

SPONSORSHIP

PACKAGE

2023/24





ABOUT FORMULA SAE

18 EVENTS WORLDWIDE

Formula SAE and Formula Student competitions take place around the globe.

500 INTERNATIONAL RACE TEAMS

Hundreds of universities, from all over the world, gather to present their design of an open-wheeled formula-style racecar and race in a winner takes all battle.

1500 DEDICATED UNIVERSITY STUDENTS

Students from every discipline band together to represent their university on the race track. These young minds utilize the academic knowledge acquired in class and apply it to practical use. They gain experience and new, hands-on knowledge by tackling obstacles that arise in their cars.

THE EVENTS

STATIC: Team processes & knowledge are evaluated in presentations

COST REPORT

Vehicle components and BOM are evaluated on a cost basis



ENGINEERING DESIGN

Design choices & engineering processes are evaluated by industry professionals

BUSINESS PRESENTATION

Mock presentation to investors



DYNAMIC: On-track events evaluating vehicle performance

SKIDPAD

Evaluates cornering ability on a constant radius turn



ACCELERATION

Timed over a 75m length to assess performance

AUTOCROSS

Challenges the handling of the car on a tight track



ENDURANCE

22km race against other cars, testing reliability



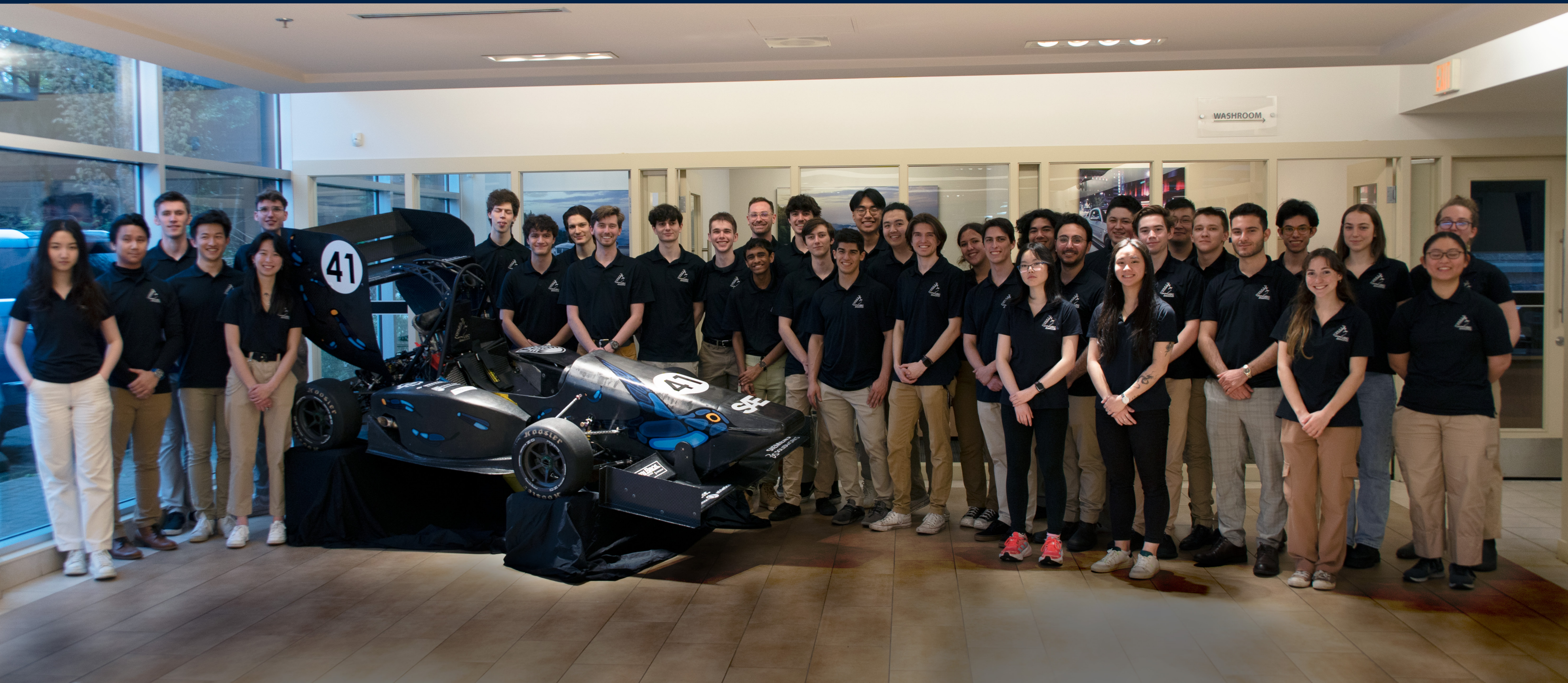
EFFICIENCY

Assesses fuel economy during endurance

THE TEAM

Every individual has the potential to change the outcome of a race, but championships are won by the strongest team. Formula UBC, at its core, is a group of talented university students. This collective of creative, versatile young professionals is joined by all individuals who generously donate their time, resources, and support into making this dream a reality.

