

Clemson Formula SAE
102 Fluor Daniel
Clemson, SC 29632



2012 SPONSORSHIP PACKAGE



*Hear the roar of the Tiger,
Feel the power of a strong education*

Purpose:

To apply the lessons we learn in class to design, build, and compete in an open wheel formula race car against the best universities from around the world. We strive to think critically, research thoroughly, and engineer with intent to innovate, while gaining real-world engineering and business experience.

About Us:

Chartered in 1998, Clemson Formula SAE (CUFSAE) is a non-profit, student-run organization at Clemson University. Each year, we go through the engineering design and manufacturing processes required to build a highly competitive formula race car. With this car, we will compete against over one hundred different universities from around the world at the Formula SAE Competition and the Formula SAE West Competition in Nebraska. At these competitions, our car must compete in rigorous events such as skidpad and acceleration testing, autocross and endurance racing, and engineering design and cost effectiveness judging. The competitions take place in May, and the design process begins again in June.



CUFSAE provides an opportunity for Clemson students to apply what they've learned in a real world environment. The unique challenges of automotive racing forces students to think outside of the box, and to work together towards a common goal. FSAE is not limited to mechanical engineers or even engineers in general for that matter. Business, marketing, and graphic communications majors can all find a place on the team alongside mechanical, electrical, and other engineers. FSAE is just like a small business that requires management, budgeting, marketing, and PR as well as the engineering know how to make the car go.

Over the years, CUFSAE has made their mark in Formula SAE competition across the United States. In previous years we have competed in California, Michigan, and Virginia at some of the most prestigious raceways in the world. With three top ten finishes, and a consistently strong finishing record in all aspects of the competition, CUFSAE has established itself as a competitor year in and year out.

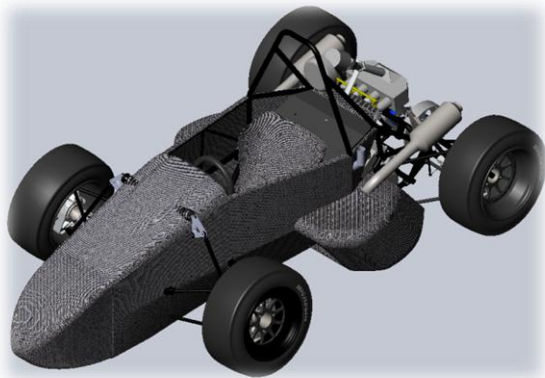


Junior Mechanical Engineering student Zach Strand has learned the techniques of milling and lathing at the CUFSAE race shop

2010-2011 Season Highlights – FSAE Michigan Competition	
Business Presentation	9 th Place
Autocross	14 th Place
Overall Finish	37 th Place
Total Number of Competitors	105 Universities/Colleges

About the Car:

If you haven't heard of Formula SAE before, you may have imagined it to be something like Formula 1, and you would be pretty close in that assumption. Formula SAE cars are open-wheeled racing machines built under a specific set of rules that are designed to encourage student creativity while ensuring safety for the participants. Generally, the cars are required to have 600cc engines and adhere to specific size and safety requirements. After that, the rules allow students to design innovative suspension systems, aerodynamics kits, and many more innovative racing applications. The cars aren't as expensive or fast as Formula 1 cars, but the same amount of passion goes into building them.



Engine	Honda F4i (600cc)
Horsepower	84 whp @ 8500 rpm
Transmission	6 Speed Sequential , Air-Powered Paddle Shifting
Chassis	4130 Chromoly Steel Space Frame
Suspension	Pushrod Front and Rear SLA Suspension w/ Cane Creek 4-Way Adjustable Dampers
Tires	Michelin Special FSAE Compound
Body	Custom Designed & Manufactured Carbon Fiber Body Panels

At CUFSAE, students design the entire car using Solidworks, a professional-level CAD program. Our engineers run simulations and finite element analysis on the parts they design, and virtually assemble the entire car to ensure optimum packaging and fitment.

Like many other Formula SAE teams, CUFSAE engineering students will work with partner companies to design new products for use on the Formula car. In some cases the research done using the formula car can even be translated into useable data for the partnering company that can be used in the design of their own products. We have partnered with Michelin to develop a new tire compound, and with Griffin radiator to make custom radiators. Because motorsports demands the most out of a product, it is a great test bed for products that will only see every day use. How could we work with your company?



