San Diego State University’s Formula SAE team, SDSU Racing, needs your help to continue our strong tradition of intercollegiate engineering competition. Our design and production budget comes directly from private and corporate donations and sponsorships. Your donation allows us to apply knowledge accumulated in the classroom to the real world through hands-on applications.

Table of Contents

- Introduction 2
- Background Information 3
- The Race Car 4
- Sponsor Benefits 5
- Sponsorship Details 6
- Tax Information / Contacts 7
Mission Statement

Professional Development: Knowledge gathered in the classroom is indeed indispensable to students once they are part of the engineering workforce. However, SDSU Racing attempts to give its members hands-on experience through the design and construction of a formula style racecar in a competitive environment.

Organization and Communication Skills: Engineering talent is without any doubt a crucial part of an engineering project such as Formula SAE, but efficient use of such resources is not possible without proper organization. Here at SDSU Aztec Racing, members learn to work in a team environment while constantly interacting with faculty, sponsor companies, the college of engineering, and other students.

What is SAE?

The Society of Automotive Engineers is a non-profit educational and scientific organization dedicated to advancing mobility technology for use in everyday life. The Formula SAE® competition requires SAE student members to conceive, design, fabricate, and compete with single-seat, open-wheel racecars. Restrictions are placed on the dimensions of the car’s frame as well as the displacement and power of the engine, which puts focus on the ingenuity and problem-solving skills of the students. Dynamic events such as endurance, autocross, skid pad, acceleration, and fuel economy test the team’s engineering abilities. Static events such as cost, design, and the business presentation highlight organizational skills which will be useful in the professional world. The cars are designed and built solely by the students and are then brought to one of several regional competitions in which large fields of highly competitive colleges from all around the world compete for points in these different events.

San Diego State University SAE

San Diego State University’s SAE student chapter has a history of collegiate racing teams. It started with a number of successful showings in the Mini Baja Competition, with such achievements as 4th place in cost analysis, 3rd place in maneuverability, and a 7th place finish in the 1980’s and early 1990’s.

SDSU then moved on to the larger Formula SAE competition, with their first successful showing in 1994. The team struggled with a lack of funding and organization for the next few years. However, they were determined to succeed, and in 2004 began building a car that would reinvigorate the SDSU Racing tradition. The hard work paid off, as SDSU Formula Racing’s 2008 team was given the SAE Perseverance Award for being one of the top three rookie teams at the FSAE West Competition in Fontana, California. Last year, the team presented a newly designed “AR-10” formula racing car that was very successful, finishing 5th place in the Cost Report event and installing itself as one of the fastest cars at competition.

Encouraged by the immense success of the 2009 car, the 2010-11 team endeavors to bring even more ambition, advanced engineering principles, and competitive spirit to next year’s effort.
About the 2011 Car

SDSU Racing is designing the 2011 car to very aggressive design goals and competition objectives. These include innovative carbon-fiber bodywork, improved driver ergonomics, and an overall reduction in the center of gravity, height, and overall mass. SDSU Racing openly welcomes input from our sponsors and encourages companies to visit our car at any and all stages of the project.

Specifications:

**Powertrain**
- 600 CC four-stroke engine
- Programmable electronic fuel injection
- Chain drive Limited-Slip Differential

**Frame**
- 4130 tubular space frame
- 100% TIG welded joints
- Carbon Fiber Bodywork

**Suspension**
- Four wheel independent suspension
- Unequal length, non-parallel A-arms
- Fully adjustable coil-over dampers

**Wheels and Tires**
- 13” aluminum racing wheels
- Racing Slicks
- Custom Disc Brakes
Sponsorship Program

SDSU Racing is a non-profit organization that depends entirely on monetary donations, materials, products and technical support from corporations and individuals. Without the generous support of our sponsors this program would cease to exist.

Recruiting the Leaders of Tomorrow

FormulaSAE® provides a real-world experience not available to students in the traditional classroom environment. SDSU Racing team members are challenged to think creatively and to develop practical skills such as time management, organization, teamwork, communication, leadership, and meeting the needs of a customer. These abilities give them a professional advantage over their peers and put them among the top candidates in their field.

Company Recognition

As a sponsor, your company and its products will receive tremendous exposure to various professionals and potential customers in the automotive and racing industry. SDSU Racing recognizes sponsors at many team presentations, university activities, and corporate sponsored events with SAE.

If your donation is in the form of products used in our car, your product will be exposed to a variety of people. Sponsors are invited to display marketing publications during racing events, which are also a prime place for the local racing community to view your product. The car is also often presented on campus, where it is viewed by thousands of students. Finally, the competition requires team members to explain the functions and manufacturing process of different components to design judges who are all well-known professionals in the automotive industry; this is another excellent way of gaining public exposure.

Whether your donation is a product or financial contribution, your company’s logo will be placed on the bodywork of our race car as well as vehicles and trailers used to transport our car. Your company’s logo will also be featured on our website. For specifics, please refer to the sponsorship details on the following page.

Tax Deductible Donations

Our team qualifies with the IRS as a charitable organization. Contributions to our team can result in a deduction of your tax basis. Many personal contributions to the team also qualify for matching from employers. Please refer to page five for specific procedures.
Sponsorship Details

**Platinum Sponsorship**
A donation excess of $2,000 will allow the team to design and build essential components of our car.

Benefits in addition to Gold Sponsorship
- Aesthetic design consideration for entire car (company colors, prominent branding stickers, etc.)
- Company name/logo featured prominently in official SDSU Racing logo
- Invitations to testing and competition events
- Unrestricted access to weekly meetings

**Gold Sponsorship**
$1000+ donation or equivalent in parts and services

Benefits in addition to Silver Sponsorship
- Large Logo on project car
- Short company profile on website
- Company logo on homepage of website
- Company logo on promotional materials
- Availability of team and car to company events

**Silver Sponsorship**
$500+ donation or equivalent in parts and services

Benefits in addition to Bronze Sponsorship
- Medium color logo on project car
- Company logo and link on website
- Company branding display at public car showings

**Bronze Sponsorship**
$100-500+ donation or equivalent in parts and services
- Small color logo on project car
- Company logo and link on website

**Copper Sponsorship**
Individual or corporate donation less than $100
- Small color logo on side of the car
Tax Information

San Diego State University’s Society of Automotive Engineers is associated with the national SAE organization. Our association with SAE allows us to use the national organization’s non-profit tax ID number.

IRS Class # 501 (c)(3)
Tax ID# 25 - 1494402

Upon receipt of a donation, San Diego State University SAE will generate a receipt and a letter of thanks that contains the above tax information.

If you choose to contribute, please make checks payable to:
SDSU Society of Automotive Engineers

Contact Information

For more information please contact us at:

Nicolas Megevand
Sponsor Relations
(310) 801-9967
nicolasmegevand@gmail.com
http://fsae.sdsu.edu

Anthony Baca
Sponsorship Relations
(831) 596-0403
anthony@anthonybaca.com

Mailing Address
SDSU Racing Formula SAE
Department of Mechanical Engineering
San Diego State University
5500 Campanile Drive
San Diego, CA 92182-1323
Thank you to our 2011 Sponsors!

SDSU Racing Formula SAE
Department of Mechanical Engineering
San Diego State University
5500 Campanile Drive
San Diego, CA 92182-1323
(831) 566-0167
http://fsae.sdsu.edu