



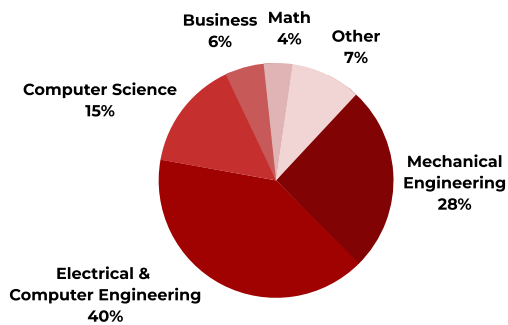
Sponsorship Information 2023-2024



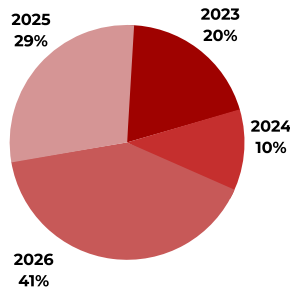
The Team

Carnegie Mellon Racing (CMR) is a student team of the Society of Automotive Engineers (SAE) and the **largest engineering student organization** at Carnegie Mellon University. Every year, **we design and fabricate a fully electric, open-wheeled race car** to compete against teams around the world in the Formula SAE Electric competitions. Composed of over 100 members representing every college at Carnegie Mellon University, our team is divided into 6 departments: Structures, Energetics, Driverless, Finance, Race Operations, and Marketing and Outreach.

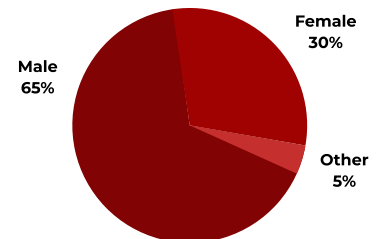
Major



Graduation Year



Gender



CMR is proud to present students with a unique opportunity to apply knowledge from their core curriculum and also learn and further develop hands-on skills outside the scope of the curriculum. We aim to be at the forefront of electric vehicle race technology. **Your help will ensure the success of Carnegie Mellon Racing and contribute to the development of our members' engineering and design skills and a space for shared interests in automotive engineering.**

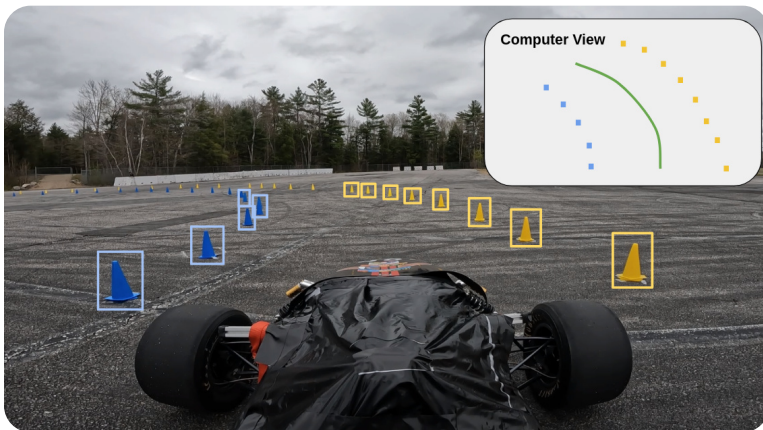


Driverless

The Driverless project is an innovative initiative by our team to transform our championship-winning race cars into **fully autonomous vehicles**. Through this interdisciplinary project, we hope to improve our team's expertise in mechanical and electrical systems, while also developing a solid foundation in computer science and robotics. In May 2023, **our team created history** at Formula Hybrid + Electric, where we unveiled our **first driverless race car, 19a**.



We completed the first driverless lap at an American FSAE event!



To achieve autonomy, our team has developed a **custom software stack** using:

- YOLOv8 Object Detection
- LiDAR Point Cloud Clustering
- GraphSLAM + Raceline Optimization
- Model-Predictive Control

In addition to these high-level algorithms, we dedicate our efforts to developing **robust firmware** that ensures the safety of our vehicles and consistently strive to improve the **efficiency of our implementations**.



Building on our success, we hope to **pioneer Driverless competitions in America**, initially at Formula SAE Michigan and Formula Hybrid+Electric, and inspire other universities to join us as we push the **boundaries of autonomous vehicle technology**. Through extensive collaboration with our industry partners, we look to push FSAE into an autonomous future.



