



CONCORDIA SAE 2021-2022 SPONSORSHIP PACKAGE



ABOUT CONCORDIA SAE

Concordia SAE is an engineering student society at Concordia University, in Montreal, Canada, that is a chapter of SAE International. As a world-renowned engineering organization, SAE International hosts the Collegiate Design Series for students. These competitions challenge students to design and manufacture various prototype vehicles. It is a platform for students to apply classroom knowledge to real-life situations.

The experience is challenging but very rewarding, since it allows students to gain both technical and soft skills. Our society is entirely run by students, allowing our members to gain experience in research, design, testing, proper documentation practices, planning, time management, and teamwork. Our team is very much geared towards hard work, determination and a passion for learning and collaborating with others towards a common goal.

While our society receives a portion of our funding from the University, a substantial amount must come through sponsorships. We depend heavily on the generosity of companies like yourself to support our projects, either financially or in-kind, in order to maintain the continued operation of our society.

By sponsoring Concordia SAE, your company will gain exposure both in our society and beyond. We run stories on our sponsors' products through various social media pages, put up banners and stickers in our workshops, and finally, add logos to both on our competition vehicles and apparel.



MESSAGE FROM THE PRESIDENT

I'm Sev, the President of Concordia SAE for the upcoming year. This is my 3rd year as an active member in the society: I first started off as a member of the systems and propulsions team and then went on to become VP IT for the society the following year. As time went on, I wanted to get more involved in the society, which ultimately led me to become the president.

The society is a place for students in engineering to apply the knowledge they have acquired in classrooms in an experimental environment, or simply work on projects they desire, with no financial risk to themselves. Its main objective is to teach and promote good engineering practices across the board and, as such, produce more experienced engineers. Being part of an SAE team is akin to being part of a family: it allows students to grow, meet new people with different backgrounds and develop their technical skills.

The participation in international competitions in the United States makes all those sleepless nights and sacrifices worth it, as the students get to see their work pay off and all the different segments of a project come together as one. I look forward to seeing what our members will come up with this year!

- Sevag Kaspar, President of Concordia SAE



ABOUT OUR TEAMS



Aero Connect

Aeroconnect is the newest division in SAE Concordia. Our mission is to conceptualize the future of UAVs' and emerging technologies by participating in international challenges. This year's challenge is designing an 'urban air mobility mass transportation system', that is autonomous. This system has a lot of specifications, but overall it will be used to transport 3000 to 5000 people around a park like Disneyland. This project is completely conceptual so it heavily relies on research and simulations. The project will be judged next march at the Aerotech conference, Orlando, Florida by aerospace and entertainment industry stakeholders.

AeroDesign

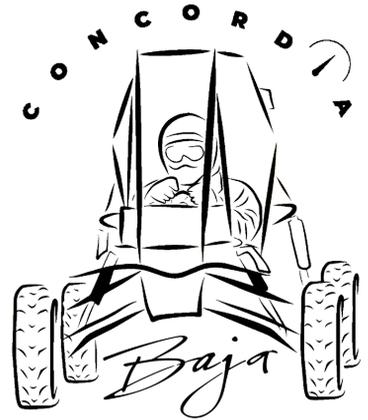


The competition challenges teams to design and build radio-controlled aircraft, one is a passenger plane that carries both high-density cargo and dozens of low-density tennis balls, another is a tightly packed heavy lift plane. Power is regulated and teams need to develop strong yet lightweight and efficient airplanes.

Baja



The Baja competitions provide the opportunity for students to model an off-road vehicle capable of being driven in all types of terrain. Our team needs to build the car's frame, suspensions, and drivetrain systems so that they can be tested almost until they are destroyed.



Formula



The competition is very similar to the International Formula 1 competitions. It is comprised of 5 dynamic events: Acceleration, Skid Pad, Auto-cross, Efficiency, and Endurance, as well as a design presentation during which the team explains their design process and decisions.



As of the 2020-2021 season, Concordia Formula Racing will be producing two racecars. One of which will be gasoline powered, and the other will be electrically powered. This merger will allow the previously separate teams to share designs and ideas for the common sub-system, such as brakes and suspension.



SPONSORSHIP LEVELS

We offer many forms of visibility and promotion to our industry partners. Our sponsors benefit from a diverse 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 as well as mentions on our social media and on printed promotional material, from competition apparel to banners.

- For the duration of one year: September–September.
- Logos sized proportionally as per number of sponsors and their respective levels.

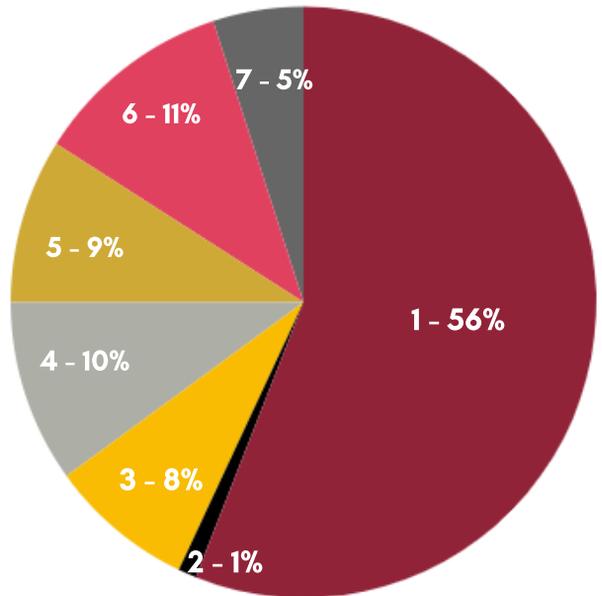
Sponsorship Levels	Logo size on website & banner	Logo size on vehicle / t-shirts	Social media publication
Platinum \$7,500+	Extra Large	Large, most visible	✓
Gold \$5,000–7,500	Large	Large	✓
Silver \$3,000–5,000	Medium	Medium	✓
Bronze \$750–3,000	Small	Small	✓
Sponsor <\$750		Text	✓





BUDGET

1. Competition
2. Administration
3. Marketing
4. Safety & Facilities
5. Fleet Vehicles
6. Manufacturing
7. Social



Concordia SAE hosts events and crash tutorials on many different vehicle related topics. We have and maintain our own office space, design computer lab, machine shop and society vehicles. Our funding goals for 2020-2021 are extensive and well defined. Because of sanitary restrictions, we have limited access to the resources at school. Therefore this year more than ever before we count on outside resources to accomplish our goals.



CONCORDIA SAE

2021-2022

MAIL

Concordia SAE
c/o Mechanical Engineering Dept.
1455 de Maisonneuve Ouest Montréal,
Québec Canada H3G 1M8

SHIPPING

Concordia SAE
2100 Rue Bishop H-022
Montreal, Quebec
Canada H3G 2E9

CONTACT

Email	sponsorship@concordiasae.ca
Web	https://www.concordiasae.ca
Tel (Office)	514.848.2424 ext 7530
Tel (Shop)	514.848.2424 ext 2865



@concordiasae_racing



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