CARNEGIE MELLON RACING

Sponsorship Information

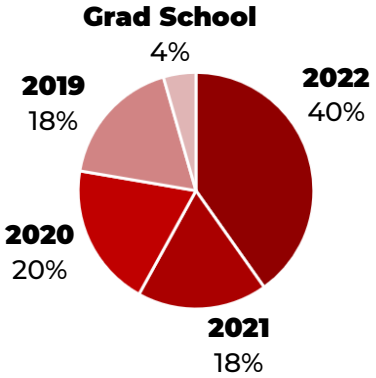
2019-2020

Meet the Team

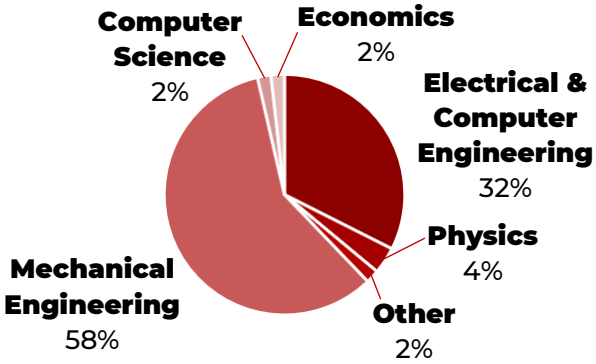
Carnegie Mellon Racing (CMR) is a student chapter of the Society of Automotive Engineers (SAE) and the largest engineering student organization at Carnegie Mellon University. We bring together the brightest students to design and fabricate a fully electric Formula 1 style racecar each year to compete with Formula SAE Electric teams around the world.

Made of over 100 members representing every college at Carnegie Mellon University, the team is divided into 5 departments: Structures, Energetics, Finance, Outreach, and Competitive Analysis and Strategic Direction (CASD).

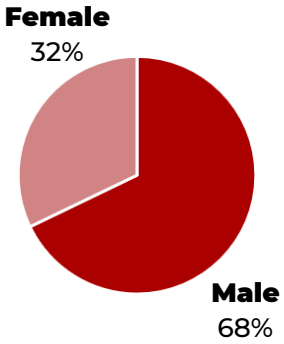
Graduation Year



Major



Gender



CMR provides students a unique opportunity to learn and apply skills beyond the scope of the classroom. We attract passionate and committed students for a project that demands not only engineering prowess, but also leadership and teamwork skills. We aim to be at the forefront of electric vehicle race technology. Your help will ensure the success of Carnegie Mellon Racing and aid in the development of our determined students and a space for shared interests in automotive engineering.

What is Formula SAE?

Formula SAE is a collegiate design competition sponsored by the Society of Automotive Engineers (SAE), in which students compete to design and manufacture a Formula style racecar, either combustion or electric, for a fictional manufacturing company. Each student team designs, builds, and tests a prototype based on rules and guidelines that ensure safety while promoting clever problem solving. Over 5,000 students across hundreds of universities participate through three competitions each year, two of which electric vehicles can compete.

At competitions, the racecars are judged in a series of static and dynamic events that include rigorous technical inspections, solo performance trials, and high-performance endurance, while also being evaluated for its potential as a production item, targeted towards the non-professional weekend autocross racer.

Static Events	
Design Event	150
Cost Event	100
Presentation Event	75
Dynamic Events	
Acceleration	100
Skidpad	75
Autocross	125
Efficiency	100
Endurance	275
Total Points	**1000**

Formula SAE promotes excellence in engineering as it challenges students to involve themselves with all aspects of the automotive industry beyond just engineering design. They are expected to understand the car not only from a research and manufacturing perspective, but also from a business, marketing, and financial perspective. Formula SAE plays an incredibly important role in the education and experience of our members, who cite being a part of Carnegie Mellon Racing as a key facet in their development as engineers and leaders.

Accomplishments

Carnegie Mellon Racing has attended Formula SAE North (formerly Formula North) in Ontario, Canada and Formula SAE Electric in Lincoln, Nebraska. After switching from a combustion to electric vehicle just six years ago, our team has seen great success over the past two seasons.

