

**The Society of Automotive Engineers,
Australasia (SAE-A) Formula SAE-A**



Partnership Prospectus 2021

'Enhancing university education by bringing industry into the classroom'



**2021 Formula SAE-A 9 – 13 December 2021
Winton Motor Raceway – Rural City of Benalla, Victoria**

About Formula SAE-A

We can guarantee you've never seen anything quite like Formula SAE-A – a competition, where university students design, build and compete in their very own Formula-style open-wheeled racing car.

Formula SAE-A has been embraced by Universities since its 2000 inception and forms part of the 12-month curriculum program. Each December, thousands of students, volunteers and spectators get to experience around 35 university teams pitting their machines head-to-head in this educational program. And the secret's out. The event is now also attracting teams from the UK, Germany, India, Japan, New Zealand and USA.

The STEMs approach of applying rigorous academic concepts and pairing that with real-world experience, enables students to make the connection between education, community and the workplace.

Formula SAE-A graduates are in huge demand. Problem-solving and developing quick and cost-effective solutions on the go are what industry is seeking in the next-generation STEMs workforce.

Team members are headhunted for their unique skillsets in engineering, management, leadership, teamwork, marketing and finance, each honed to perfection in this real-life commercial project.

Through Formula SAE-A we are creating the next innovators, superstars and leaders of tomorrow's mobility and transport technologies sector. And by making the event known to every industry sector, we're introducing these young engineers to prospective employers who need team members that can 'hit the ground running' from day one of their careers.

We invite you to visit www.saea.com.au/formulasae for a short video of the event and see for yourself what it's all about.

Without the generous support from our corporate partners, this event would not be viable. There is a partnership level to suit everyone – Naming Rights, Platinum, Gold, Silver, Bronze, Industry Supporter and Friends of Formula.

We welcome your involvement and look forward to partnering with you on every single lap of this unique journey.

Adrian Feeney

Chairman and CEO

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Formula SAE-A 2021 - Investor Engagement Opportunities

	Naming Rights	Platinum	Gold	Silver	Bronze	Friend of Formula
Investment	\$50,000	\$35,000	\$25,000	\$15,000	\$10,000	\$5,000
Engagement						
Exclusive event naming rights sponsor - 3 year option	✓					
Company rep to provide official opening and closing address	✓	✓	✓			
One year Corporate Membership of SAE-A with full benefits	✓	✓				
Opportunity to provide on-site activation for your brand	✓	✓				
Trade booth package - 4 days	✓	✓	✓	✓	✓	✓
Careers Expo trade table package - Saturday evening	✓	✓	✓	✓	✓	✓
Access to student list - Post Event	✓	✓	✓	✓	✓	
On site catering for registered company volunteers	✓	✓	✓	✓	✓	✓
Multimedia and Digital Opportunities						
Feature article in VTE Magazine and on SAE-A website	✓	✓	✓	✓	✓	
Media interview at the event subject to media approval)	✓	✓				
Advertising on event live stream	✓	✓	✓	✓		
Advertisement in VTE Magazine	4 - Full	4 - Full	4 - Full	4 - Full	2 - Full	
VTE Advertorials	4	3	2	1	1	
“Company post on SAE-A social media channels - Facebook, LinkedIn, Instagram, Twitter, YouTube”	12	10	8	6	4	2
Visual Recognition						
Company logo placement on:						
Media releases	✓	✓	✓	✓	✓	✓
T-shirts, high-vis vests, wrist bands, volunteer shirts and hats (by negotiation)	✓	✓				
Naming rights on all winner trophies	✓					
Naming rights for one award category	✓	✓	✓	✓	✓	
SAE-A Member e-News	✓	✓	✓	✓	✓	✓
Decal on all competition vehicles - nose cone (space available for 4 sponsors only)	✓	✓	✓	✓		
Event signage	✓	✓	✓	✓	✓	✓
Official handbook and printed program	✓	✓	✓	✓	✓	✓
Event banners	✓	✓	✓	✓	✓	✓
SAE-A website	✓	✓	✓	✓	✓	✓
Opportunity to provide banners / signage / merchandise / team supplies	✓	✓	✓	✓	✓	✓
Visit to company by at least one local FSAE team for promotional purposes	✓	✓				

SAE-A Partnership
enquiries to:
Jill Johnson
0409 217 624



“When you’ve got a resume that shows you’ve participated in Formula SAE-A compared to someone that hasn’t, that’s what makes you stand out.” **Mitch Phillips – Past FSAE-A Team Member, current Design & Release Engineer, Ford Asia Pacific**

“It’s a real multi-faceted project that they’re working on and that develops exactly the sort of engineer that we want.”
Squadron Leader David Child – Aeronautical Engineer, Royal Australian Airforce

“For sponsors, Formula SAE-A is the best place for your investment as it provides a direct line into the best engineering students Australia has to offer.” **Mitch Phillips – Design & Release Engineer, Ford Asia Pacific**

“RACV has supported Formula SAE-A since it was first introduced to Australia in 2000. This 12 month university based educational program promotes STEM skills and provides practical ‘hands on’ experience which can greatly enhance the professional employment opportunities of participants both locally and internationally.” **Michael Case – Manager Vehicle Engineering, Public Policy & Corporate Affairs Department**

“The classroom is really good for learning the fundamentals, but it’s nothing like actually being involved in this sort of program.”

Alyssa Black – Mizzou Racing, University of Missouri

“As educators, we’re always looking for ways to give students a real, authentic experience of what they are going to see in the workforce, and Formula SAE-A provides that.”

Scott Wordley – Faculty Advisor, Monash University

“Mixing technical excellence with competition really hones the student’s skills and makes them ready for the workplace.”

Kevin Hayward – Lecturer, Edith Cowan University

“Formula SAE-A is the stand-out event for young engineers wanting to prove their abilities and work as a team. It’s a great event that brings talent, education, industry and volunteers together in a fun and exciting environment. And we’re proud to be part of it.” **Mounir Kiwan – Corporate Affairs, Bosch Australia**



■ **SAE – Australasia** PO Box 103 Werribee VIC 3030 SAE-A Administration Tel: **0403 267 166**
Email: formulasae@sae-a.com.au Website: www.saea.com.au/formula-sae-a

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Expression of interest

Our organisation is eager to support the Formula SAE-A Competition in 2021 and would like to register our interest in the following package:

(Please select)

Naming Rights Platinum Gold Silver Bronze Friend of Formula Other

Contact Name:

Mobile:

Company:

Email:

An SAE-A representative will contact you to discuss.

Adrian Feeney - 0432 689 114

Chairman and CEO

Email - info@sae-a.com.au

Events Manager

Melanie Webster - 0400 835 900

Email - events@sae-a.com.au

SAE-A Partnership enquiries

Jill Johnson - 0409 217 624

Email - jj@jilljohnsonmedia.com.au

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