



RIT FORMULA SAE RACING TEAM

2021 - 2022

SPONSORSHIP PACKET
FORMULA@RIT.EDU

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Executive Summary

The RIT Formula SAE Racing team, RIT Racing, is a collegiate, co-ed, multidisciplinary, student-run motorsports team. We compete directly against other university teams throughout North America and Europe. Over the 29-year history of RIT Racing, our team has engineered competition-leading racecars, establishing ourselves as one of the top teams in our racing series.

For the second year, RIT Racing is fully committed to designing one car propelled by an electric motor. We present unique opportunities for businesses involved in motorsports, as well as those looking for eco-minded marketing exposure.

Nearly 600 schools worldwide are involved in the Formula SAE series, run by the Society of Automotive Engineers. They all bring different varieties of an open-wheel racecar to competition. Our cars are holistically designed and judged not only on performance, but on overall quality of execution, including cost, design, ergonomics, safety, and professionalism.

RIT Racing offers opportunities for students to learn outside of the classroom, while giving them tangible projects to apply knowledge learned in the classroom. RIT Racing provides excellent networking opportunities for students, by providing access to some of the most respected original equipment manufacturers and suppliers in the world.

Students are challenged to deliver a product (the racecars) on time and on budget, while maintaining compliance with the competition rulebook. This process grows the students' experience in working within time and budgetary constraints, giving students an advantage over their peers when joining the workforce after graduation.

Value Proposition

Your tax-deductible contribution to RIT Racing gives university students the opportunity to demonstrate and grow their knowledge outside the classroom. Furthermore, your contribution provides Rochester's own Formula SAE racing team the resources to continue to perform at a winning level. As an extracurricular university organization, RIT Racing is an officially recognized 501(c)(3) entity under United States IRS tax code.

All partners of RIT Racing receive mention and display on the racecar, our main deliverable. Discussed later in this document are sponsorship level breakdowns, describing what each donor will receive from their investment in our team.

Each donor will gain association with one of RIT's most popular extra-curricular organizations and will receive mention and engagement on RIT's media platforms. This includes social media, newsletters and publications, and the standard website. All of these attract key college-aged individuals, alumni, family members, and other sponsors/donors.

About the Team and Competition

About the Team:

RIT Racing is comprised of a dedicated group of over 40 students. We design, build, test, tune and race our cars from the ground up every year. Our team is racing into the future after a successful 29th season in 2021.

RIT Racing has established itself as one of the most successful competition teams in the world, in our series. To produce a quality vehicle, the team operates like a professional engineering force. The Chief Engineer and Project Manager lead the organization, while group leaders keep each department on track to complete their deliverables on time. The team is broken up into distinct groups: Aerodynamics, Brakes & Driver Controls, Chassis, CNC Manufacturing, Composites Manufacturing, Drivetrain, Electric Powertrain, Electronics, Fabrication, Suspension, Testing, Vehicle Dynamics, and Business Operations. Designers use the most advanced modeling and analysis software. Manufacturing groups access a full Machine Shop with standard and CNC equipment, and a full Composites shop. All of this ensures a sound design and manufacturing process, and exceptional racecars.

About the Competition:

Formula SAE competitions are sponsored by the Society of Automotive Engineers. SAE is an internationally recognized professional engineering society with over 60,000 members worldwide, dedicated to the advancement of land, sea, air, and space vehicles. They establish and enforce specific rules and guidelines for multiple Collegiate Design competitions, including Baja SAE and Formula Hybrid. Formula SAE, our series, is the largest of these competitions, with over 600 university teams worldwide.

Unveiling:

Each spring, RIT Racing extends an invitation to all our sponsors and alumni to attend the Imagine RIT Innovation and Creativity Festival. This campus-wide event serves as the official unveiling of our new racecars to the public. The event is a wonderful opportunity for partners to share in the great sense of accomplishment that the project entails for members of RIT Racing, and the RIT community at large.



