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Executive Summary

The RIT Formula SAE Racing team, RIT Racing, is a collegiate, co-ed, multidisciplinary, student-run organization that competes against other technical universities throughout North America and Europe. Over the 25-year history of RIT Racing, our team has created winning solutions to problems outlined in each year’s rulebook provided by the Society of Automotive Engineers, known as SAE.

The 2017 season saw RIT Racing celebrate its 25th anniversary. This year, RIT Racing will again construct two cars; a normal gasoline powered combustion car, as well as a pure electric powered “e-car,” presenting unique opportunities for sustainability-minded businesses looking for eco-minded marketing exposure.

Nearly 600 schools worldwide involved in Formula SAE competition develop different solutions for the job – creating an open-wheel racecar that is holistically designed and judged not only on performance, but on overall quality of execution: cost, design, ergonomics, safety and professionalism.

RIT Racing offers students opportunities to learn outside of the classroom, while giving them tangible projects to apply knowledge learned in the classroom. RIT Racing provides excellent networking opportunities for students, by providing access to some of the most respected original equipment manufacturers and suppliers in the world.

Students are judged on their ability to deliver a product (the racecar) on time and on budget, while maintaining compliance with the rulebook. This process grows the students’ experience in working within time and budgetary constraints, giving students an advantage over their peers when joining the workforce after graduation.

Value Proposition

Your tax-deductible contribution to RIT Racing gives local university students the opportunity to demonstrate and grow their knowledge outside the classroom. Furthermore, your contribution provides Rochester’s own championship winning Formula SAE racing team the resources to continue to perform at a winning level. As an extracurricular university organization, the Rochester Institute of Technology Formula SAE Racing Team is an officially recognized 501(c)(3) entity under United States IRS tax code.

All partners of RIT Racing receive mention and display on the racecar, our main deliverable. Discussed later in this document are sponsorship level breakdowns, which describe what each donor will receive from their investment in RIT Racing.

Each donor will gain association with one of RIT’s most popular extra curricular clubs, and will receive mention and engagement on RIT’s social media platforms, attracting key college-aged individuals, who represent an increasingly powerful and expanding demographic.
About The Team and Competition

About The Team:

The Rochester Institute of Technology Formula SAE Racing Team is racing into the future after a successful 25th anniversary season in 2017. RIT Racing is a dedicated group of over 40 students who design, build, test and tune a racecar built from the ground up every year.

RIT has established itself as one of the most successful competition teams in the world. In order to produce a quality vehicle, the team operates like a professional engineering force. The chief engineer and project manager lead the organization, while group leaders keep each department on track, and on time. The team is broken up into nine groups: Powertrain, Drivetrain, Electronics, Brakes, Aerodynamics, Chassis, Vehicle Dynamics, E-Car Mechanical Integration Group (ECMI) and Marketing. The most advanced modeling and analysis software is used during design as well as static and dynamic testing to verify design decisions, ensuring a thorough design process from start to finish.

About The Competition:

Formula SAE competitions are sponsored by the Society of Automotive Engineers, an internationally recognized professional sanctioning body tasked with establishing and enforcing specific rules and guidelines at each event. SAE is an international engineering society with over 60,000 members worldwide, dedicated to the advancement of land, sea, air and space vehicles. Formula SAE is the largest of the SAE sponsored student design competitions within its Collegiate Design Series.

During the four-day event, RIT Racing competes among a field of nearly 600 schools from across the globe and is judged on vehicle design, cost and performance, as well as the team’s ability to present to judges the engineering concepts used to develop the final design.

Unveiling:

Each year in May, RIT Racing extends an invitation to all of its seasonal sponsors and alumni to attend the Imagine RIT Innovation and Creativity Festival. This decade-old, campus-wide event serves as the official unveiling of our racecars to the general public. The event is a wonderful opportunity for partners to share in the great sense of accomplishment that the project entails for members of RIT Racing, and the RIT community at large.

RIT Racing owes tremendous gratitude to team partners over the last 25 years. We aspire to maintain and grow the relationships with each of our partners that enable the completion of our projects at an RIT level of quality and performance.
About The Cars

About F26:

Building upon the successes of F25, F26 will continue to refine its design and become even faster than before. F26 will once again use the second generation RIT Carbon Fiber Monocoque chassis design, incorporating changes from F25 that will help make the new car as light as possible. Further weight will be removed by radically revamping the drivetrain and exhaust systems.

