

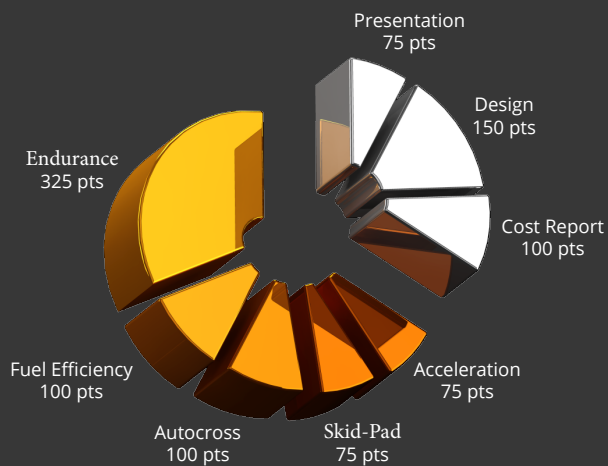


2016 SPONSORSHIP PROSPECTUS



FORMULA SAE

Formula SAE is an international engineering design competition that challenges university students to manage a project as a team. Teams are to assume that they work for a firm that is designing, fabricating, testing and demonstrating a prototype vehicle for the non-professional weekend competition market. The vehicle is to be a small, open wheel, Formula style race car which should have very high performance figures in terms of acceleration, braking and handling. Additional design factors such as aesthetics, cost and reliability must also be considered as the prototype is marketed to a panel of potential investors.



Teams attend one (or more) of the 13 annual Formula SAE competitions around the world to have their prototype evaluated against other competing designs to determine the best overall vehicle. Vehicles are judged out of 1000 points in both static and dynamic events.

NU Racing is the University of Newcastle's Formula SAE team. We are a self-managed team of undergraduate and postgraduate students in a number of disciplines including Engineering, Computer Science, Construction Management, Business, Law, Design, Communication and IT.



VALUE PROPOSITION

Sponsorship of a Formula SAE Team provides brand exposure to a focused and valuable demographic that is not typically available through sports advertising. The academics, volunteers, judges and industry representatives involved in the FSAE competition all have a vested interest in the engineering industry reaching beyond the automotive sector. We at NU Racing attend numerous social and promotional events throughout the Hunter, Central Coast and Sydney regions at race tracks and events, car meets and car shows, as well as at local schools and in annual events such as the Newcastle and Lake Macquarie Career & Trade Expo and National Science Week.



"The skills learnt through Formula SAE-A are invaluable - not only the technical but the leadership and communication skills which ultimately make for better employees. The opportunities to students through Formula SAE-A cannot be reproduced in a lecture theatre."

- Prof. Harry Watson, Former SAE-A President

Students in the NU Racing team are presented with a unique opportunity to gain real world skills and perspective not otherwise offered in a degree program. Through their participation in the SAE-A competition, our team members gain valuable experience, graduating with both the theoretical and practical knowledge allowing them to be more effective employees.

Through their interactions with the team, our sponsors are given the opportunity to identify and mentor talented high achievers for future employment within your organisation. The relationship formed through NU Racing has enabled the employment of several past and current students with our sponsors.



2016 BUDGET

The University of Newcastle sponsor a portion of our funding on a year by year basis to ensure we are able to cover the cost of entry and field a car for the event. However, in order to develop a more competitive team and vehicle, we require additional financial and in-kind sponsorship from businesses and individuals willing to offer their help.

