



Gator Motorsports

Information Brochure



Sponsor Benefits

- All financial, product and service donations are tax deductible
- Private donations may qualify for matching funds from employers
- University of Florida's finest engineering students receive direct and practical exposure to your company, products and support
- Companies have recruitment selection from the University of Florida's most experienced and enthusiastic students
- Sponsors receive international exposure from logos and advertisements placed on the formula car bodies, sponsorship boards, apparel and www.gatormotorsports.com
- Sponsors receive national and local media exposure including The Independent Florida Alligator and The Gainesville Sun, among others
- Sponsors can request the team and formula car's presence for special events
- An open invitation to speak at our monthly meetings and hold info sessions in our facilities



Formula

Society of Automotive Engineers

2010-2011

The Program.

Since the founding of the Society of Automotive Engineers (SAE) in 1905, the society has been dedicated to the development of self-propelled machinery. Part of this commitment to the future includes a responsibility to ensure the next generation of engineers. Therefore, SAE hosts the largest annual collegiate engineering competitions in the world.

The University of Florida SAE chapter was founded in 1989. The chapter currently has more than forty active students who spend the entire school year dedicated to the goal of engineering and presenting competitive vehicles for annual international competition.

Formula Competition.

Each year students from over 400 international universities design and build open wheel, formula style race cars to compete in Formula SAE. Students assume that they have been contracted by a manufacturing firm to produce a prototype vehicle intended for sale to the nonprofessional weekend

autocross racer.

These cars must be high performance vehicles while remaining reliable, economical, and maintainable. Students are given a strict set of safety restrictions to follow but have free reign over the rest of the design and construction; This makes Formula SAE very similar to the real life design process.

The competition is judged by industry representatives who focus on the car's design and performance through both static and dynamic events. Judged events include engineering design, business plan, vehicle manufacturing cost, autocross, endurance, skidpad, and acceleration.

Student Benefits.

Gator Motorsports, the University of Florida SAE chapter, provides students with an opportunity to go beyond the textbook with real life design projects. Here, they gain valuable experience in managing, machining, designing and fabricating. UF SAE equips students with essential skills for working in industry today: team work, communication, time management, experience

designing for manufacturability and project management.

Students engineer and then fabricate 90% of the all parts that will be utilized on the vehicle. The University of Florida is one of the only universities that is able to achieve such a large percentage of in-house manufacturing, which further reinforces practical design and real-world manufacturing experience.

The projects require interdisciplinary team work and cohesion, as seen in real business environments. This team is comprised of engineering, journalism, mass communications and business majors who all work together to present a world class car at competition.

There are few student groups which teach such a wide range of abilities that are so necessary for success in the industry. Working in a dedicated team under real budget and time constraints to produce a tangible and competitive vehicle yields well-rounded students who are eager and ready to bring innovation into the corporate engineering world.

Community Benefits.

Gator Motorsports also reaches out to the university and community.

The team is present at virtually every student fair and extracurricular event. Our booth is consistently one of the largest and most popular because there is no better way to exemplify engineering than a completed race car.



UFSAE Honorary Member Up to \$249

1. Ad on www.gatormotorsports.com with link to your homepage
2. Semesterly sponsor newsletter

UFSAE Preferred Sponsor \$250 - \$499

1. Team photo and Appreciation Letter
2. Website Ad with link to your homepage
3. Semesterly sponsor newsletter

UFSAE Bronze Sponsor \$500 - \$999

1. Vinyl logo on side pod
2. Team photo plaque
3. Website Ad with link to your homepage
5. Semesterly sponsor newsletter

UFSAE Silver Sponsor \$1,000 - \$2,499

1. Test drive formula car
2. Vinyl logo on side pod
3. Team photo plaque
5. Website Ad with link to your homepage

Sponsor Levels

Become part of the team!



6. Semesterly sponsor newsletter

UFSAE Gold Sponsor \$2,500 to \$9,999

1. Test drive formula car
2. Vinyl logo featured prominently on side pod
3. Team photo plaque
5. Website Ad with link to your homepage
6. Semesterly sponsor newsletter

UFSAE Platinum Sponsor Above \$10,000

1. Test drive formula car
2. Vinyl logo on nose
3. Team photo plaque
5. Website Ad with link to your homepage
6. Semesterly sponsor newsletter

Material Sponsor

Gator Motorsports will gladly accept your material contribution. We can use resources such as travel accommodations, engine fluids, tires, engines, team attire, vehicle rentals, printing services, etc.

In addition, Gator Motorsports partners with local middle schools to allow students to visit our research facilities. With the help of SAE Foundation's A World in Motion Program, small scale hands-on experiments are conducted to show the students the exciting possibilities of engineering. During these programs the "fun" in "fundamentals of engineering" are stressed in class room sessions, tours of campus facilities, and hands on design activities aimed at the student's age groups.

Budget and Sponsorship.

Because this is a student-run organization, Gator Motorsports relies on private and corporate sponsorship to fund the design and production of the cars. This means that the team must raise approximately \$40,000 over the course of the year in order to complete the projects and remain at a high level of competitiveness.

Sponsorship allows you to become affiliated with SAE, an internationally known engineering association, while advancing the education and professional development of the top students at UF. A small investment in our program leads to large benefits for both students and future employers;

students will enter the engineering world with real experience to begin working in top-tier engineering positions.

For more information on how you can support the program visit our website or contact our executive board via the address on back.





If you have questions about sponsorship, or would like more information about the team, please contact:

Neil Mason
VP of Investor Relations, UFSAE
vp_sponsorship@gatormotorsports.com
(386) 316-60295179

or visit www.gatormotorsports.com