Additionally, more emphasis will be put on extensively validating suspension loads, ensuring that the suspension is designed only as heavy as it needs to be. Coinciding with this push for more validation will be the introduction of an in-house developed data acquisition system, gathering data from every corner of the car and reporting it to a central logging device. All of these innovations will help keep RIT Racing at the forefront of Formula Student technology.

About E2:

With the introduction of E1, RIT Racing has officially proclaimed that it is not only a combustion team, but an electric team, too. With the first ever electric car finally a reality, RIT Racing will learn from first-year feedback, and create an electric car that is truly competitive. E2 will see many new enhancements from the original design.

Foremost among these enhancements is a redesigned battery package, bringing the large and heavy side-mounted battery “accumulators” inside the chassis, saving weight and complexity compared to the large crash safety structures required for external battery packs.

With the sides of the chassis now available for other attachments, RIT Racing will aim to add an undertray to E2, beginning the path towards an electric car with the same aerodynamic package enjoyed on prior combustion cars. These enhancements, combined with RIT Racing's mechanical reliability, will see E2 at the front of the Electric Formula Student competition very soon.
Detailed Competition Description

Formula SAE competitions consist of technical inspections and four days of static and dynamic events. The competition is designed to evaluate the teams and their cars, including categories such as handling, performance, reliability, manufacturability, serviceability, design, marketing and cost. Formula SAE competitions are held in Brooklyn, Michigan in mid-May; Lincoln, Nebraska in June; the United Kingdom in early July; Austria in late July; Germany in August; and Australia in early December. The following is a description of the competition events and their associated point values.

Engineering Design: (150)

This event rates the quality of engineering design used in the development of the racecar. Judges evaluate the level of innovation, as well as the teams’ knowledge of design concepts. During this event, vehicle test data and analysis are also scrutinized.

Skid Pad: (50)

In this event, the cornering capability of the racecar is tested. The car must travel around two loops in a figure eight formation as fast as possible without displacing any of the cones that outline the course.

Acceleration: (50)

This event tests the vehicle’s acceleration from a standstill over a 250-foot distance.

Autocross: (150)

The driver must maneuver the car through a tight course consisting of hairpin turns, slaloms, straights, and chicanes. Each team is granted four individual attempts at the fastest lap time.

Endurance/Fuel: (150)

This event tests the endurance of both car and driver. The vehicle must travel a total distance of 22 kilometers with one stop for a driver change at the halfway point. Fuel economy is calculated and compared with other cars after the finish of this event. Cars that do not complete the 22-kilometer race do not score points.

Cost Analysis: (100)

Teams must prepare a report detailing the total cost of the vehicle, excluding R&D and capital expenditures (plants, machinery and tools).

Business Plan Presentation: (75)

This event evaluates the team’s ability to deliver a quality business plan. The car must be presented to executives of a firm in request for a donation. The target market is a hypothetical weekend autocrosser (most commonly a Sports Car Club of America (SCCA) member).
Sponsorship Value Proposition

“So how does this benefit me?”

Everywhere RIT Racing goes, so do you!

Racecar:
Perhaps the most basic and effective form of advertisement is the racecar itself. RIT is one of the few teams to compete internationally. In the past we have attended competitions in Detroit, Michigan; Lincoln, Nebraska; Germany, Austria, England and Australia. With our car spending most of its time traveling to these three continents, sponsors have gained tremendous international exposure.

Teamwear:
Sponsors are also displayed on team clothing including a variety of shirts and jackets. Each year a dedicated sponsor shirt is produced including all of our partners. Team members, friends and family wear shirts during on-campus testing and off-campus competition events. Exposure is extensive and frequent.

Website/Social Media:
RIT Racing’s online presence is closely followed. Sponsor graphics will circulate through the home page and will be listed under the sponsor page of the site along with a hyperlink to the sponsor’s website. Sponsors are also mentioned on RIT Racing’s social media platforms, including Facebook (nearly 5000 likes), Instagram, Twitter and Snapchat.

Publications:
RIT Racing has been publicized in popular automotive magazines such as Car and Driver, Race Tech and Design News. Prominent sponsors are also mentioned in features from RIT’s University News Services, the official communications entity of RIT.

