

# FORMULA UOTTAWA

SPONSORSHIP PACKAGE

# 21/22





# First of all, what's 'Formula'?

Formula is slang for **Formula SAE**, or **FSAE**, a design competition where students **design, build and race an open wheel formula style race car**.

The competition is organized by the **Society of Automotive Engineering (SAE International)**, a global professional organization that provides standards for the engineering industry.

Part of SAE International's Collegiate Design Series, FSAE hosts races/competitions throughout North America, and attracts teams and companies from all over the world.



100+ COMPETING TEAMS



RACE COMPETITIONS



INTERNATIONAL VISIBILITY



# So there are actual races?



All the official and unofficial Formula SAE competitions have in person racing components.

There are two competitions this year located in the United States, with the first one being in May and the second in June.

- FSAE Michigan (May/June)
  - Michigan International Speedway, Brooklyn, MI

STATIC EVENTS	POINTS
Presentation	75
Design	150
Cost Analysis	100
<b>DYNAMIC EVENTS</b>	
Acceleration	75
Skid Pad	50
Autocross	150
Efficiency	100
Endurance	300
<b>TOTAL</b>	<b>1000 POINTS</b>



# Now just who is Formula uOttawa?

Introduced in Fall 2013, Formula uOttawa is **the first Formula SAE team at the University of Ottawa** and its motorsports club.

Established in **2015/2016**, the team built and competed its first car in the Formula North racing competition.

The team consists of students from different programs, including engineering and management. Through community support, the team aims to achieve new milestones and to showcase the spirit of its university and the reputation of its partners.



# What does that have to do with you?

We're looking for partners to support the team in our endeavors through financial sponsorship, donations or other types of assistance. We offer significant perks for our sponsors and present a unique opportunity to establish a relationship with the largest engineering team at the University of Ottawa.



This is a chance to foster **relationships** with budding engineers, create long lasting **connections**, and **impact** students in a real meaningful way.



Formula provides avenues to **promote** your brand, **showcase** your company and **demonstrate** your commitment to your organizational values



Being at international competitions means being on a **global stage** with **immense visibility** in front of industry, academia and clientele



**Insight, metrics and data** regarding **student** interests, activities and behaviour is accessible to our sponsors; with additional research possible if desired.





# Designed and built by us.

## **SPECIFICATIONS**

- 0 - 60 mph in 4 seconds
- 4130 TIG welded space frame
- 48/52 weight distribution

## **DESIGN**

- Stand-alone ECU with custom PCB
- Steering wheel with integrated quick release hub
- 4-wheel disk brake assembly

## **SUSPENSION**

- 4-wheel independent double a-arm suspension
- Custom CNC machined uprights
- Adjustable coil-over dampeners
- Hoosier Racing Slicks

## **POWERTRAIN**

- 4-cylinder Suzuki GSX-R 600 engine
- Custom intake and exhaust
- Electric push-button start
- Lithium-ion power cell
- 6 speed sequential transmission
- Chain drive spool

*2019-2020 Vehicle Specifications*



# Why are we special?



Formula uOttawa is a place where students get to learn about the engineering process and get a jumpstart on heading into the industry.



Team members learn skills not taught in the classroom:

- Vehicle engineering
- MIG/TIG welding
- Composite manufacturing
- Metal fabrication

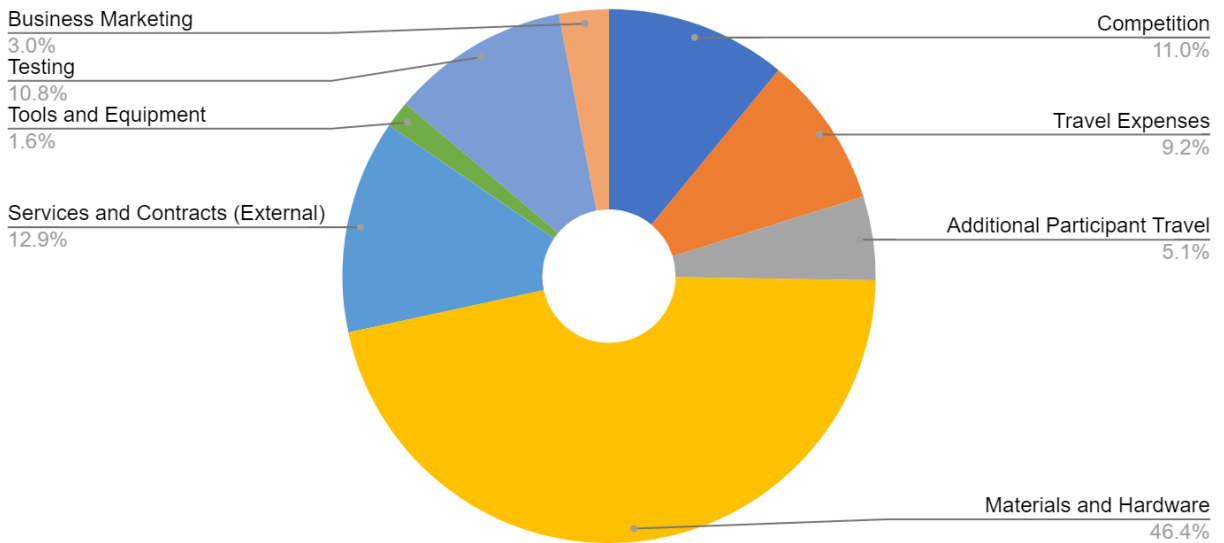
Many Formula uOttawa students also intern at reputable companies and go on as alumni to forge incredible careers. Some of our alumni have gone on to work at Tesla, Multimatic, Fiat Chrysler and more.

