USC Racing
Formula SAE Team

UNIVERSITY OF SOUTHERN CALIFORNIA
VITERBI SCHOOL OF ENGINEERING
SOCIETY OF AUTOMOTIVE ENGINEERS

Sponsorship Portfolio
2016-2017
About Formula SAE

Formula SAE is an international, intercollegiate engineering design competition hosted by the Society of Automotive Engineers (SAE) that represents the pinnacle of collegiate engineering and teamwork. Each year, Formula SAE teams are challenged by a fictional manufacturing company to design and develop a small formula-style racing car. Each season, hundreds of teams from around the world compete in one of the several Formula SAE events held internationally. The competition has a broad range of events that evaluate not only each car’s performance on the track, but its design, cost, fuel efficiency, and business feasibility. The points break down is as follows:

<table>
<thead>
<tr>
<th>Static Events</th>
<th>Dynamic Events</th>
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<tbody>
<tr>
<td>Business Presentation</td>
<td>Acceleration</td>
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<td>75</td>
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<tr>
<td>Engineering Design</td>
<td>Skid-Pad</td>
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<td>150</td>
<td>50</td>
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<td>Cost Analysis</td>
<td>Autocross</td>
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<td>100</td>
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<td>Endurance</td>
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<td>Fuel Economy</td>
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**Total Points:** 325 + 675 = 1000 pts

Such a diverse set of grading criteria demonstrate how Formula SAE competitions challenge students across multiple disciplines. Team members must learn not only how to create a successful race vehicle, but also how to defend their designs and make the vehicle marketable to prospective buyers. They develop these well-developed skill sets often lead to FSAE graduates to be some of the most highly pursued engineers upon graduation.
USC Racing Profile

USC Racing consists of a diverse group of more than 40 members, ranging from freshman to graduate students. Though most members major in mechanical engineering, other majors include electrical engineering, aeronautical engineering, and business. Since our re-founding in 2010, the team has committed itself to building a strong knowledge base to progress our technical expertise and provide students of all backgrounds a formative and exciting learning experience outside of classes. USC Racing prides itself equally on its motorsports prowess and its exhilarating and highly valuable out of class experience it provides the university’s students.

Why Support FSAE?

Like all racing teams, USC Racing relies heavily on corporate partnerships to operate. Any financial support is instrumental in not only providing our team members with a hands-on learning environment, but also ensuring the longevity and success of the team. A breakdown of our project-ed budget for this year is provided below:

- Electronics: $10,400
- Composites: $13,100
- Powertrain: $12,200
- Administrative and Competition: $15,500
- Ergonomics: $2,200

Grand Total: $66,400

In 2016, USC Racing set numerous personal bests on and off the track. Not only did the team attend the most consecutive FSAE competitions in its history, but it also competed in all events at the competition for the third time in seven years. From this, we were able to receive our first top ten placement in a dynamic event with a 9th in acceleration. 2016 saw the team’s third aerodynamics package, which significantly improved lap times and driver performance and provided evidence for the addition of an undertray. USC Racing came away with personal bests in Design, at 15th out of 80 teams! The team placed 27th of 80 overall (13 places higher than last year), but we have revised our building and testing timeline this year and expect to place in the top 15 during our 2017 competition run.

Formula SAE is unlike most other engineering groups/societies because its members tackle real engineering problems with rigorous constraints. To solve these problems, students apply classroom knowledge to formulate and justify solutions, see them through manufacturing, and apply them as a final product. Coupled with budget management, PR, and business fundamentals, Formula SAE is a group that truly bears the rigors of a true engineering project. This sort of involvement teaches students numerous skills, including: project management, budgeting, teamwork, communication skills, and more. By sponsoring the USC Racing Formula SAE team, you will be supporting a team of highly dedicated students. Moreover, you will be investing in their future; many of our members are frequently recruited to intern and work for companies such as: Boeing, Infinity Red Bull Formula 1, SpaceX, Tesla, Chevron, Honeywell, General Motors, Toyota, Honda, and more.
Sponsorship Levels

Trojan Level  ($10,000 and above)

- Largest logos placed in the most prominent areas of race vehicle
- Priority to team recruiting
- Company logo on all pages of team website
- Company logo on team trailer
- All “Gold Level” benefits

Gold Level  ($4,000 - $9,999)

- Large/medium sized logo on race vehicle
- Company logo on team apparel
- Company logo on team website
- Team shirt
- Team plaque and appreciation letter
- All “Cardinal Level Benefits”

Cardinal Level  ($1,000 - $3,999)

- Small/Medium logo on race vehicle
- Logo on team website
- Invitation to tour shop and speak to the team
- Team photo and appreciation letter
- Frequent team updates and announcements

Friends of USC Racing  (Up to $999)

- Company logo on team website
- Frequent team updates and announcements

USC Racing accepts many kinds of support: financial donations, donated products, discounted products, or service time. A minimum donation of $500 is appreciated, but we are always open to arranging a partnership that fits your budget. Thanks to our affiliation with the University of Southern California, all donations over the minimum value are tax-deductible.
USC Racing at the University of Southern California thanks you for your consideration. We hope to add your organization to the list of partners that have helped us become the outstanding collegiate racing team we are today. If you have any questions about our team please do not hesitate to contact us!

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ONE TIME USE CREDIT CARD AUTHORIZATION FORM

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castilla@usc.edu | www.usc.edu/FSAE | 213-740-5324

Date

Company Name

Event

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<tr>
<th>USC Racing Sponsorship</th>
<th>Invoice #</th>
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I, ________________________________, authorize the University of Southern California
Viterbi School of Engineering Department of Aerospace and Mechanical Engineering to charge
the following on this credit card:

Amount to be charged $

Credit Card Information

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(exactly as it appears on the card)

Cardholder Signature  

Please FAX this completed authorization to (213) 740-8071. DO NOT email.
Payment card industry standards dictates that we cannot receive this information via email.