



2009 Partnership Information Package

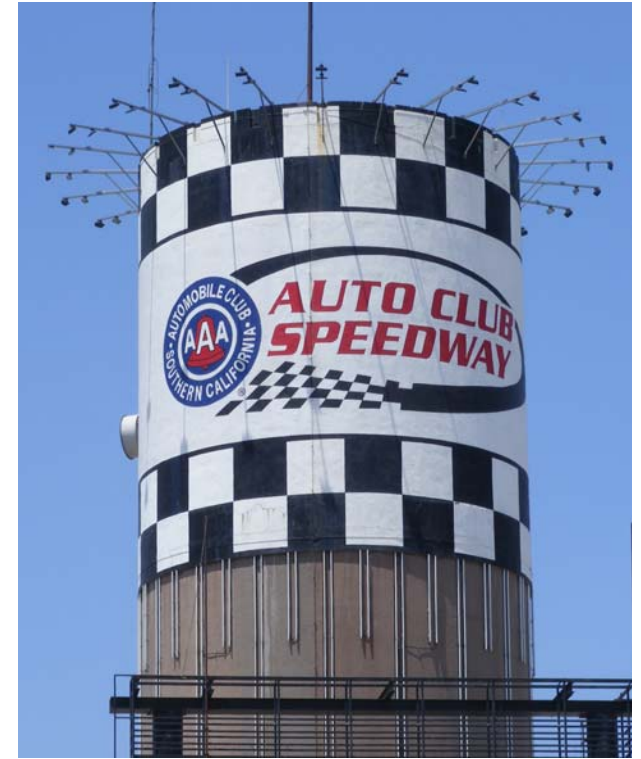


2008 FSAE Team

About the FSAE Competition

Formula SAE (FSAE) West is an annual student engineering competition held by the Society of Automotive Engineers which draws teams from universities across North and South America, Europe, Asia and Australia. The project is held under the premise that students are working as design engineers for a manufacturing firm to mass-produce a weekend autocross racer. Teams are challenged to use their knowledge and ingenuity to design and build the vehicle within the specifications dictated by the Society.

The competition is held each June at the Auto Club Speedway in Fontana, California, where over 80 teams from around the world meet and share their knowledge of automotive engineering. Featuring both static and dynamic events, FSAE judges the vehicles on design and aesthetics, cost-effectiveness, performance and potential marketability to the amateur racer.



Static Events:

- Cost Analysis
- Sales Presentation
- Engineering Design
- Technical Inspection

Dynamic Events:

- Acceleration Run
- Skid Pad
- Autocross
- Endurance
- Brake Test

The University of Alberta chapter of FSAE, now entering its eighth year of competition, was initiated in 1998. The ultimate goal of the project is to provide an opportunity for students to gain fundamental engineering knowledge and experience. The FSAE group demands an extraordinary level of extra-curricular commitment from all team members. Students develop a multitude of technical and project management skills, such as:



- Teamwork to accomplish goals;
- Leadership, time-efficiency and problem-solving skills;
- Task, people and resource management;
- Use of Professional Engineering software to create the detailed automotive component design;
- Experience using tools and machinery such as lathes, mills, welders and other fabrication equipment;
- Hands-on construction and fabrication of the car, ultimately bringing a design to life.

2008 Achievements:

15th Place Overall (Top Canadian Team)

5th Place - Acceleration

2nd Place - Fuel Economy

Extensive Pre-Competition Testing

2009 Goals & Objectives:

Place in the Top 10 Overall

460 lb Total Car Weight

Improve Manufacturing Process

Team Structure

The FSAE is composed of students from all various disciplines, which pools talents from the Faculty of Engineering, Industrial Design Program, and the School of Business. In addition to the student executive, which provides an overall direction and guidance, the team consists of four main divisions:

- **Design and R & D:** The U of A FSAE team has recently implemented a two-year design-fabrication cycle. Each year, the design and research and development team conducts extensive research to create an improved, innovative vehicle design that will be utilized the following year. Many system components are designed by senior students in a capstone mechanical engineering course.
- **Fabrication:** The fabrication team constructs the vehicle according to the design team's plans and specifications. Fabrication is completed over a seven to eight month period, incorporating extensive physical testing of the vehicle.
- **Electronics:** The responsibilities of the electronics team is to research, design and implement the vehicle's electrical system, which includes a custom Engine Control Unit (ECU), driver instrumentation and an integrated control and data acquisition system.
- **Business:** This group is critical in maintaining the administrative functions of the team, including logistics, marketing and promotions, finances, and public relations. The business team also develops the marketing case which is presented at competition.