2019

- Overall FSAE North
- Engineering Design FSAE North
- Acceleration FSAE North
- Autocross FSAE North
- Endurance FSAE North
- Skidpad FSAE North
- Cost FSAE North
- Autocross FSAE Electric
- Skidpad FSAE Electric
- Cost FSAE Electric
- Presentation FSAE North
- Engineering Design FSAE Electric
- Acceleration FSAE Electric
- Efficiency FSAE North

2018

- Overall Formula North
- Endurance Formula North
- Overall FSAE Electric
- Endurance FSAE Electric

These victories are the culmination of intense effort by members of CMR, past and present, to design a robust vehicle platform competitive in an international field. None of our success would have been possible without their passion and effort alongside support from our sponsors.

Why Support Us?

Our Mission:

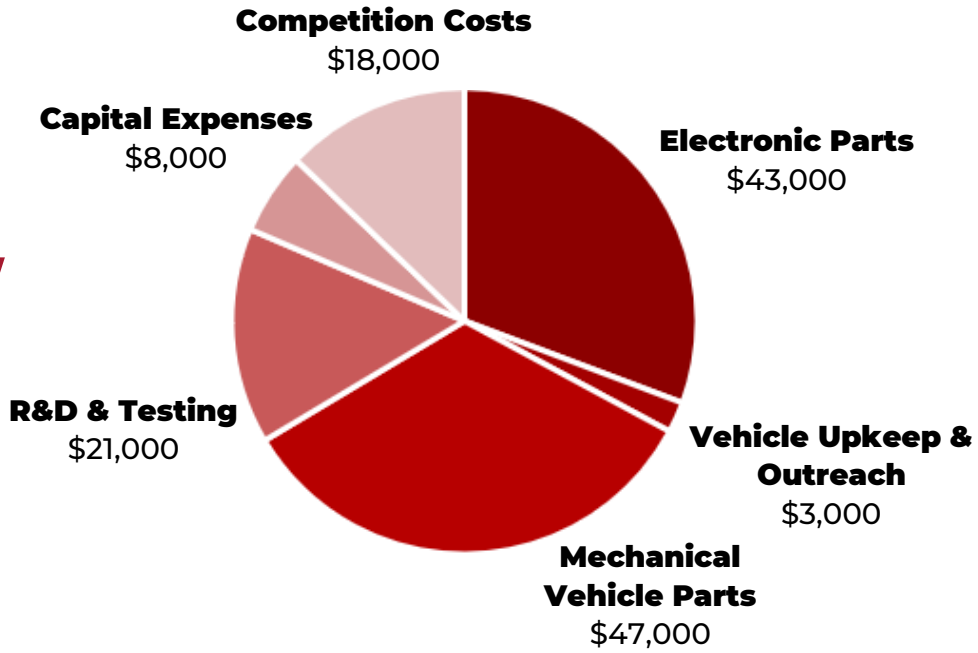
Provide undergraduates with opportunities for technical and management experience on a large engineering project. We strive to transform students into effective engineers, leaders, and problem solvers.

Our Goal:

Maintain our place as a top team and continue challenging ourselves to develop the best racecar we can. This can only happen with your support.

BUDGET OVERVIEW

Total:
$140,000



Sponsors are extremely important to our team because more than half of our budget comes from their contributions. In turn, sponsors will also profit from this partnership.

Sponsor Benefits

- Hire Experienced Students
- Influence the Future of Engineering
- Brand Recognition

Sponsorship Opportunities

Carnegie Mellon Racing has been able to design a competitive racecar through the generosity of corporate sponsors outside our university. Sponsorship can be in the form of cash or in-kind donations of materials or services.

