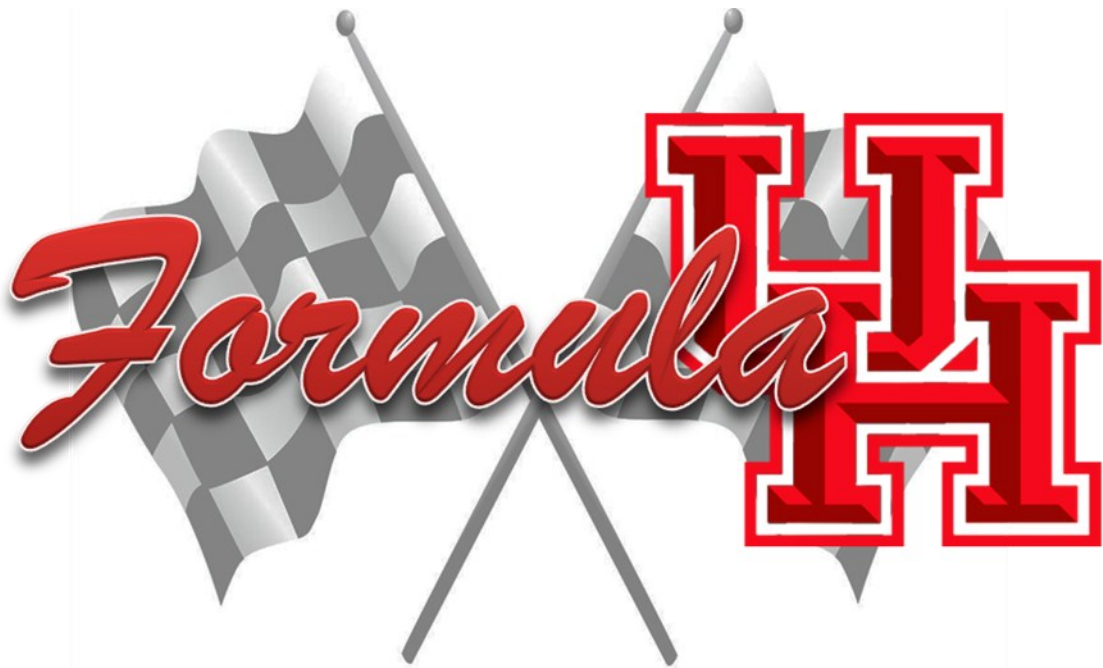


UNIVERSITY of **HOUSTON**

COLLEGE of TECHNOLOGY



2013

Sponsorship Proposal



Team Formula UH, from left to right: Alex Jeffreys, Jose Bolaños, and Shaun Peterson

Team Letter

Thank you for taking an interest in University of Houston racing, Formula UH, and Formula SAE.

At the University of Houston College of Technology, senior-year students are required to complete a capstone project which makes use of the skills and knowledge they've gained throughout their degree. For the three of us who comprise Formula UH Racing, there was no doubt what our project would be: to build a formula-style racecar and compete in the annual Formula SAE competition.

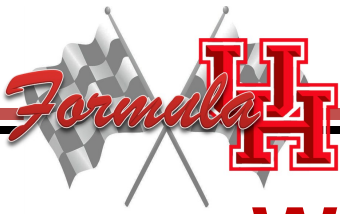
A project of this scale carries with it a great deal of responsibility: the Formula SAE competition requires that a team of intelligent and hard-working student engineers not only design and build a formula-style racecar, but that they also manage every other aspect of the project, such as material procurement, risk management, quality control, and fundraising. As challenging as this may be, we are confident we will succeed in our goals. However, we cannot do it alone.

Sponsorship is critical to our success. Without the donations, products, materials, and support from individual and company sponsors, the existence of the FSAE program would not be possible, and we offer you our deepest thanks for your consideration.

Sincerely,



Alex Jeffreys
2013 Team Leader



What is Formula SAE?

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 onsite event operations and promote clever problem solving.

