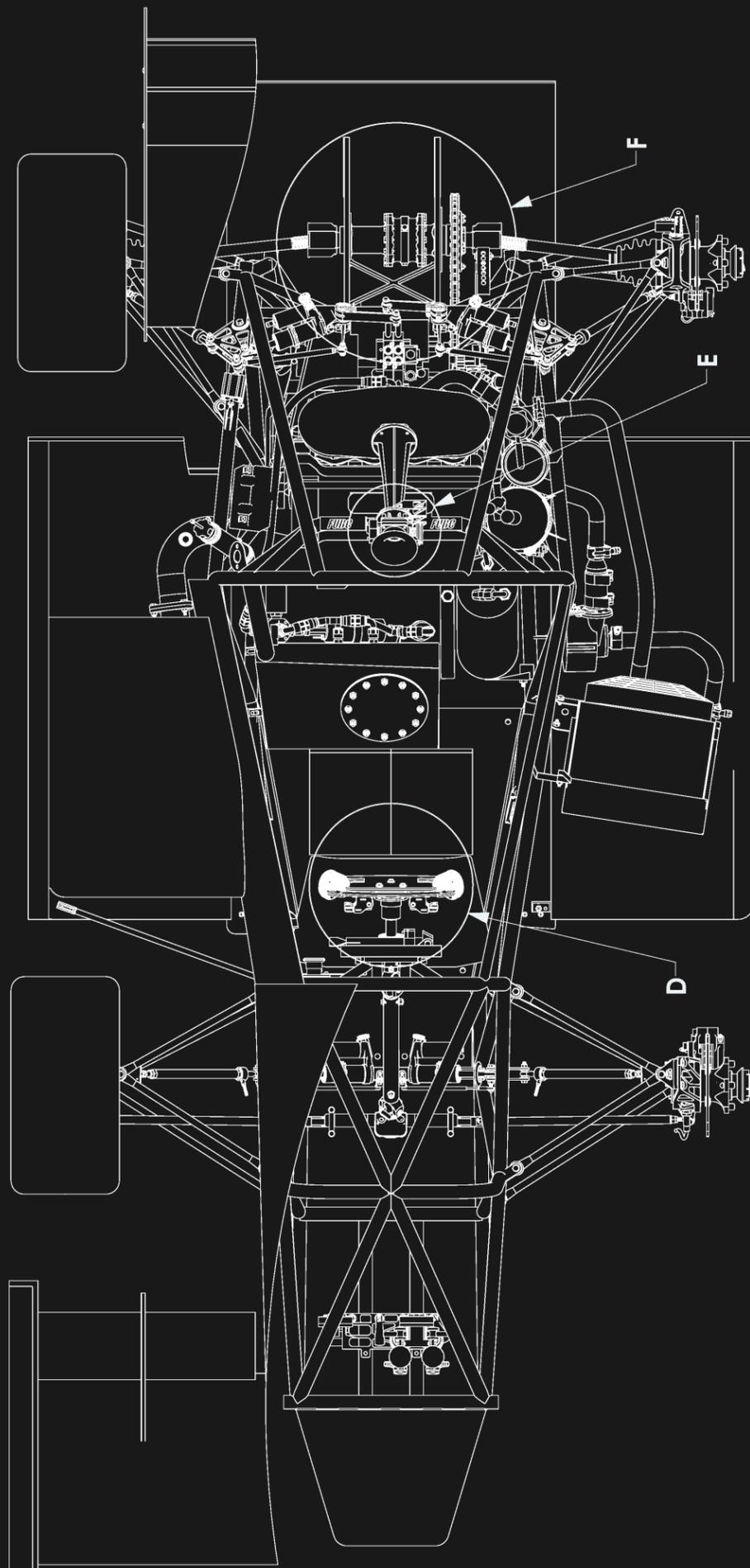
DESIGNING A RACECAR

Our design process is an ongoing cycle, combining all previous successes and accomplishments into a cohesive basis for next year's group. Our passionate students and sponsors from over the years have all contributed to the car that you see today.

ENGINEERING ANALYSIS & REVIEW

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

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



MANUFACTURING & ASSEMBLY

Many of the parts are fabricated by UBC students in our personal workshop and the University machine shop. More intricate parts are sourced from skilled manufacturers. Listed below are just a few of the process we use:

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



VEHICLE TESTING

Our vehicle is tested in a variety of fields to gauge performance and better understand the functionality of the designs implemented. Testing is crucial for determining where improvements can be made, prior to competition.