RIT Racing owes tremendous gratitude to team partners over the last 29 years. We aspire to maintain and grow relationships with each of our partners that enable the completion of our projects at the RIT level of quality and performance.

About the Car

About F30:

F29 was successful at competition, earning a place in Design Finals in Formula SAE Las Vegas and Michigan and is built upon RIT Racing's legacy of 29 years of experience, continuing to refine our designs and become faster than before. Our operations are composed of a redesigned Carbon Fiber Monocoque chassis which incorporates lessons learned from F28 as well as optimizations for the electric powertrain. We have further refined our complete aerodynamics package for a low drag setup. These changes required a redesign of most components on the vehicle.

F30 is built on the success of F29, advancing RIT Racing's electric powertrain knowledge even further. Most importantly, our accumulator has been completely redesigned with lithium polymer cells and a custom Battery Management System. More emphasis is put on extensively validating our calculated design loads and forces, ensuring that the cars are designed to be as mass efficient as possible. A brand-new data acquisition system, designed completely by our team, gathers information from every corner of the car and reports to a central logging device.

Detailed Competition Description

Formula SAE competitions consist of technical inspections and four days of static and dynamic events. The competition evaluates the teams and their cars through handling, performance, reliability, manufacturability, serviceability, design, marketing, and cost. Formula SAE competitions are held at Michigan International Speedway; Jukasa Motor Speedway, Las Vegas Speedway, Auto Club Speedway, the United Kingdom, Hungary, Austria, Germany, and Australia. The following is a description of the competition events and their associated point values out of 1000 total possible points.

Engineering Design: (150)

This event rates the quality of engineering design used in the development of the racecar. Judges evaluate the level of innovation, as well as the teams' knowledge of design concepts. During this event, vehicle test data and analysis are also scrutinized.

Skid Pad: (50)

In this event, the cornering capability of the racecar is tested. The car must travel around two loops in a figure eight formation as fast as possible without displacing any of the cones that outline the course.

Acceleration: (75)

This event tests the vehicle's acceleration from a standstill over a 75-meter distance.

Autocross: (150)

The driver must maneuver the car through a tight course consisting of hairpin turns, slaloms, straightaways, and chicanes. Each team is granted four individual attempts at the fastest lap time.

Endurance (300)

This event tests the endurance of both car and driver. The vehicle must travel a total distance of 22 kilometers with one stop for a driver change at the halfway point. Any vehicle failure disqualifies the car from the event. There is no opportunity for repairs or adjustments once the car goes out on track.

Efficiency (100)

Fuel economy is calculated after the finish of the Endurance event. Cars that do not complete at least half of the 22-kilometers do not score points.

Cost Analysis: (100)

Teams must prepare a report detailing the total cost of the vehicle, excluding R&D and capital expenditures (plants, machinery, and tools).

Business Plan Presentation: (75)

This event evaluates the team's ability to deliver a quality business plan. The car must be presented to executives of a firm in request for a donation. The target market is a hypothetical weekend autocross enthusiast (most commonly a Sports Car Club of America (SCCA) member).

Sponsorship Value Proposition

“So how does this benefit me?”

Everywhere RIT Racing goes, so do you!

Racecar:

Perhaps the most basic and effective form of advertisement is the racecar itself. RIT is one of the few American teams to compete internationally. In the past we have attended competitions in Nevada, Michigan, Canada, Germany, Austria, England, and Australia. With our car spending much of its time traveling to these three continents, sponsors have gained tremendous international exposure.

Activation:

As part of the RIT Racing team, you join a network of over 115 sponsors and 29 years of alumni ranging from new graduates to Startup leaders and Project Managers. During the fall we have held Alumni design reviews to help connect our current team members with Subject Matter Experts in Powertrain, Aerodynamics, and Brakes. As part of this event we showcase our cars with an open invitation with sponsors to interact with team members, perform photo ops with the car for company publication, and interact with fellow team sponsors and build business to business relationships. In addition to activation through our sponsor events, we can also build a tailored promotional package to best suit individual needs.