Accomplishments

Each year, we compete at two competitions, **Formula Hybrid + Electric** in New Hampshire and **Formula SAE Electric** in Michigan. Despite switching from the production of a combustion vehicle to an electric vehicle in 2013, we have continued to perform incredibly well in all aspects of these competitions.

1st Place

2nd Place

3rd Place

2023

Acceleration Formula H+E
Autocross Formula H+E
Engineering Design Formula H+E
Overall Formula H+E

Overall FSAE Electric
Skipdpad FSAE Electric
Endurance FSAE Electric

2022

Overall Formula H+E
Engineering Design Formula H+E
Presentation Formula H+E
Acceleration Formula H+E
Autocross Formula H+E

Endurance Formula H+E
Engineering Design FSAE Electric
Presentation FSAE Electric
Efficiency FSAE Electric

2021

Design Presentation

4th Place Knowledge Overall

2020*

Business Presentation

*regular competition cancelled

2019

Overall FSAE North
Engineering Design FSAE North
Acceleration FSAE North
Autocross FSAE North
Endurance FSAE North
Skidpad FSAE North
Cost FSAE North

Autocross FSAE Electric
Skidpad FSAE Electric
Cost FSAE Electric
Presentation FSAE North
Engineering Design FSAE Electric
Acceleration FSAE Electric
Efficiency FSAE North



Why Support Us?

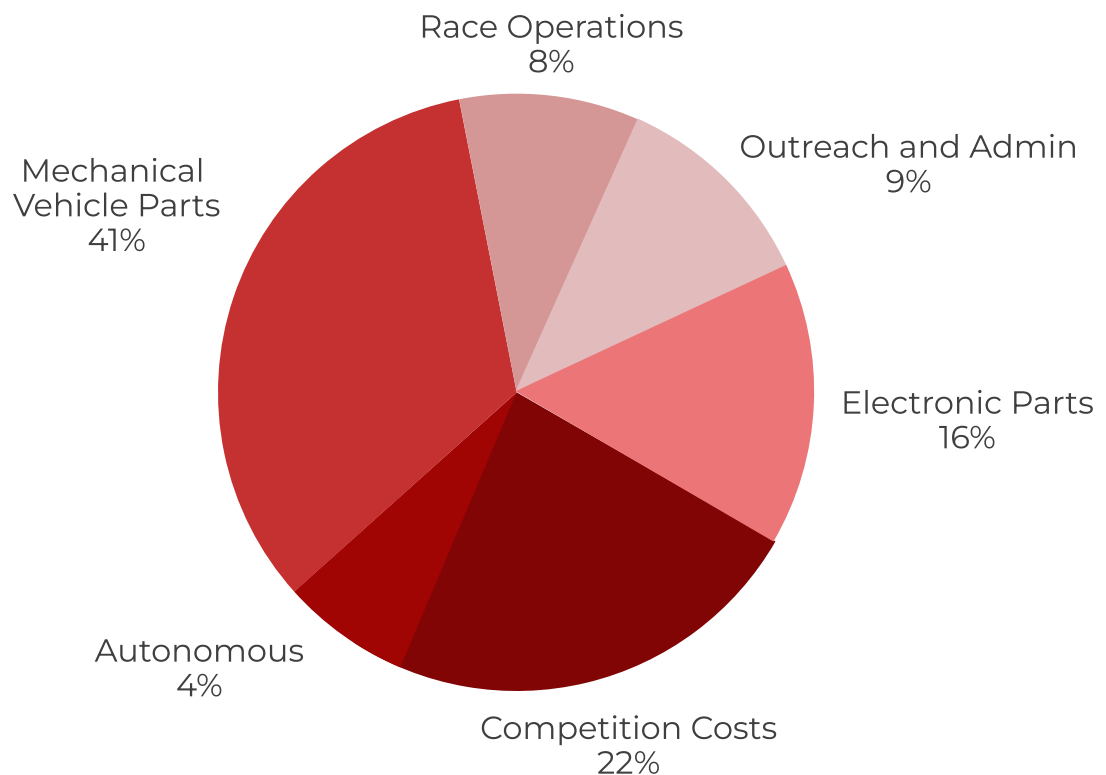
Our mission

Provide undergraduates with opportunities to gain technical and managerial experience on a large engineering project. We strive to transform students into proficient engineers, leaders, and problem solvers.

We need your help

Our goal is to maintain our place as a top team and continue challenging ourselves to develop the best racecar we can. This can only be possible with your support! Corporate sponsors contribute to more than half of our team budget. We believe that in exchange for your support, we can give sponsors the ability to network with our most experienced members, attend and speak at our meetings and unveiling events, and engage in brand awareness and marketing. As a result, most of our best engineers go on to work for the companies that support us.