ADMINISTRATION &
BUSINESS STRATEGY

\$ 23,206.00



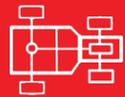
AERODYNAMICS

\$ 18,075.00



FRAME & BODY

\$ 5,140.00



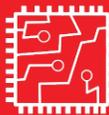
BRAKES & COCKPIT

\$ 10,745.00



ELECTRICAL &
TELEMETRICS

\$ 3,240.00



POWERTRAIN

\$ 7,015.00



ADVANCED
MATERIALS

\$ 3,254.00



SOFTWARE

\$ 8,200.00



SUSPENSION

\$ 22,880.00



COMPETITION &
TRAVEL COSTS

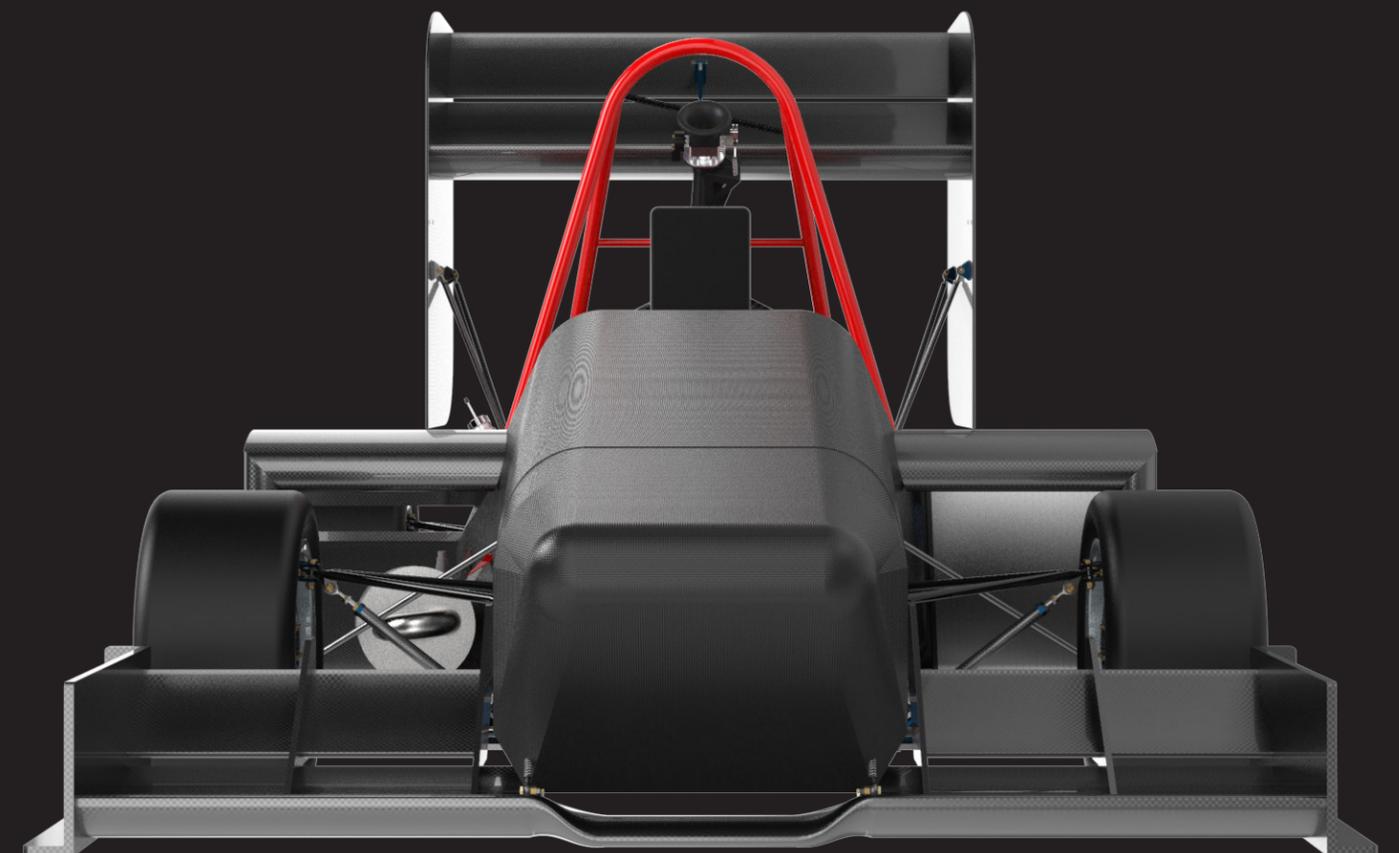
\$ 30,645.00



ABOUT OUR BUDGET

When contributing to a project like Formula UBC, you can rest assured that all benefactions will be utilized responsibly. Before being considered for approval by our Team Captain and Treasurer, each sub-team must justify their budget proposals to the entire crew. All donations are managed in detailed budgets in order to ensure a fair distribution of funds to the various sub-systems which compose a winning team.

Total Cost
\$132,400.00



BENEFITS FOR OUR SPONSORS

Sponsorship levels have associated perks, but all sponsors get invitations to team networking 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 accommodate 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	Red Medal	Red Medal	Red Medal	Red Medal	Red Medal	Red Medal
PLATINUM +\$10,000	50 in ²	Grey Medal	Grey Medal	Grey Medal	Grey Medal	Grey Medal	Grey Medal
GOLD +\$5,000	40 in ²	Yellow Medal	Yellow Medal	Yellow Medal	Yellow Medal	Yellow Medal	Yellow Medal
SILVER +\$2,000	30 in ²	White Medal	White Medal	White Medal	White Medal	White Medal	White Medal
BRONZE +\$1,000	15 in ²	Bronze Medal	Bronze Medal	Bronze Medal	Bronze Medal	Bronze Medal	Bronze Medal
SUPPORTER	10 in ²	Red Medal	Red Medal	Red Medal	Red Medal	Red Medal	Red Medal



3000+ SOCIAL MEDIA FOLLOWERS

Social media posts and appreciations are posted to inform our followers when sponsor products are received or new partnerships have begun.

50+ EMPLOYMENT OPPORTUNITIES

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.

5 PROMOTIONAL EVENTS