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

Today, the competition has expanded and includes a number of spin off events. In the United States there are two locations: California and Michigan; Michigan being the largest event and longest running.

Competition Breakdown

The cars are judged in a series of static and dynamic events including: technical inspection, cost, presentation, and engineering design, solo performance trials, and high performance track endurance.

The dynamic events are scored to determine how well the car performs. Each dynamic event has specified minimum acceptable performance levels that are reflected in the scoring equations.

The following points are possible:

Static Events:	
Presentation	75
Engineering Design	150
Cost Analysis	100
Dynamic Events:	
Acceleration	75
Skid-Pad	50
Autocross	150
Efficiency	100
Endurance	300
Total Points	1000

Team History

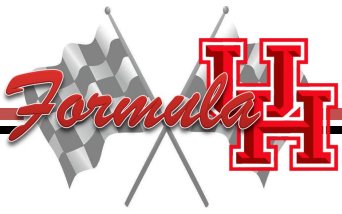
In 1979, the very first Formula SAE competition (then called *SAE Mini-Indy*) was conceived by University of Houston professor Dr. Kurt M. Marshek and held at the University of Houston campus. Five years later, in 1984, the University of Houston would win its first Formula SAE competition, followed by the eventual cancellation of the program two years later, in 1986. It would be twenty-two years before another team would take on the challenge of bringing Formula SAE back to the University of Houston. The result of their efforts was Leo, pictured below.



2008 Team Captain Alfio Arcidiacono driving Leo

In 2008, Leo made a good showing in the static events, but due to technical difficulties, was not able to compete in the dynamic events.

Inspired by the 2008 team, the 2013 Formula UH team will finish what was started five years ago and complete all events, static and dynamic, at the 2014 FSAE competition.



Team Goals

We are driven to show the world what Formula UH and the University of Houston can accomplish. With your help, we will:



Successfully complete all static and dynamic events



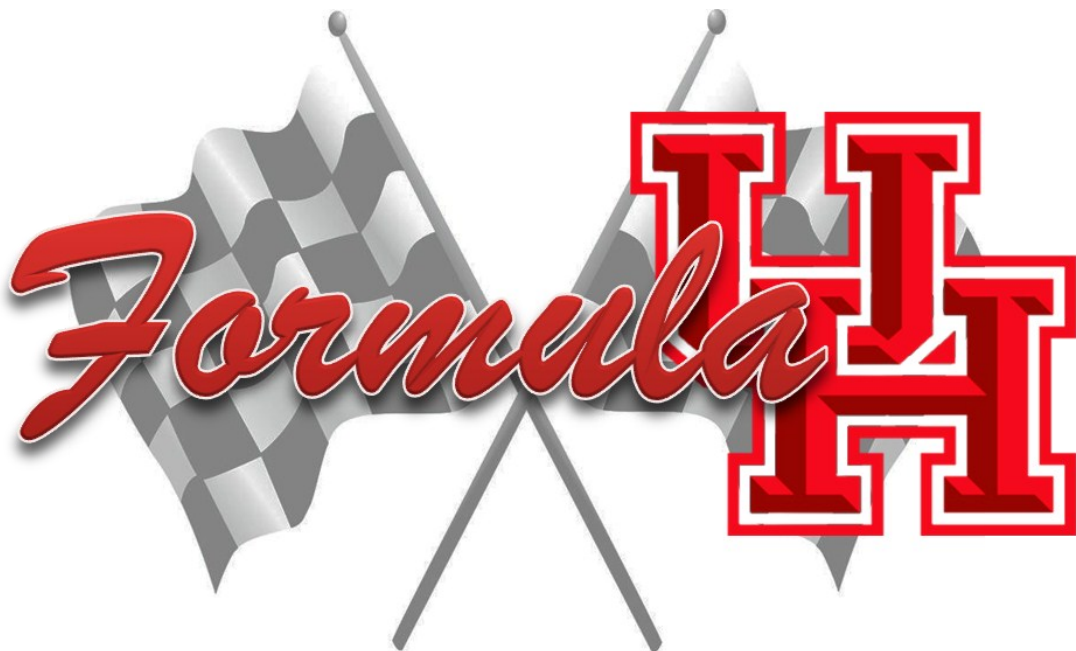
Engineer an intake manifold allowing the engine to yield 60 whp



