

Formula SAE Combustion at the
University of Michigan-Dearborn



2023-2024

Sponsor Packet

What Is Formula SAE?

Formula SAE is a competition that allows students to design and build a formula style vehicle and compete against schools from around the world. Students are responsible for every aspect of the car from designing, to manufacturing, and testing a vehicle which then competes in a graded competition. Each competition consists of static and dynamic events, testing the performance of the vehicle and challenging the knowledge of the students relating to vehicle design, manufacturability, cost, and marketing.



2023 Racecar on Tilt Test

Static Events

Cost and Manufacturing	100 Points
Presentation	75 Points
Design	150 Points

Dynamic Events

Acceleration	100 Points
Skid Pad	75 Points
Autocross	125 Points
Efficiency	100 Points
Endurance	275 Points

FORMULA SAE®



Our Team

The University of Michigan-Dearborn Formula SAE team was founded in 1994. Since its creation over twenty-five years ago, the team has found success numerous times and has seen multiple top-ten finishes. The 2023-2024 season will be an exciting new chapter to our racing legacy. We will be reworking the race car with a brand-new roster of team members, many of whom are new to SAE and race car design. We will get the opportunity to be the face of Dearborn racing for the upcoming competition season as we all develop and grow as engineers. The team has the ultimate goal of returning to top-10 contender status in competition. This can only be achieved with support and collaboration from the university and our sponsors; both are key in enabling smooth operations for the team.



2023 vehicle at SCCA Event



Why Sponsor Formula SAE?

The University of Michigan-Dearborn provides us with some resources and a space to work in; however, our team would not be successful without the support of all our incredible sponsors. Many of the designs on the team's car would not be possible to create without the software or hardware donations they provide. To be able to continue such an impactful project, we need your help. 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 and professional growth in all the students that participate. Through Formula SAE, students learn about proper engineering practices, project management, business & marketing, and manufacturing. They learn how to be leaders of a large diverse team and the importance of effective communication in a team environment.

Support for our team can be provided 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.**



2022 -2023 Team with 2022 and 2019 Cars



Sponsorship Levels

Diamond (\$10,000 and above)

- Sponsor may select their decal placement on car
 - Vehicle presented at company (if possible)
 - **Includes all gold benefits**

Gold (\$5,000-\$9,999)

- Large decals on car
- Large logo on team shirt
- Access to team member resumes
 - **Includes all silver benefits**

Silver (\$1,000-\$4,999)

- Medium decals on car
- Logo on team shirt
- Company presentations to our team
 - **Includes all bronze benefits**

Bronze (\$500-\$999)

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

Friends (Up to \$500)

- Name listed on team website



How To Sponsor

The UMD Racing team is an exceptional 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 does support our team, however, outside sponsorships and donations are critical to our success, now and in the future. Without contributions like yours, our work would not be possible. If you have any questions, please do not hesitate to contact us.

Sponsor With a Credit Card

[Click Here](#) or select donate to our team on our website, this should take you to a leaders and best University of Michigan donation basket with the code 303694. Input the sponsorship amount and proceed to checkout, under gift options select to add a comment and input the company name, then follow through the rest of the checkout steps.

Sponsor with an Invoice

Send an email to the team captain and project manager (emails listed below) with the following information: Company Name, Contact Name, Contact Email, Billing Address, Sponsorship Amount. Upon receiving the invoice, please mail a check to the listed address with a copy of the invoice.

In Kind Sponsorships

We graciously accept In-Kind sponsorships of software as well as physical items, to proceed with this send an email to the team captain and project manager (emails listed below) to coordinate pickup/delivery and processing of the donation.

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

Please direct any questions to:

Kayla Fisk
Team Captain
fiskmi@umich.edu

Haley Guest
Business Lead
hguest@umich.edu



Thank You!

The University of Michigan-Dearborn Formula SAE Combustion 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!

Kayla Fisk
Team Captain
fiskmi@umich.edu

Haley Guest
Business Lead
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