



Sponsorship Information 2021-2022

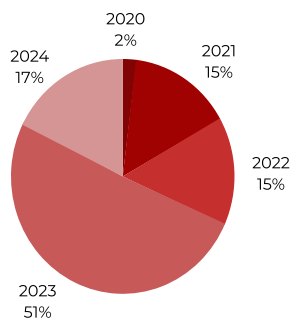


The Team

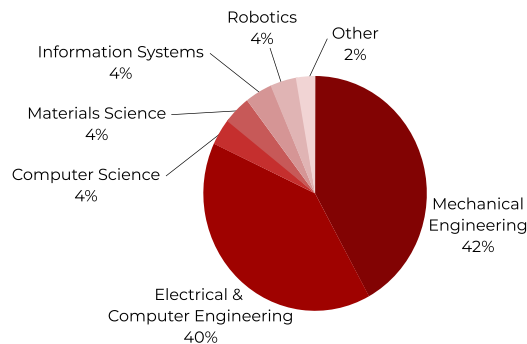
Carnegie Mellon Racing (CMR) is a student team of the Society of Automotive Engineers (SAE) and the **largest engineering student organization** at Carnegie Mellon University. Every year, we **design and fabricate a fully-electric, open-wheeled race car** to compete against teams around the world in the Formula SAE Electric competitions.

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)**.

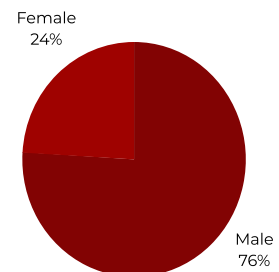
Graduation Year



Major



Gender



CMR is proud to present students a unique opportunity not only to apply skills from their core curriculum, but also to learn and develop skills outside the scope of the curriculum such as leadership and teamwork. 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.

While operating within the safety requirements of the rules, teams would seek to optimize acceleration, cornering speed, and mass to gain the most points as possible in the series of static and dynamic events.

Every year, over 5000 students across hundreds of universities participate in 3 competitions. 2 of which are available to electric vehicles.

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
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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** at Fontana, California (formerly at Lincoln, Nebraska). After switching from a combustion to an electric vehicle seven years ago, our team has seen great success in the last four years.

1st Place

2nd Place

3rd Place

2021

Design Presentation

4th Place Knowledge Overall

2020*

Business Presentation

*regular competition cancelled

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:

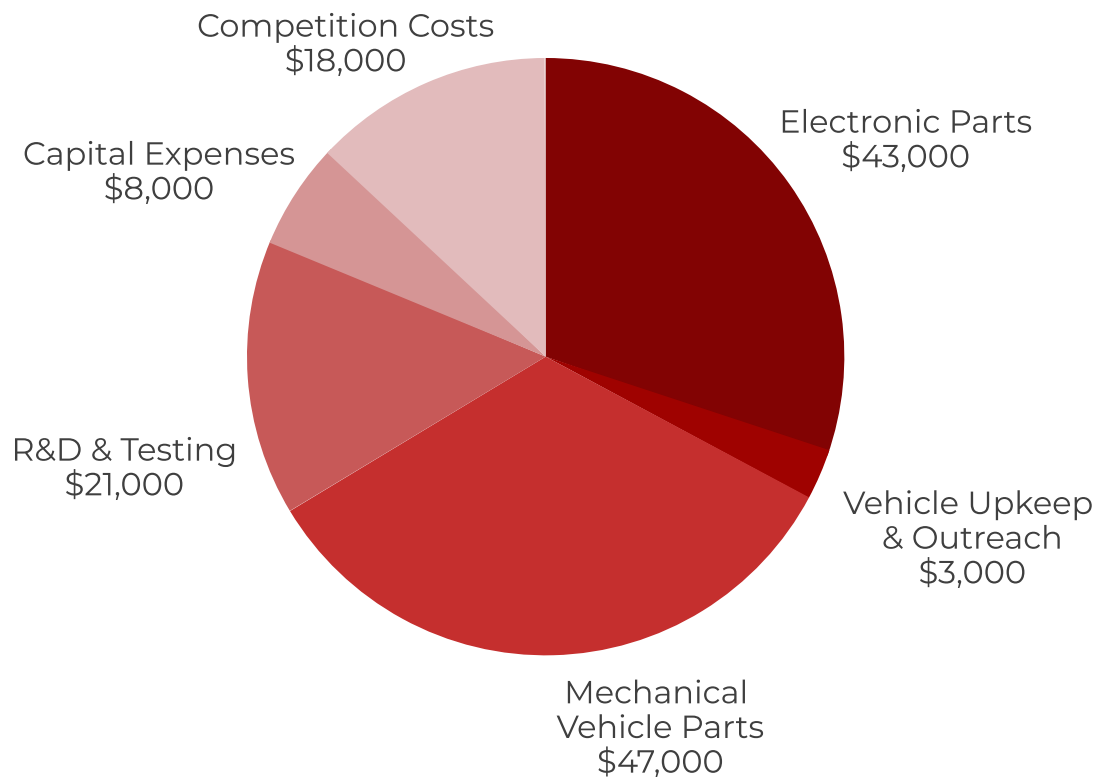
Provide undergraduates with opportunities for technical and management experience on a large engineering project. We strive to transform students into effective engineers, leaders, and problem solvers.

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. 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 through access to experienced students, brand recognition, and the ability to influence the future of engineering.

Budget Overview

Total:
\$140,000



Sponsor Benefits

Hire
experienced
students

Brand
recognition

Influence the
future of
engineering



Sponsor 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

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
Logo on Website	X	X	X	X	X
Invitation to Unveiling Ceremony	X	X	X	X	X
Thank you gift	X	X	X	X	Custom
Plaque with team picture	X	X	X	X	X
Logo on Car, Shirt, and Banner		X	X	X	X
Resume Book		X	X	X	X
Recruiting Events			X	X	X
Design Reviews				X	X
Team and Sponsor Branded Banner					X
Team Naming					X

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



Sponsor 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 principal 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. A custom thank-you gift package will be sent to the title sponsor. *(Includes benefits listed below).*

Gold Sponsor: *Any type of 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 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 a team plaque. Bronze sponsors are invited to the annual Unveiling and other on-campus events, and are given access to our resume book. A thank-you gift package will be hand-delivered or mailed to the sponsor.

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. A thank you gift will be hand-delivered or mailed to the sponsor.



Outreach & Community

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 students at Freedom Middle School in Freedom, PA. More information about community events can be found on our website.



2019-2020 Sponsors

Thank you for
your support!

Palmer Luckey



Contact Info

Team Executive Board

Mason Sanfilippo	President	msanfili@andrew.cmu.edu
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Media



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