Coming from multiple faculties and engineering departments, these individuals come together to fulfill one common goal: to utilize our skills in developing an open-wheel race car to compete against other teams from around the world. This objective is coupled with our commitment to achieving a well-rounded educational experience and striving to become the next generation of leading experts in their fields.



THE RACECAR

DESIGNING A RACECAR

Our design process is an ongoing cycle, combining all previous successes and accomplishments into a cohesive basis for next year's group. Our passionate students and sponsors from over the years have all contributed to the car that you see today.

ENGINEERING ANALYSIS & REVIEW

Computer Aided Design software is used to perform analyses and simulations in:

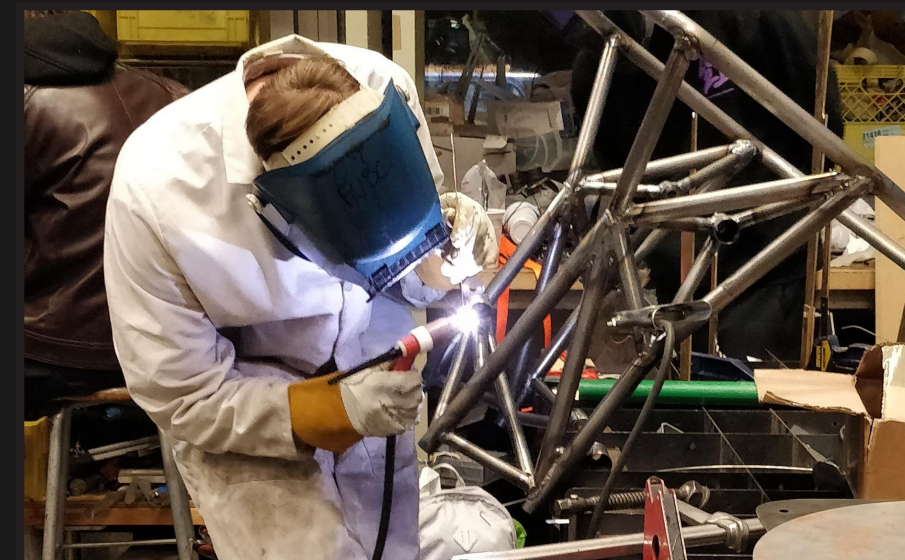
- Computational Fluid Dynamics
- Finite Element Analysis
- Engine Performance and Cooling
- Vehicle Dynamics and Suspension Performance



CNC MACHINED SPROCKET



CARBON FIBER STEERING WHEEL



IN-HOUSE CHASSIS WELDING

MANUFACTURING & ASSEMBLY

All of the parts are fabricated by UBC students in our team workshop and other University machine shops. Listed below are just a few of the processes we use:

- 3rd and 4th axis CNC Machining
- Composite Manufacturing
- TIG Welding
- Laser, Waterjet, 3D Printing



VEHICLE TESTING

Testing is integrated into each stage of our design cycle, happening at a manufacturing process, single component and vehicle level. We utilise lab equipment, a vehicle dyno, & track days to gather data & close the loop on our engineering design decisions.

ABOUT OUR BUDGET

When contributing to Formula UBC, you can rest assured that your donation will be used responsibly to achieve maximum project impact. All funding passes through UBC's financial controls to guarantee proper management. Within our team, each sub-team must provide justification for their proposed budgets, which are approved by the Team Captains & the Treasurer. These are also reviewed by the entire team to further our culture of accountability. This ensures a fair distribution of funds to the various subsystems, which are all managed in detailed ledgers. We apply the same attention to detail to both our financial management and our engineering design, ensuring our cars perform on track year after year.