Design & Manufacturing	Workstation Computer	Competition & Logistics	Electric Vehicle Components
Development of a full aerodynamic package and cooling system, retrofitting of 2015 chassis, restoration of 2014 car for driver training, consumable parts such as tyres and brake components	High performance workstation capable of advanced simulation and CFD analysis	Competition fee, transport costs, team uniform, promotional posters & displays, office supplies	Motors, motor controllers, batteries and connectors for use in the development of an electric vehicle in 2017
\$6,300	\$4,200	\$7,000	\$21,000
		Total:	\$38,500

For the 2016 competition, we plan to field a full aerodynamics package (front and rear aerofoils, undertray diffuser, side pods and optimised bodywork) which will involve significant modification to the chassis constructed in 2015. It will require the use of one or more high performance workstation computers to perform the intensive computer modelling and simulations necessary in designing an efficient aerodynamics package. In addition to this and other improvements to the 2015 vehicle, we require funding to cover the entry fee to the FSAE-A competition, transport and logistics costs, promotional material including team uniforms, and many consumable products and office supplies.

The team also plans to undergo development of an electric vehicle powertrain during the 2016 year in preparation to construct a fully electrically powered vehicle for the 2017 competition.



SPONSORSHIP PACKAGES

NU Racing appreciates the generous contributions our sponsors make to our team, and offers a tiered system of rewards for our benefactors. Sponsorship tiers are subject to flexibility, and alternative arrangements are available upon request. Provision of 'in kind' support, such as goods, discounts or services, are credited to the value of an invoice provided by your business.

	Diamond above \$10,000	Platinum up to \$10,000	Gold up to \$5,000	Silver up to \$2,500	Bronze \$500 to \$1,000
Invitation to Workshop to meet the team	✓	✓	✓	✓	✓
Thankyou letter signed by team leaders	✓	✓	✓	✓	✓
Updates on team progress via social media	✓	✓	✓	✓	✓
Invitation to Design Review & Vehicle Launch events	✓	✓	✓	✓	✓
Signage on website, promotional banners & videos	✓	✓	✓	✓	✓
Signage on 2016 Vehicle	Premium	Huge	Large	Medium	Small
Social Media Advertisement	5 Posts	4 Posts	3 Posts	2 Posts	1 Post
Driver training session on Oculus™ simulator	5 Participants	3 Participants	2 Participants	1 Participant	
Framed canvas print ⁺	Large	Medium	Small		
Visit to sponsor workplace with car [*]	✓	✓	✓		
Availability for your promotional media [*]	✓	✓			
Face-to-face sponsorship updates [*]	✓	✓			
Framed and signed 2016 team shirt ⁺	✓				
Exclusive signage on rear wing	✓				

* Available within a 200km radius of the University of Newcastle

⁺ Available nationally

As an alternative to sponsorship, we accept monetary donations. All monetary donations are processed through the Alumni and Philanthropy Office at the University of Newcastle and as such anything over \$2.00 is tax deductible. Donations must be accepted without reciprocity – that is, in the case of a monetary contribution either a sponsorship reward package OR a tax deduction is available.



A LETTER FROM OUR SPONSORSHIP MANAGER

Dear Readers,

It's a new year and we've got big plans! After a fantastic effort at the competition in 2015, with an improvement recorded in almost every aspect of the competition, we have seen our best performance to date. With another year of knowledge and experience behind us, we are now set to forge into new territory and continue breaking records. In addition to updating our 2015 vehicle with a number of major improvements for the 2016 competition, we are also beginning design of our first electric vehicle for the 2017 competition.

NU Racing's participation in the FSAE-A competition is made possible through the generous contributions of our sponsors. Your time, expertise, and financial support is truly appreciated by all of us at NU Racing, allowing our team members to take part in the challenging yet highly rewarding experience of designing and building a race car. I've seen my teammates achieve incredible things here in the workshop and I am excited to follow our graduates as they progress further into their chosen careers.

It is incredibly rewarding to be able to work with members of the community and our sponsors to accomplish our goals. The experiences and learning opportunities are invaluable and every one of my fellow students takes something with them from our time together. I look forward to having you join us on our journey in 2016.

Yours Sincerely,



Jarrad Macey
Sponsorship Manager

CONTACT US



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NU Racing FSAE

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OUR 2015 SPONSORS



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