

# M

DEARBORN

*Racing*



# WHAT IS FSAE?



Formula SAE (FSAE) is a collegiate design competition with participants from around the globe. Through this competition, students design, manufacture, and assemble a vehicle to participate in competitions hosted in various countries. Each competition consists of static and dynamic events, testing not only the performance of the vehicle, but also challenging the knowledge of the students relating to the design, manufacturability, cost, and marketing of the vehicle.



## STATIC EVENTS

Engineering Design	200 points
Business Presentation	75 points
Cost Analysis	100 points

## DYNAMIC EVENTS

Acceleration	100 points
Skid-Pad	75 points
Autocross	125 points
Endurance	225 points
Fuel Efficiency	100 points

**Total: 1000** points

# OUR TEAM



The University of Michigan-Dearborn Formula SAE team was founded in 1994. Since its creation over twenty years ago, the team has seen multiple top-ten finishes and is poised to exceed itself yet again in the 2016-2017 season. The 2015-2016 season built on strong previous success and new creative innovation in vehicle architecture and design, translating to an incredibly successful season. The team placed 8<sup>th</sup> at Formula SAE Michigan, where there were over a hundred teams from multiple countries in attendance. This was the most successful performance in team history, and was built upon further by receiving the Altair Excellence in Engineering Award for the car's unsprung aerodynamics design. Innovation, excellence, and continuous improvement are always major goals of the team, and we are confident that the 2016-2017 season will be a year of even greater accomplishment.

Learn more about our team, our team members, and what we're working on at:

[formula-sae.umd.umich.edu](http://formula-sae.umd.umich.edu)

# WHY SUPPORT FORMULA SAE?

The University of Michigan-Dearborn is generous in the resources and space they provide us, however our team would not be successful without the support of all our incredible sponsors.

Supporting our team means that you are giving students the opportunity to apply the lessons they learn in the classroom to a tangible product. The practical application that FSAE provides encourages personal growth in all the students that participate. Through Formula SAE, students learn not only about engineering, but about project management, business and marketing, and manufacturing. They learn how to be leaders and how important effective communication is in a team environment.

Our team members come from the College of Engineering and Computer Science, the College of Business, and the College of Arts, Science, and Letters. Our recent graduates have gained employment at companies such as Ford Motor Company, Roush Industries, Bosch, General Motors, and other industry leaders.

To be able to continue such an impactful project, we need the help of our sponsors.

Support for our team can be through various methods, including monetary donations, gifts in kind, or company time and resources. **All donations to our team are tax deductible, as The University of Michigan-Dearborn is a 501(c)3 organization.**



# SPONSORSHIP LEVELS

## **Diamond**—(\$7,000 and above)

- Largest logos displayed on most prominent areas of the car
  - Includes all platinum benefits

## **Platinum**—(\$3,500-\$6,999)

- Large decals on car
- Large logo on team shirt
- Vehicle presented at company (if possible)
  - Includes all gold benefits

## **Gold**—(\$1,500-\$3,499)

- Medium decals on car
- Medium logo on team shirt
- Includes all silver benefits

## **Silver**—(\$500-\$1,499)

- Small decal on car
- Small logo on team shirt
- Includes all bronze benefits

## **Bronze**—(\$150-\$499)

- Small decal on car
- Logo on team website
- Team photo and thank you letter at end of season

## **Friends**—(Up to \$150)

- Name listed on team website

# DONATION FORM

UMD Racing is an excellent experience for students at the University of Michigan-Dearborn. It serves as an excellent practical application of what is being learned in the classroom, while also teaching highly valuable project management skills. The University of Michigan-Dearborn is very generous in the resources they provide our team, however outside sponsorships and donations are critical to our success, now and in the future. Without contributions like yours, our success would not be possible.

If you are interested in making a donation to our team, please fill out the form below and mail it to the listed address. To donate online, please follow the link on our website at **[formula-sae.umd.umich.edu](http://formula-sae.umd.umich.edu)**

If you have any questions, please do not hesitate to contact us.

Name/Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## *Monetary Donation*

What is the amount of your donation? \_\_\_\_\_

Please make checks payable to *The Regents of the University of Michigan*

## *Gift in Kind*

What is the nature of this gift in kind? \_\_\_\_\_

What is the value of this gift in kind? \_\_\_\_\_

**The University of Michigan-Dearborn is a 501(c)3 organization. All donations are tax deductible.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please return this form to:

UMD Formula SAE  
1040 IAVS  
4901 Evergreen Road  
Dearborn, MI 48128

Please direct any questions to:

Justin Rujan  
Team Captain  
[jrujan@umich.edu](mailto:jrujan@umich.edu)

# THANK YOU!

The University of Michigan-Dearborn Formula SAE team thanks you for your consideration. We hope to add you to the list of partners that allow our team to be successful! If you have any questions about our team or sponsorship opportunities, please do not hesitate to contact us!

**Sumer Ghazala**

Business Lead

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**Justin Rujan**

Team Captain

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