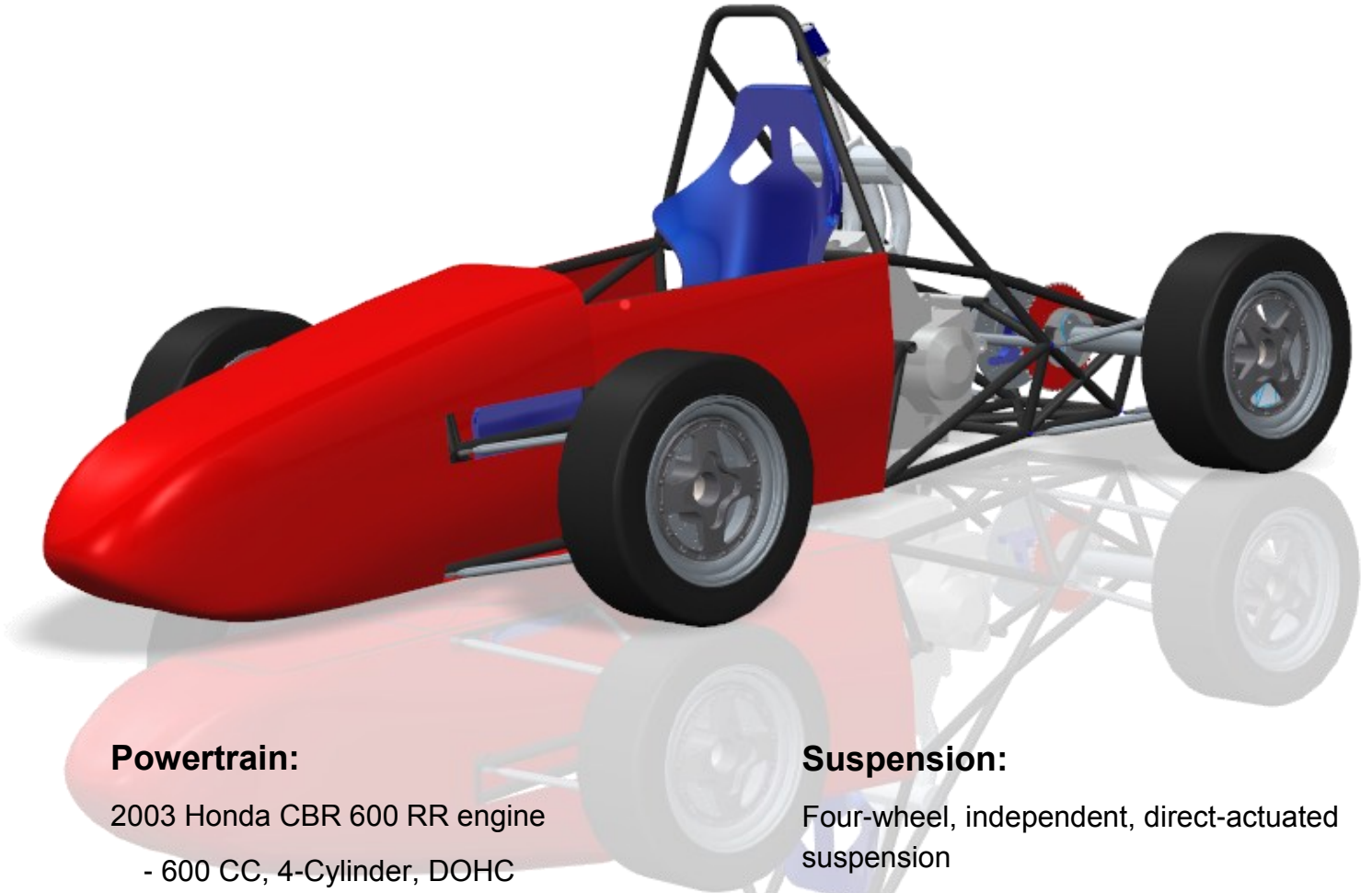
Design and fabricate a four-wheel independent suspension system