Sponsoring Our Team:



Sponsor logos are displayed prominently on the car for competitions

CUFSAE relies on donors and sponsors to continue its racing endeavors each year. By supporting our racing team, you are contributing to the education of tomorrow's best engineers, innovators, and businesspeople. These students may be great candidates for employment at your own company. FSAE is a showcase of what students can do when their minds are put together, and your donations make this kind of collaboration possible. Monetary donations go toward team registration for competitions, materials for building the car, and the associated costs of competing in Michigan and Nebraska. Sponsorships can also come in different ways including, value-in-kind donations, or technical and educational support.

Sponsorship is not a one-way street, however, and as a racing team we are committed to helping promote your business. Motorsports is an exciting and innovative

means of engaging your customers with your product, as well as showing your support for education and the thinkers of tomorrow. Race teams are really marketing firms with a fun purpose, and as such we will work with you to develop a plan that suits your marketing goals. For the upcoming season, we are looking forward to promoting our sponsors through on and off-campus activities such as football tailgates at Clemson's Memorial Stadium, competition at local autocross events, and appearances at local automotive events. Generic sponsorship packages have been outlined below with typical sponsor incentives included. All sponsors of any level will receive monthly newsletter updates about the team's progress, as well as links to your company's homepage on our website (www.cufsa.com). Team member profile booklets are available for free to all sponsors for hiring purposes, as well. The Clemson University Formula SAE is registered as a 501(c)(3) nonprofit organization, and thus all donations are tax deductible. For reference, our tax exempt ID is **57-6000254**. Some of our partners include:



Sponsors are promoted at all CUFSAE events. Here you can see a great sponsor partnership in action, mutually benefiting both organizations.



Sponsor Packages:

Primary Sponsor - \$5000+ (or equivalent value-in-kind)

- 2.5" tall full color logo decal on Formula car
- Full color logo decal on team trailer
- 2" tall black and white logo on team shirts
- 2 Sponsor Appearances at your choice of location
- Logo and Link on our website

Secondary Sponsor - \$2500-\$4999 (or equivalent value-in-kind)

- 1.75" tall full color logo decal on Formula car
- Black and White logo decal on team trailer
- 1.5" tall black and white logo on team shirts
- 1 Sponsor Appearance at your choice of location
- Logo and Link on our website

Associate Sponsor - \$1000-\$2499 (or equivalent value-in-kind)

- 1" tall black and white logo decal on Formula Car
- Black and White logo decal on team trailer
- 1" tall black and white logo on team shirts
- Logo and Link on our website

Base Sponsor - \$500-\$999 (or equivalent value-in-kind)

- Text decal on Formula Car
- Logo and Link on our website

Personal Sponsor - \$1-499 (or equivalent value-in-kind)

- Logo and Link or Mention on our website



Quick Summary

About Us:

- Student run and funded organization from Clemson University
- Design and build an open wheeled formula racecar for competition against universities from around the world

Why Sponsor?

- To promote a strong education for tomorrow's engineers
- To show your customers that your support today's students
- For a unique and exciting approach to marketing

Benefits:

- Exposure to hundreds of universities and companies from around the world
- Name association with the Clemson Determined Spirit, Clemson's winning name, and the other companies that sponsor CUFSAE
- The satisfaction of promoting student education that will last a lifetime

Conclusion

Clemson Formula SAE has been a top contender in Formula SAE competition since its inception in 1998. Some of the brightest students that Clemson has to offer collaborate on this project each year, and work tirelessly to learn, design, build, and compete with their creation. As a student run and funded organization, we rely on corporate sponsors, awards, and personal contributions to complete our car each year. By sponsoring CUFSAE, you will be helping students to not only learn, but to experience engineering in a real-world manner. Students involved in Formula SAE are challenged to apply what they learn in the classroom, think outside the box, and innovate to the edges of engineering design. Students also learn and practice the valuable hands-on skills of fabrication, such as welding, milling, and lathing at our facility. Your contributions make these learning opportunities possible for dozens of students each year. We greatly appreciate your willingness to learn more about our organization, and look forward to the opportunity to work with you in the future. Go Tigers!

Contact Us:

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