TOTAL COST

\$50,830



\$ 9,375

OPERATIONS



\$ 2,875

AERODYNAMICS



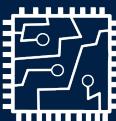
\$ 11,960

FRAME & BODY



\$ 2,700

BRAKES & COCKPIT



\$ 1,955

ELECTRICAL & TELEMETRICS



\$ 12,190

POWERTRAIN



\$ 1,725

ADVANCED MATERIALS & MANUFACTURING



\$ 8,050

SUSPENSION

SPONSOR BENEFITS

Apart from the promotional perks listed below, all sponsors are invited to team networking events, university promotional events, and the vehicle unveiling. We do our best to accommodate special requests, so please do not hesitate to contact us with your ideas. We would love to work with you. The tiers below apply to both cash and in-kind support.

50+ PROSPECTIVE EMPLOYEES




















Young professionals from our team seek to work with sponsors to gain industry knowledge first hand. This creates a great opportunity for internships and co-ops.

3+ PROMOTIONAL EVENTS

We promote our sponsors at public events such as our Vehicle Unveiling, UBC Engineering Events, Community AutoX Events, and more!

5000+ SOCIAL MEDIA FOLLOWERS

We are excited to spotlight your contributions to our team on our social media channels, connecting your organisation to our followers & the UBC community.

	WEBSITE LOGO DISPLAY	TEAM APPAREL LOGO DISPLAY	SOCIAL MEDIA POST AND STORY	SOCIAL MEDIA VIDEO	RACECAR LOGO SIZE
TITLE CONTACT US					LIVERY THEME
PLATINUM >\$5,000					50 IN ²
GOLD >\$2,000					40 IN ²
SILVER >\$1,000					30 IN ²
BRONZE >\$500					20 IN ²



TO OUR SPONSORS

Formula UBC is able to compete each year thanks to the support of our sponsors. The relationships that we have built in our local community as well as the local FSAE community are what has allowed our team to build a 30+ year legacy at UBC. We would like to extend our gratitude to our existing partners and hope to welcome you to this community as well.

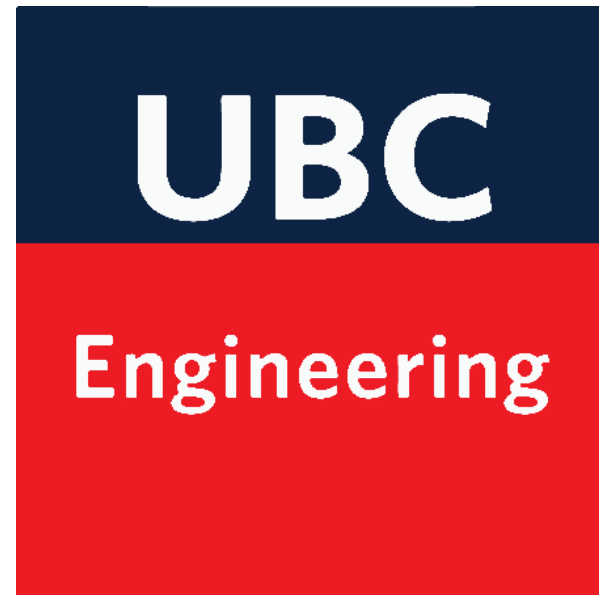
In our 2022-23 season, we produced our first monocoque chassis, marking a significant advancement in our team's composites engineering capacities. For 2023-24, we will refine our design and our manufacturing processes to produce a second monocoque vehicle that harnesses last year's performance upgrades and prioritises reliability, preparing us for our most successful competition season yet. The support of our sponsors has been instrumental in getting our team to where we are now, and will continue to be essential as we push ourselves further this year.

In the past 30 years, Formula UBC has grown from a club of less than 10 people, to a team of 70+ dedicated students. Supporting our team is supporting the future of engineers who will pave the way for new technologies, systems, and solutions to problems that the future has yet to reveal.

All sponsors are greatly appreciated as equal members of the Formula UBC community. Each sponsorship is unique and this diversity is the backbone of the Formula UBC team. Without your support, we would not be able to compete year after year. UBC prides itself on being a leading university globally and this principle is something the team takes with us into every competition.

OUR 2022/23 SUPPORTERS

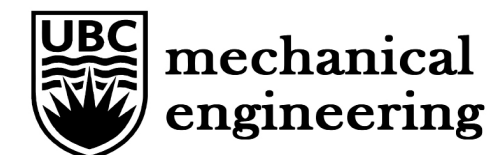
PLATINUM



GOLD



SILVER



BRONZE





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