I
n
n
o
v
a
t
i
o
n

T
e
a
m
w
o
r
k

S
u
c
c
e
s
s

UNIVERSITY OF ALBERTA

FSAE



Partner Benefits



◆◆◆ Company Exposure: *Be associated with a successful & established student vehicle project.* ◆◆◆

Involvement with FSAE is an opportunity to build organizational awareness with team members, the University of Alberta, other partners of formula, the Edmonton community, and all competition participants.

- **With Other Partners of Formula...** FSAE partners will be given opportunities to meet and network with other corporate sponsors at several exclusive Formula events.
 - z Unveiling (June)
 - z Western Canadian Shootout Partner Appreciation Event (August)
- **Within the Edmonton Community...** Throughout the year, the FSAE team and race car will appear at various auto shows, technical expositions and open houses in Edmonton and surrounding areas.
 - z Edmonton Motorshow (EMDA), March 2009
 - z Edmonton Indy, July 24-26, 2009
 - z University of Alberta Orientation / Open House, September 2008
- **At Competition...** Partner identification on the race car, team uniforms and various promotional swag.
 - z Audience: 1000-1200
 - z Competing teams, their faculty advisors and sponsors
 - z Organizers and officials
 - z International industry representatives



◆◆◆ Recruitment: *Gain the opportunity to have our graduates join your team.* ◆◆◆



Students on the FSAE team represent the most involved and active of their student body. Their education plus hands-on experience places them in a class of their own; these graduates will soon be pursuing organizations like yours to launch their careers.

Through partner recognition and networking events, partners of Formula will have first-hand communication and contact with students of the highest caliber. This offers an excellent opportunity to build relationships with the engineers and business professionals of tomorrow, and provides a means for discussing the prospects of future employment.

◆◆◆ Support Local Engineering Opportunities: *Get involved with the community.* ◆◆◆



As a partner in FSAE, you will not only have an opportunity to give back to the community, but also make it possible for students to experience education beyond the classroom.

We look forward to discussing this opportunity to build a mutually beneficial partnership with your organization. Please do not hesitate to contact us if you have any questions.

We thank you for your time and support.

Partnership Opportunities



Official Sponsor \$10,000 and up	Platinum \$9,999 - \$7,500	Gold \$7,499 - \$2,500	Silver \$2,499 - \$1,000	Bronze Less than \$1,000
--	--------------------------------------	----------------------------------	------------------------------------	------------------------------------

Advertising

<i>U of A Formula Race Car</i>	Large Hood Logo Two side pod logos	Large logo	Medium logo	Small logo	Name
<i>Team Apparel</i>	Large, prominent logo	Medium logo	Small logo	Name	Name
<i>U of A FSAE Website</i>	Large logo Corporate profile Link	Large logo and link	Medium logo and link	Small logo and link	Name and link

Exposure

<i>Community Events</i>	Company banner Large logo on partner board	Large logo on partner board	Medium logo on partner board	Small logo on partner board	Name on partner board
<i>Competition</i>	Company banner Logo on team trailer	Logo on team trailer			
<i>Monthly Newsletter</i>	Mention as official sponsor Company profile (1 issue)	Large logo Company profile (1 issue)	Medium logo Company profile (1 issue)	Small logo	Recognition

Partnership Opportunities



Official Sponsor \$10,000 and up	Platinum \$9,999 - \$7,500	Gold \$7,499 - \$2,500	Silver \$2,499 - \$1,000	Bronze Less than \$1,000
-------------------------------------	-------------------------------	---------------------------	-----------------------------	-----------------------------

Recruitment

	Official Sponsor	Platinum	Gold	Silver	Bronze
<i>Exposure to Top Engineering Students</i>	◆	◆	◆	◆	◆
<i>Distribution of Promotional Materials</i>	◆	◆	◆	◆	◆
<i>Invitation to Team Events</i>	◆	◆	◆	◆	◆
<i>Opportunity to Hold Exclusive Recruitment Events</i>	◆	◆			

Other

<i>U of A Formula Race Car</i>	Framed team photo & 2009 team shirt	Framed team photo	Framed team photo	Team photo	Team photo
<i>Team Apparel</i>	Priority Availability	Subject to Availability	Subject to Availability	Subject to Availability	Subject to Availability

Benefits may be tailored to meet the particular needs of the partner.
To discuss these or any other partnership opportunities, please contact us.

Contact Information



Formula SAE Student Vehicle Project
4-9 Mechanical Engineering Building
114 St. 89 Ave.
University of Alberta
Edmonton, Alberta, Canada T6G 2G8

formula@ualberta.ca

www.ualberta.ca/~formula

Project Leader:
Marcus Beaudry (marcus.beaudry@ualberta.ca)

Please make all donations payable to:
The University of Alberta Formula SAE Project

All monetary donations to the FSAE Team will be acknowledged as contributions to the University of Alberta Faculty of Engineering and you will be issued a tax receipt for your support.



UNIVERSITY OF
ALBERTA