Budget Overview



Sponsor Benefits

Access to top engineering talent

Influence the future of engineering

Brand awareness and recognition



Sponsorship Opportunities

Carnegie Mellon Racing has been able to design a competitive racecar through the generosity of corporate sponsors. Sponsorship can be in the form of cash or in-kind donations of materials or services.

For more information about donations and sponsorships please email:

formula-sae@andrew.cmu.edu

Sponsorship Packages

	Friends of CMR	Bronze	Silver	Gold	Title
Donation Level	\$ 1 - \$ 999	\$ 1,000 - \$ 4,999	\$ 5,000 - \$ 9,999	\$ 10,000+	\$ 50,000+
Logos on Race Car	0	1	2	3	3
Size of Logo	-	S	M	L	XL
Logo on Website	X	X	X	X	X
Invitation to Unveiling Ceremony	X	X	X	X	X
Logo on Car, Shirt, and Banner	X	X	X	X	X
Resume Book		X	X	X	X
Virtual Recruiting Presentation		X	X	X	X
In-Person Recruiting Presentation			X	X	X
Small Group Recruiting *				X	X
Team Naming					X

* Small Group Recruiting involves hand selecting our most experienced and dedicated engineers and arranging for one-on-one and/or small group recruiting events with your company in our workspace.

Carnegie Mellon Racing is 501(c)(3) tax-exempt through Carnegie Mellon University, and thus all monetary and most in-kind donations are tax deductible.



Package Descriptions

Title Sponsor | \$50,000+

- Opportunity to name the team.
- Identified as CMR's principal sponsor on all of our promotional content.
- Provided with exclusive shop tours, recruiting workshops, brand placement, and unique opportunities to meet the team, all on request.
- All benefits of tiers below.

Gold Sponsor | \$10,000+

- Exclusive access to recruit our top engineers.
- Ability to host small group recruiting events with your company in our workspace.
- Interview our members about their engineering contributions in our workspace.
- All benefits of tiers below.

Silver Sponsor | \$5,000+

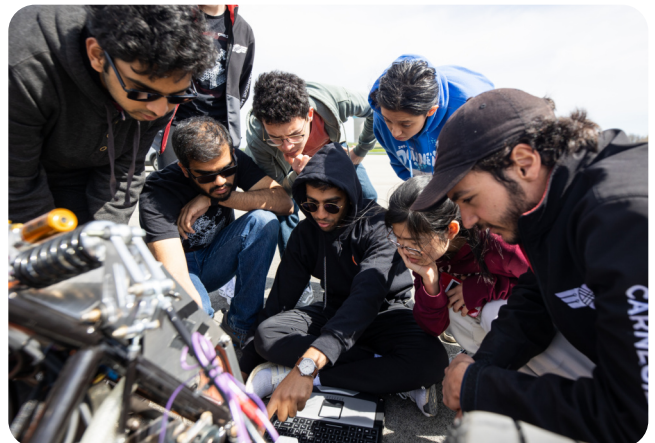
- Ability to attend CMR's General Body Meeting to publicize your company.
- Company will be recognized for their support on social media
- Given access to the depth of talent across our team in our resume book.
- All benefits of tiers below.

Bronze Sponsor | \$1,000+

- Given access to CMR's resume book.
- Your company logo placed on our car, website and team banner.
- Sent CMR themed merchandise as a token of our appreciation.
- All benefits of tiers below.

Friends of Carnegie Mellon Racing

- Given recognition on Carnegie Mellon Racing's website.
- Access to subscription to all Carnegie Mellon Racing publications
- Invited to our car's annual unveiling event.



2022-2023 Sponsors



Contact Info

Executive Board

Trent Muskens	President	tmuskens@andrew.cmu.edu
Daniel Tantsyura	VP of Finance	dvt@andrew.cmu.edu
Pravir Das	VP of Marketing and Outreach	pravird@andrew.cmu.edu
Varun Rajesh	VP of Energetics	vrajesh@andrew.cmu.edu
Jacob Kang	VP of Structures	joongook@andrew.cmu.edu
Tony Tao	VP of Race Operations	longtao@andrew.cmu.edu
Ankit Khandelwal	VP of Driverless	ankitkha@andrew.cmu.edu

Media



CarnegieMellonRacing.org



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