Giving to RIT:
RIT recognizes donations made to university student clubs such as RIT Racing. We encourage you to visit http://www.rit.edu/development/giving/ for a complete explanation of how your donation will be recognized by RIT. RIT Racing, as an extra-curricular organization at the Rochester Institute of Technology, is a recognized 501(c)(3) organization under United States IRS tax code.
Sponsorship Level Breakdown

The following list is a breakdown of sponsorship levels along with a brief description of associated benefits. The sponsorship level may be obtained either through monetary donation or through in-kind donation of materials, products or services. Category exclusivity can be arranged with special consideration. We invite you to share your sponsorship questions with us at formula@rit.edu.

**Platinum Sponsor ($7500+)**

Platinum Sponsors receive maximum-sized logo placement on the car, logos that can be incorporated in or influence the total livery (paint scheme) of the car, in addition to top logo placement on the RIT Racing website. Sponsors will also receive logos placed on all teamwear produced for the year, and will receive maximum engagement on social media and RIT campus-wide advertising. Sponsors will be invited to provide deliverables and posters for display and handout at RIT campus events and off-campus race weekend events. Sponsors are also invited to drive the vehicle at RIT Racing’s sponsor test day.

**Elite Sponsor ($5000)**

Elite Sponsors receive large-sized logo placement on the car, in addition to top placement on the RIT Racing website. Sponsors will also receive logos placed on all teamwear produced for the year, and will receive frequent engagement on social media. Sponsors will be invited to provide deliverables and posters for display and handout at RIT campus events and off-campus race weekend events. Sponsors are also invited to drive the vehicle at RIT Racing’s sponsor test day.

**Gold Sponsor ($3500)**

Gold Sponsors receive medium-sized logo placement on the car, as well as placement on the RIT Racing website. Sponsors will also receive frequent mention on social media platforms. Logos will be included on T-shirt merchandise. Sponsors are also invited to drive our vehicle at RIT Racing’s sponsor test day, and will receive a T-shirt representing this year’s car.

**Silver Sponsor ($1500)**

Silver Sponsors receive a logo on the car, as well as placement on the RIT Racing homepage and mention on social media platforms. Logos will be included on T-shirt merchandise. Sponsors will also receive a T-shirt representing this year’s car.

**Bronze Sponsor ($500)**

Bronze Sponsors receive a name on the car, as well as placement on the RIT Racing homepage and mention on social media platforms. Names may be included on t-shirts (space permitting), and Bronze Sponsors will receive a T-shirt representing this year’s car.

**Contributor ($100 - $499)**

A contributor receives a name on the RIT Racing homepage, and will receive a T-shirt representing this year’s car.
A Special Thanks to our 2016-2017 Partners!

**Elite Sponsors**
Composicad, Inc.
Dr. Bill Destler
Futek
Gurit Composites
Harris
Marli Washington
Monster Tool
PCC
PMD
PTC
RIT KGCOE
RIT Student Government
SAE Learn Twice
Siemens
Tennalum
Toyota
Yamaha

**Gold Sponsors**
Alan and Nancy Nye
Alphawire
Hoosier Tire
Pratt & Miller
REDCOM Laboratories, Inc.
SKF
TitanX

**Silver Sponsors**
Airtech International
Anoplate
Aurora Bearing Company
BERG Racing
Bosch
Calspan
Cummins
Federal Mogul Motorparts
FIRST
Henkel
Magna Powertrain
Mr. Jon Washington
Niagara Cutter / Seco
Plascore
RBC Bearing
Rochester Lead Works - PPG
Rochester Steel Treating Works
Salvatore Fava
Senntec
TeXtreme
The Chase Family
WNY SAE Chapter

**Bronze Sponsors**
Active Sensors
Bittele Electronics
Brinkman Lab
Connor Kehoe
Digital Engineering Solutions
GE Aviation
Joe and Donna Figliola
Ka-Wood Gear & Machine Co.
Lind Equipment
Mary Interrante
Mathworks
MAXCESS Webex
Nathan Theriault
Paul Jeran
President Titanium
Prospeed RS
Prowire USA
Rochester Gear, Inc.
Ronald and Charlene Schomer
SAE Foundation
Samuel Specialty Metals
Smidgens
Texas Instruments
Texense
The Bierman Family
The Cragon Family
The Lee Company
The North Face
Turning Point Tool
Woolf
XRP

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Injector Dynamics
Joe Corea
Jon Washington
Krug Precision
Matt Smith
Mishimoto
Performance Paintball
PVS Sensors
Servo City
Swaintech
The Levy Family
Waytek