

# Sponsorship Information

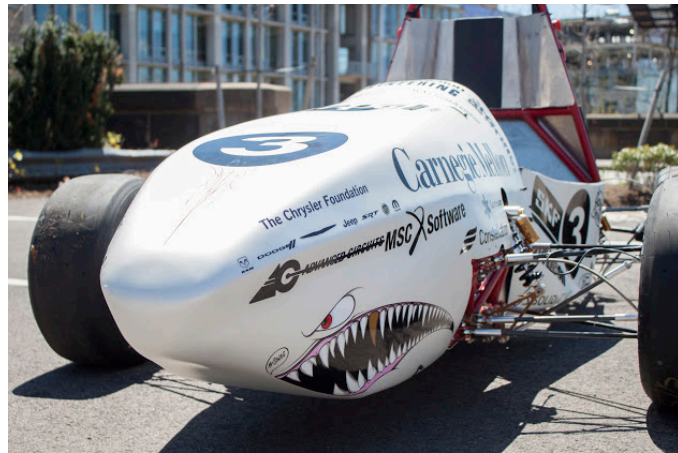


**Carnegie Mellon<sup>®</sup>**  
*Racing*

## Carnegie Mellon Racing

Carnegie Mellon Racing (CMR) is the student chapter of the Society of Automotive Engineers at Carnegie Mellon University. We design and fabricate an all-electric, open-wheeled racing vehicle to compete in the international Formula SAE Electric and Formula Hybrid competitions. Our vehicles' performance rivals established supercars with 0-60mph times of 4.5 seconds and over 2Gs of lateral acceleration.

We are open to all students in the Carnegie Mellon community and provide a unique opportunity to learn and apply skills beyond the scope of the classroom. We attract the highest level of students from Mechanical Engineering, Electrical Engineering, and other departments for a project that demands not only engineering prowess and fabrication skill, but also leadership and teamwork ability. Your help will ensure the viability and success of Carnegie Mellon Racing and aid in the development of many determined students.



## What is Formula SAE®?

Formula SAE is a student design competition organized by SAE International. The concept behind Formula SAE is that a fictional manufacturing company has contracted a design team to develop a small Formula-style race car. The prototype race car is to be evaluated for its potential as a production item. The target marketing group for the race car is the non-professional weekend autocross racer. Each student team designs, builds, and tests a prototype based on a series of rules whose purpose is both to ensure safety and promote clever problem solving.

Formula SAE promotes excellence in engineering as it encompasses all aspects of the automotive industry including research, design, manufacturing, testing, validation, developing, marketing, management and finances. Formula SAE takes students out of the classroom and allows them to apply textbook theories to real work experiences.



Time and again, our members rate membership in Carnegie Mellon Racing as a key facet in their educations and accrument of experience.

## Sponsorship Opportunities and Recognition

Carnegie Mellon Racing receives a majority of its annual funding from corporate sponsors outside the University. Sponsorships can be in the form of in-kind material donations or services provided in addition to traditional funding. Carnegie Mellon Racing has the following levels of sponsorship:

**Title Sponsor:** Sponsor donation of \$50,000 or more per school year. Organization 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, in addition to the benefits of Gold Sponsors below.































**Gold Sponsor:** Sponsor donations totaling \$10,000 or more per school year. Benefits include logo placement on the car in three locations as well as on our website, team publications, team banner, and team shirts. Gold Sponsors are also subscribed to all team publications and design updates, provided access to the team resume book, and invited to the annual Unveiling and other on-campus events. Gold sponsors will receive team memorabilia featuring the company logo.

**Silver Sponsor:** Sponsor donations totaling more than \$5,000 per school year. Benefits include logo placement on the car in two locations as well as on our website, team publications, team banner, and team shirts. Silver Sponsors are also subscribed to all team publications, provided with access to the team resume book, and invited to the annual Unveiling and other on-campus events. Limited team memorabilia featuring the company logo will be provided.

**Bronze Sponsor:** Sponsor donations totaling more than \$2,000 per school year. Benefits include placement of two small logos on the car as well as on our website, team publications, team banner, and team shirt. Bronze sponsors are subscribed to all team publications and invited to the annual Unveiling and other on-campus events. Team memorabilia featuring the company logo will also be made available for purchase at team prices.