For more information about donations and sponsorships please email:
formula-sae@andrew.cmu.edu

Carnegie Mellon Racing Sponsorship Packages					
	Friends of CMR	Bronze	Silver	Gold	Title
Donation Level	$1 - $999	$1,000 - $4,999	$5,000 - $9,999	$10,000+	$50,000+
Logos on Race Car	0	1	2	3	3
Size of Logo	-	S	M	L	XL
Newsletter Updates	🏁	🏁	🏁	🏁	🏁
Logo on Website	🏁	🏁	🏁	🏁	🏁
Invitation to Unveiling Ceremony	🏁	🏁	🏁	🏁	🏁
Logo on Car, Shirt, and Banner		🏁	🏁	🏁	🏁
Recruiting Events, Resume Book			🏁	🏁	🏁
Team Apparel			🏁	🏁	🏁
Design Reviews				🏁	🏁
Team and Sponsor Branded Banner					🏁
Team Naming					🏁

Carnegie Mellon Racing is 501(c)(3) tax-exempt through Carnegie Mellon University, so all monetary and many in-kind donations are tax deductible.

Sponsorship Levels

Descriptions of sponsorship levels for Carnegie Mellon Racing:

Title Sponsor: A monetary sponsor donation of $50,000 or more per school year. Donors will be identified as CMR's principle sponsors whenever CMR appears in print. Benefits include the most prominently placed logos on the car in at least three locations and a personal banner with the company's name and logo will be displayed at the team paddock at all competitions. (Includes benefits listed below).

Gold Sponsor: A monetary sponsor donation totaling $10,000 or more per school year. Benefits include placement of three large logos on the car as well as on the official team shirts, our website, team publications, and team banner. Gold Sponsors are also invited to participate in and hold design reviews with the team. (Includes benefits listed below).

Silver Sponsor: Any type of sponsor donation valuing more than $5,000 per school year. Benefits include placement of two medium logos on the car as well as on the official team shirts, our website, team publications, and team banner. Silver sponsors are given access to the team resume book and can hold recruiting events. (Includes benefits listed below).

Bronze Sponsor: Any type of sponsor donation valuing more than $1,000 per school year. Benefits include placement of one small logo on the car as well as on our website, official team shirts, team banner, and team publications. Bronze sponsors are subscribed to all team publications and invited to the annual Unveiling and other on-campus events.

Friends of Carnegie Mellon Racing: Any type of sponsor donation valuing below $1,000 per school year. Benefits include recognition on Carnegie Mellon Racing's website, a subscription to all Carnegie Mellon Racing publications, and an invitation to the annual Unveiling.

Outreach & Community Events

Carnegie Mellon Racing attracts committed and passionate members who make positive impacts on the greater community. Every year, we attend and host events designed to inspire children to pursue engineering and other STEM fields. We have hosted cub scout troops, international student groups, and engineering workshops for middle and high school students. Throughout the year, we attend the Pittsburgh Maker Faire and SciTech Days event at the Carnegie Science Center with several of our old race cars. This year, we also presented our vehicle to the American Welding Society. More information about community events can be found on our website.

2018-2019 Sponsors

Thank you for your support!

Uber ATG

BOEING

EControls

Pittsburgh International Race Complex

SIMSCALE

Parker

Altium

SOLIDWORKS

PPG

MONSTER

GM

ANSYS

CONTURO PROTOTYPING
DESIGN. ENGINEER. MANUFACTURE.

Constellation
An Exelon Company

GIGAVAC
ADVANCED SWITCHING SOLUTIONS

RYAN DARRAGH MANUFACTURING

VICOR
The Power Behind Performance

IMCO
Power. Precision. Performance.

URO

FASTENAL

VR3 Engineering
precision tube fabrication

ANDURIL

Calspan

Ford

BLUE ORIGIN

Z9

Senate

KYOCERA
SGS Precision Tools

The Phantom Laboratory

PENNA FLAME

KVASER

TAIT

Sandia National Laboratories

molex

ADVANCED CIRCUITS

Brown & Miller Racing Solutions
BMRS
Professional Race Hose & Fittings

rapidHARNESS

LabJack – Textreme – SKF – Fedco – Aurora Bearing Company – HMS Motorsports – Newhaven Display – Peak System – Texense – Hoosier Racing Tire – Protocase – Benevity – Gelfund Grant – Crowdfunding Donors

Contact Info

Team Executive Board

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Julia Lu	*VP of Finance*	julial1@andrew.cmu.edu
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Media

CarnegieMellonRacing.org

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