Your support will deepen your connection with budding engineers and through them, with the industry.



# Here are the insider numbers

## Costs



At the start of every season, Formula creates an in-depth budget in order to organize spending for the year. This covers everything from the bolts being used on the car to banking fees. We believe in being transparent with our partners, donors and sponsors, so here's a breakdown of our planned expenses for the year.

The total budget, comes to \$72,000, including manufacturing costs. We aim to raise \$20,000 through sponsorship and donations. This means that the team's travel, competition, and some core costs are covered by our primary partners, but the rest are not. **Our success is directly contingent on your support.**





# Okay let's talk details...

	*TITLE	PLATINUM	GOLD	SILVER	BRONZE
	<b>\$10000+</b>	<b>\$3000+</b>	<b>\$2000+</b>	<b>\$1000+</b>	<b>\$500+</b>
Small logo on one side of the car	Custom perks and inclusion in the team and car names for the year				
Logo on the car and all promo material					
Small logo on <b>both sides</b> of the car					
Sponsored social media <b>posts</b>					
Large logo on the car and custom placement					
Logo <b>featured</b> on the website and all promo material					
Logo featured in <b>team videos</b>					
<b>Two large logos</b> with custom placement					
Invitation to <b>season closer**</b>					
Invite to a private demo**					



# Additional details

## *Sponsorship Tier - Notes*

In-kind sponsorships are also highly valued and will be considered as the tier equal to their monetary value up till the Gold tier. All monetary donations will receive a tax receipt.

If you are interested in a custom benefits package, please speak to your Formula uOttawa representative as we can create a more tailored package that suits your needs

\* The naming rights part of the title sponsorship are limited to the first to acquire the tier, however custom perks are still available to anyone

\*\* Quantities of this perk are limited and are first come first serve



# Let's say you need time to think..

Thank you for taking the time to mull it over, we appreciate you taking valuable time to consider partnering with us.

If you need more details or want to get back to us, you can reach the team at: [uottawaformula@gmail.com](mailto:uottawaformula@gmail.com)



**Technical Director**  
Armin Teymouri



**Team Manager**  
Ibrahim Chohan



**Fabrication & Drive  
Captain**  
Dan Turkstra



**Senior (Design  
& Pit Crew)**  
Hassaan Zaki



**Senior (Design &  
Fabrication)**  
Andre Frenette



# Letter from the team

Formula uOttawa has now been active for six years, and we're now heading into our seventh. The team has seen generations of members come and go, having learnt new skills and experienced what it's like to make a race car.

All of this has been dependant on the support of our donors, sponsors and partners. The support provided is what allows the team to work on the project and for the club to show off their love of motorsports.

After having been on the team for a few years, not a day has gone by where I haven't been reminded of that fact. Your time, and your support, is invaluable and is what keeps us going..

Thank you,

Ibrahim Chohan,  
Team Manager





# Social Media

Feel free to check us out on our social media. Following us will keep you up to date with regular team happenings and events.

You can find us at:



[www.formulauottawa.ca](http://www.formulauottawa.ca)



[www.facebook.com/formulauottawa](http://www.facebook.com/formulauottawa)



[www.instagram.com/formulauottawa](http://www.instagram.com/formulauottawa)



[www.twitter.com/formulauottawa](http://www.twitter.com/formulauottawa)

