

# FORMULA ELECTRIC 2020-2021 sponsorship package

CONCORDIA



FORMULA  
RACING



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**SAE**

# ABOUT CONCORDIA FORMULA ELECTRIC

The Concordia Formula Electric team is apart of the Concordia FSAE comprised of ambitious undergraduate students. We are looking to take on the challenge of creating and racing fully electric vehicles, a first in the history of Concordia University.

The team brings together students of diverse backgrounds, from different engineering disciplines including mechanical, electrical and software, and leverages skills and experience from various student-run organizations. It currently includes 25 (and growing!) members eager to work on sustainable transport for a greener future and always ready to reach new heights.

Concordia Formula Electric expects to participate in SAE Formula North this upcoming summer, which covers aspects of engineering and business alike including design, marketing, cost and performance of the vehicle. We are working hard to proudly represent Concordia University.

## WHY SPONSOR US ?

While our team and project are partially funded by Concordia University, the majority of our finances is raised through sponsorship and fundraising. We depend heavily on the generosity of our sponsors to finance our project and allow us to participate in competitions.



By sponsoring Concordia Electric Formula, you will help promote learning and growth, furthering student initiative and innovation, and encouraging creativity and passion. This interdisciplinary project gives Concordia students unforgettable experiences and the possibility of being part of an ambitious and passionate team.



This includes logo placement on our vehicles, apparel and promotional material, as well as promotions through our website, during events and on social media. With your help and support, we are confident that our team will be able to achieve our goals and make you proud to be a part of it.

## MESSAGE FROM THE DEAN

On behalf of Concordia University's Faculty of Engineering and Computer Science, it is an honor to endorse this new team of dedicated students. I would like to thank you for your early interest in Concordia Formula Electric and sincerely hope that you will be part of our story.

This project demands a lot from our students, especially those in the early stages of their degree. With your support, our students have the potential to reach their goals, gain hands-on experience, and go beyond the classroom. By investing in tomorrow's engineers you help to build our future. -

Dr. Amir Asif Dean, Faculty of Engineering and Computer Science

# SPONSORSHIP LEVELS

We offer many forms of visibility and promotion to our industry partners. Our sponsors benefit from a bright audience: engineering students and faculty, both at Concordia and at many other universities who we meet at our competitions across North America. Our sponsors also benefit from promotion on the Concordia SAE websites and mentions on social media and on printed promotional material, from competition apparel to banners.

SPONSORSHIP LEVELS	LOGO SIZE ON TEAM VEHICLE	LOGO IN MEDIA PUBLICATIONS	LOGO ON TEAM MERCHANDISE	WEBSITE
Platinum \$5,000+	Extra Large	Extra Large	✓	Logo and link
Gold \$3,001-5,000	Large	Large		Logo and link
Silver \$1,501-3,000	Medium	Medium		Logo and link
Bronze \$500-1,500	Small	Small		Logo and link
Sponsor <\$500	Text	Text		Text and link

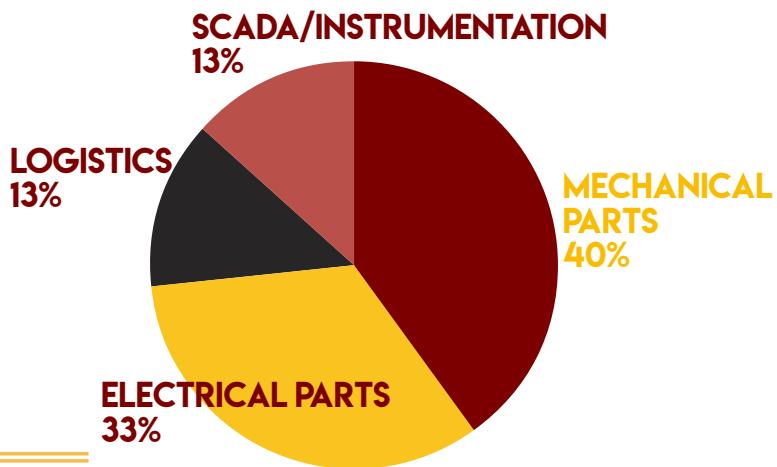
\* Logos sized proportionally with respect to both sponsorship level and number of sponsors

\* Duration of sponsorship agreement is one year: August to August.

\* Listed monetary quantities can be either in-kind or cash

## BUDGET

The team's funds are divided into four categories as depicted below. The bulk of the budget is attributed to forecasted materials and equipment required to build the vehicle. These numbers are currently ballpark figures and may fluctuate depending on in-kind donations and discounts



The team's main expenses are building materials, competition expenses and travel. We put emphasis on tools and materials as we consider them a long term investment both for the team and the sponsors. The team gets to accomplish tasks more efficiently with quality tools and the sponsor gets their equipment promoted via word to mouth, team exposure and via social media. As for the competition, we have registration fees, and team apparel with all the sponsors' logos on it. Finally, to avoid charging its members for participation, the team pays for the gas, hotels, and vehicle rentals during the competition in the United States.



## COMBUSTION VEHICLE

Concordia Formula Racing also produces a combustion vehicle since 2009. This year, CFR is hoping to implement the best designs of the combustion car to the electric, as the combustion vehicle has been improved over more than a decade now.

Sponsoring both cars is possible, and advantageous as nearly double the exposure is attained. The following table details the latter agreement.

SPONSORSHIP LEVELS	LOGO SIZE ON TEAM VEHICLE	LOGO IN MEDIA PUBLICATIONS	LOGO ON TEAM MERCHANDISE	WEBSITE
Platinum \$6250+	Extra Large	Extra Large	✓	Logo and link
Gold \$3,750-6,250	Large	Large	✓	Logo and link
Silver \$1,875-3,750	Medium	Medium		Logo and link
Bronze \$750-1,875	Small	Small		Logo and link
Sponsor <\$750	Text	Text		Text and link

Sponsorship levels may be customized per a sponsor's specific needs. Donations are also equally welcome, for which tax receipts can be issued. Donations differ in that donors do not receive any marketing advantage.

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