



FORMULA SAE-A

9TH - 12TH DECEMBER 2010



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PARTNERSHIP PACKAGE
2010

Introducing Formula SAE-A

Formula SAE-A is a competition for Engineering students which was originally conceived in the US over twenty years ago with the aim of developing the technical and business skills of young engineers with an interest in the automotive industry. The concept has since subsequently been introduced into Australia, Brazil, Germany, Italy, Japan and the UK with the first Australian event being run in Melbourne in 2000.

The Australian competition is open to all Universities with Mechanical Engineering faculties both within Australia and overseas. In December 2009 the 4 day event was held at the Victoria University Industrial Skills Centre in Werribee attracting entrants from the following Universities:

Australian Entrants

Curtin University of Technology	Edith Cowan University	Monash University
Queensland University of Technology	RMIT University	Swinburne University of Technology
University of Adelaide	University of Melbourne	University of New South Wales
University of Newcastle	University of Queensland	University of South Australia
University of Sydney	University of Technology Sydney	University of Western Australia
University of Wollongong	UNSW @ ADFA	

International Entrants

Iran University of Science and Technology, Arak Branch, Iran
 King Mongkut's Institute of Technology Ladkrabang, Thailand
 PEC University of Technology, India
 Tokyo Denki University, Japan
 University of Auckland, New Zealand
 University of Waikato, New Zealand
 VNR Vignana Jyothi Institute of Engineering & Technology, India

The Formula SAE-A Competition

The Formula SAE-A competition requires that participating SAE-A student members currently completing an Automotive or Mechanical Engineering or Business degree conceive, design, fabricate and compete with a small drivable formula style race car. Creativity and imagination is challenged by virtue of adherence to set restrictions for the frame and engine specifications for all entrants.

Each car must be built as a team effort by young engineers from within the competing University over a twelve month period culminating in the finished vehicle being delivered to the annual event and then subjected to rigorous judging against competing vehicles from Universities all around Australia and indeed from around the world. The end result is a great real world experience for young engineers having worked on a meaningful engineering project as well as the invaluable experience of having to work collaboratively within a team over a twelve month period.

The competition also requires that the students assume that a manufacturing firm has engaged their services to produce a proto type car for under \$50,000 for evaluation as a potential production unit. The targeted sales market is defined as the non professional weekend auto cross racer which means that vehicle handling, power, acceleration, durability, aesthetics and affordability must align with the needs of this market. If accepted, the students are to believe that the commissioning manufacturer will set up a limited production run facility aimed at producing 4 cars per day.

All vehicles entered are judged by a skilled panel of automotive engineers from within the ranks of our supporting consortium of Australian based automotive manufacturers i.e. Ford, Holden, Toyota and Mitsubishi as well as other key industry personnel

Each vehicle entrant is judged in the following areas:

- | | |
|---|--|
| <input type="checkbox"/> Vehicle Design | <input type="checkbox"/> Limited Production Cost Analysis |
| <input type="checkbox"/> Endurance on the Track | <input type="checkbox"/> Fuel Economy |
| <input type="checkbox"/> Fuel & Tilt Table | <input type="checkbox"/> Formal 10 Minute Project Presentation |
| <input type="checkbox"/> Skid Pan Performance | <input type="checkbox"/> Technical & Safety Integrity |
| <input type="checkbox"/> Vehicle Acceleration | <input type="checkbox"/> Autocross Performance |
| <input type="checkbox"/> Braking System Performance | <input type="checkbox"/> Vehicle Noise Levels |

In 2010 the event will be open to both conventional fueled vehicles as well as units calibrated to run and operate on Ethanol based fuel. An invitation will also be extended to Universities wishing to display any electric powered vehicles developed throughout 2010

2010 Formula SAE-A Partnership Packages

Formula SAE-A offers great exposure, not only for aspiring automotive engineers but also for the event partners.

In 2009 the event attracted the following potential for sponsor exposure:

- Approximately 550 students with direct team involvement over the 4 day event
- Over 150 event volunteers
- In excess of 1000 spectators
- Ongoing promotion throughout the vehicle development period during 2009
- Advertising within SAE-A Auto Engineer Magazine
- Vice President level attendance from Toyota and Holden with senior executives also in attendance from Ford and Mitsubishi at this event
- Post event press articles both within Australia and overseas
- Interviews and post coverage on Public Television Channel 31

Companies partnering with Formula SAE-A demonstrate their support of engineering design education in Australia and the need to ensure that an ongoing stream of young skilled engineers is attracted to working within the Australian automotive industry.

In 2010 partnering companies will once again have the opportunity to reach over 550 students from Universities all over Australia and the world, increasing the visibility of your organisation amongst students, faculty advisors and other corporate sponsors

Why is Formula SAE-A an important event for the Industry?

“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. This is evident in the high number of students achieving employment within the automotive industry, in positions with the Australian car manufacturers, Motorsports teams, overseas placements and even high tech industries not related to automotive. The opportunities to students through Formula SAE cannot be reproduced in a lecture theatre.”

Prof. Harry Watson, Past President, Society of Automotive Engineers, Australasia and Faculty Advisor, Melbourne University.

Available Partnership Packages

There are five partnership packages available which we commend to your company for consideration however, in addition to those listed we would also be pleased to tailor a package directly suited to your desired degree of support and available funding. If on the other hand, you would prefer more detail and require that we visit your company to discuss this opportunity further we would be pleased to accept that invitation at your convenience.

Package Benefit	Platinum \$22,000	Gold \$11,000	Silver \$5,500	Bronze \$2,750	Supplier In-Kind
Advertising space in event promotional material	√ Full Page	√ Half Page	√ Quarter Page		
Your Corporate Banners displayed at the event	√ 8	√ 5	√ 2	√ 1	√ 1
Link to your company's Web site directly from the SAE-A home page	√ 12 Months	√ 6 Months			
Posting of company Press Releases / Articles of interest on SAE-A Web site 'Breaking News' page	√ Ongoing	√ Ongoing	√ 12 Months	√ 6 Months	√ 6 Months
Advertising in SAE-A Auto Engineer Magazine	√ 1 Full Page through 2010	√ 1 Half Page through 2010	√ 1 x Quarter Page through 2010		
Your Company Decal on FSAE-A entrant Vehicles	√				
List of all participating Universities	√	√	√	√	√
Award Sponsorship Option	√	√			
Attendance at the Annual SAE-A Automotive Engineering Excellence Award night scheduled for August 2010	√ 2 Attendees				
Attendance at SAE-A conferences throughout 2010	√ To the value of \$500	√ To the value of \$250			

All packages are inclusive of GST



FSAE-A PARTNERSHIP ORDER FORM

I am interested in becoming a Formula SAE-A partner and would like an SAE-A representative to contact me

I would like to secure the following partnership opportunity

Please specify:

PLATINUM (\$22,000)

GOLD (\$11,000)

SILVER (\$5,500)

BRONZE (\$2,750)

SUPPLIER SPONSORSHIP (In Kind)

If you have marked Platinum or Gold please indicate three award preferences that would suit your organisation to directly sponsor

1. _____
2. _____
3. _____

Name: _____

Company: _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Phone: _____ Fax: _____

Email: _____

On receipt of this advice you will be contacted and sent an invoice

Please return to:

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