Establish an on-going Formula SAE club at the University of Houston



The 2013 Car



Powertrain:

2003 Honda CBR 600 RR engine
- 600 CC, 4-Cylinder, DOHC
Chain-driven VFR Cush-Drive
Power Commander Programmable ECU

Frame:

AISI 1020 DOM tubular spaceframe
Torsional Rigidity, $K = 1482.7 \text{ lb-ft/deg}$
Weighs 84-lb

Suspension:

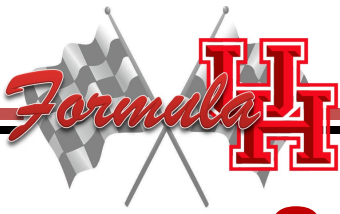
Four-wheel, independent, direct-actuated suspension
Unequal length, non-parallel A-arms
Risse Racing Jupiter-5 dampers and springs, fully-adjustable

Wheels and Tires:

Keizer 13" aluminum wheels
Hoosier 20.5" tires—slicks and wets

The 2013 Car So Far





Sponsorship Program

Formula UH depends entirely on the generosity of companies and individuals in order to successfully complete the construction of their formula racecar. Without the support of companies and individuals, reaching competition is simply not possible.

Thank you for taking an interest in our program.

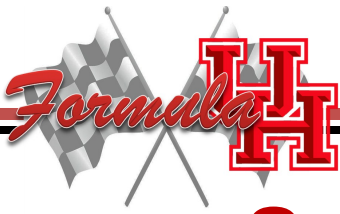
Sponsorship Packages

Platinum Sponsorship - \$4,000+

- The car will be named after the sponsor
- Car painted in your company color scheme (1 available)
- Large, centered logo on nosecone
- Car and team appearances at your company or company events
- Your company logo located on the sleeve, front, and back of team uniforms
- Complementary framed team photo
- Full page on team website for sponsor profile, logos, and photographs
- Company promotional videos included on team website and social media outlets
- Invitation to vehicle premier presentation
- Opportunity to display your company banner at team events

Gold Sponsorship - \$2,000+

- Medium logo on racecar nosecone
- Car and team appearances at your company or events
- Your company logo located on the back of team uniforms
- Complementary framed team photo
- Web recognition and company details and medium logo on our team website
- Invitation to vehicle premier presentation
- Opportunity to display your company banner at team event



Sponsorship Packages

Silver Sponsorship - \$1,000+

- Your company logo located on the back of team uniforms
- Small company logo on car
- Opportunity to display your company banner at team events
- Company logo and link on our team website
- Complementary framed team photo
- Invitation to vehicle premier presentation

Bronze Sponsorship - Under \$1,000

- Small company logo on car
- Company logo and link on our team website
- Complementary team photo
- Invitation to vehicle premier presentation

Sponsorship packages are negotiable. If none of the packages suit your needs, or if you'd like to amend them, please let us know. We'll do what we can to meet your needs.

Donations From Individuals

For those who are not acting on behalf of their company, we are happy to discuss alternative sponsorship awards.

Want to make your donation grow without actually giving more? Your company may match or even double your charitable donation. Check if your company matches on [the UH database](#). Contact your HR department to get a gift matching form.

If you would like to donate to Team Formula UH, contact

Alex Jeffreys
Team Leader,
Formula UH
832-462-3703

Kimberly Jordan
Development Assistant,
College of Technology
713-743-5859
kkjordan@central.uh.edu

Sponsors



TRAIL TECH

Alumni Donors

Adam Frank, Class of 2013, FMC Technologies

Quan Ta, Class of 2013, University of Houston