**Friends of Carnegie Mellon Racing:** Sponsor donations up to \$1,999 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. Team memorabilia will also be made available for purchase at team prices.

## Sponsorship Packages

Carnegie Mellon Racing - 2013-2014 Sponsorship Packages					
	Friends of CMR	Bronze	Silver	Gold	Title
Donation Level	\$1-\$1,999	\$2,000-\$4,999	\$5,000-\$9,999	\$10,000+	\$50,000+
<b>Logo on Race Car</b>	0	2	2	3	3
<b>Size of Logo</b>	-	S	M	L	XL
<b>Newsletter Updates</b>					
<b>Logo on Website</b>					
<b>Invitation to Unveiling Ceremony</b>					
<b>Logo on Promotional Items</b>					
<b>Team Memorabilia</b>					
<b>Design Reviews</b>					
<b>Logo on Sponsor Banner</b>					
<b>Personally Branded Sponsor Banner</b>					
<b>Team Naming</b>					



<b>2015-2016 Budget</b>	
<b>Structures</b>	
Chassis	\$3,500
Suspension	\$7,000
Steering	\$1,000
Body	\$45,000
Drivetrain	\$3,000
Electrical Enclosures	\$3,000
Cooling	\$1,000
Pedals	\$1,000
Brakes	\$1,000
Unsprung	\$10,000
<b>Total</b>	<b>\$75,500.00</b>
<b>Energetics</b>	
Battery Charger	\$3,000
Battery Cells	\$3,500
Battery Management System	\$1,000
Contractors (AIRs)	\$1,000
Electric Motors	\$9,000
Motor Controllers	\$9,000
GLV/DAQ	\$10,000
<b>Total</b>	<b>\$36,500.00</b>
<b>Manufacturing</b>	
Tooling	\$1,000
Shop Training	\$500
Equipment Maintenance	\$2,000
Safety Equipment	\$1,000
Equipment Replacement	\$3,000
<b>Total</b>	<b>\$7,500.00</b>
<b>Race Operations</b>	
Track Rental	\$5,000
Testing Equipment	\$1,000
Driver Training	\$2,000
Competition Event Materials	\$1,000
Driver Equipment	\$1,000
Vehicle Transportation	\$3,000
<b>Total</b>	<b>\$13,000.00</b>
<b>Finance &amp; Logistics</b>	
Lodging	\$5,000
Transportation	\$2,000
Registration Fees	\$4,000
<b>Total</b>	<b>\$11,000.00</b>
<b>Total operating expenses</b>	<b>\$143,500</b>

# Contacts

## Media

[www.carnegiemellonracing.org](http://www.carnegiemellonracing.org)

Like us at <https://www.facebook.com/CarnegieMellonRacing>

Follow @CMURacing

## Faculty Advisors

Kenji Shimada, Ph.D

[shimada@andrew.cmu.edu](mailto:shimada@andrew.cmu.edu)

John Wiss

[johnwiss@andrew.cmu.edu](mailto:johnwiss@andrew.cmu.edu)

## Team Advisor

Satbir Singh

[satbirs@andrew.cmu.edu](mailto:satbirs@andrew.cmu.edu)

## Team Executive Board

[formula-sae@lists.andrew.cmu.edu](mailto:formula-sae@lists.andrew.cmu.edu)

Josh Kubiak, President ([jkubiak@andrew.cmu.edu](mailto:jkubiak@andrew.cmu.edu); 337 309 3071)

Eric Reeder, Vice President of Finance and Logistics

Daniel Haddox, Vice President of Race Operations

Shepard Emerson, Vice President of Energetics

Sascha Demetris, Vice President of Structures

Andrew Chellman, Vice President of Manufacturing

Matt Lee, Vice President of Vehicle Dynamics



5000 Forbes Avenue | Scaife Hall 302 | Pittsburgh, PA 15213  
[formula-sae@andrew.cmu.edu](mailto:formula-sae@andrew.cmu.edu)  
[www.carnegiemellonracing.org](http://www.carnegiemellonracing.org)