We promote our sponsors at multiple public events such as the Vancouver Autoshow and our Vehicle Unveiling.

1000+ FORMULA UBC ALUMNI

Over the years our team has accumulated a strong line of successful alumni which offers opportunities for connections across industries.

TO OUR SPONSORS

Formula UBC is able to compete each year due to the support of local businesses and sponsors. Without the help of these companies we would not be successful in past years as well as the years to come. For this reason, we would like to take the time to recognize and thank our sponsors

In the 2020 virtual competition, we placed first in our design room which places us among the top 10 internal combustion teams at north American competitions. This year it is our goal to place in the top 15. We know that with the continued support of our sponsors, as well as our title-sponsor, Sonic Enclosures, that we have what it takes to get there. Formula UBC has grown from a club of less than 10 people, to a team full of dedicated students. Supporting our team is supporting the future of engineers who will pave the way for new technologies, systems, and solutions to problems that the future has yet to reveal. We would like to take this time to thank our sponsors and express our excitement for the upcoming season!

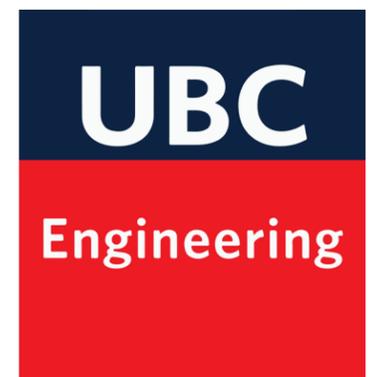
All sponsors are greatly appreciated as equal members of the Formula UBC team. We strive to provide our sponsors with a sense of participation and a rewarding return for their efforts. All sponsorships are unique and are the backbone of the Formula UBC team. Without their support, we would not be able to compete year after year. UBC prides itself on being a leading university globally and this principle is something the team takes with us into every competition.

Title Partner



SONIC
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Platinum



Gold



Silver

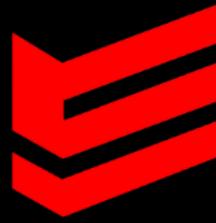


Bronze



Supporter





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