Teamwear:

Sponsors are also displayed on team clothing including competition or event specific apparel. Each year a dedicated sponsor shirt is produced including all our partners. Team members, friends and family wear shirts during on-campus testing and off-campus competition events. Exposure is extensive and frequent.



Website and Social Media:

RIT Racing’s online presence is closely followed. Company graphics will be listed under the “Sponsors” page of the team site along with a hyperlink to the sponsor’s website. Sponsors are also mentioned on RIT Racing’s social media platforms, including Facebook (over 5000 likes), Instagram, Twitter, and Snapchat.



Publications:

RIT Racing has been publicized in popular automotive magazines such as Car and Driver, Racecar Engineering, Race Tech and Design News. Prominent sponsors are also mentioned in features from RIT's University News Services, the official communications entity of RIT.



Giving to RIT:

RIT recognizes donations made to university student clubs such as RIT Racing. We encourage you to visit <http://www.rit.edu/development/giving/> for a complete explanation of how your donation will be recognized by RIT. RIT Racing, as an extra-curricular organization at the Rochester Institute of Technology, is a recognized 501(c)(3) organization under United States IRS tax code.

Sponsorship Level Breakdown

The following list is a breakdown of sponsorship levels along with a brief description of associated benefits. Levels may be obtained either through monetary donations or through in-kind donations of materials, products, or services. If applicable, sponsorships will be classified based on the retail value of the product or service provided. Category exclusivity can be arranged with special consideration. We invite you to share your sponsorship questions with us at formula@rit.edu. In addition to our standard levels, we can also tailor a package to meet your exact needs.

Platinum Sponsor (\$10,000+)

Platinum Sponsors receive maximum-sized logo placement on the cars and team website. Your logo can be incorporated in or influence the total livery (paint scheme) of the car. Sponsors will also receive logos placed in major locations (Back, Arm, etc.) on teamwear produced for the year and worn for events and will receive maximum engagement on social media and RIT campus-wide advertising through featuring as a logo on videos/photos/posters and shoutout videos on a recurring basis. Logos may also be featured on banners and team equipment that travel with the team to competitions and other events. Sponsors will be invited to provide deliverables and posters for display and handout at RIT campus events and off-campus events. Sponsors are also invited to showcase their company with the vehicle at RIT Racing's sponsor day. Platinum sponsors may also work with the team to develop commercials and content to maximize sponsor value.

Elite Sponsor (\$7500)

Elite Sponsors receive large-sized logo placement on the car, in addition to top placement on the RIT Racing website. Sponsors will also receive logos placed on teamwear produced for the year in a secondary location and will receive regular engagement on social media. Logos may also be featured on banners and team equipment that travel with the team to competitions and other events. Sponsors will be invited to provide deliverables and posters for display and handout at RIT campus events and off-campus events. Sponsors are also invited to showcase their company with the vehicle at RIT Racing's sponsor day.

Gold Sponsor (\$5000)

Gold Sponsors receive medium-sized logo placement on the car, as well as placement on the RIT Racing website. Sponsors will also receive frequent mention on social media platforms. Logos will be included on T-shirt merchandise and may also be featured on banners and team equipment that travels with the team to competitions and other events space permitting. Sponsors are also invited to RIT Racing's sponsor day and will receive a T-shirt representing this year's car.

Silver Sponsor (\$2500)

Silver Sponsors receive a logo on the car, as well as placement on the RIT Racing homepage and mention on social media platforms. Logos will be included on team sponsor T-shirt. Sponsors will also receive a T-shirt representing this year's car.

Bronze Sponsor (\$500)

Bronze Sponsors receive a name on the car, as well as placement on the RIT Racing homepage and mention on social media platforms. Names may be included on sponsor t-shirts, and Bronze Sponsors will receive a T-shirt representing this year's car.

Contributor (\$100 - \$499)

A contributor receives a name on the RIT Racing homepage and will receive a T-shirt representing this year's car.