



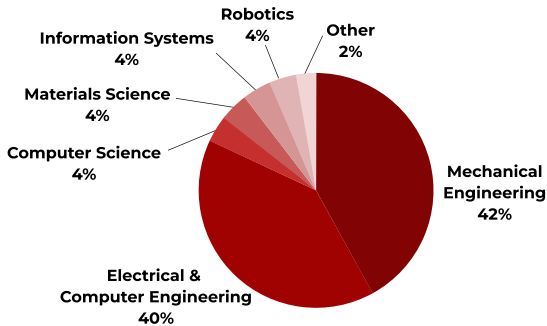
Sponsorship Information 2022-2023



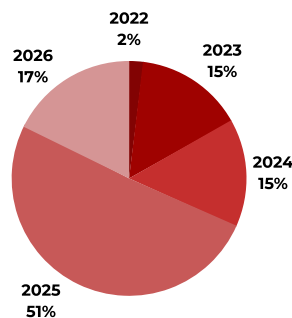
The Team

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. Made of over 100 members representing every college at Carnegie Mellon University, the team is divided into 5 departments: Structures, Energetics, Finance, Race Operations, and Marketing and Outreach

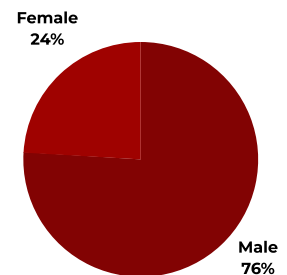
Major



Graduation Year



Gender



CMR is proud to present students a unique opportunity not only to apply skills from their core curriculum, but also to learn and develop skills outside the scope of the curriculum such as leadership and teamwork. We aim to be at the forefront of electric vehicle race technology. **Your help will ensure the success of Carnegie Mellon Racing and aid in the development of our determined students and a space for shared interests in automotive engineering.**



What is Formula SAE?

Formula SAE is a **collegiate design competition** sponsored by the Society of Automotive Engineers (SAE), in which students **compete to design and manufacture a Formula style racecar**, either combustion or electric, for a fictional manufacturing company.

While operating within the safety requirements of the rules, teams seek to optimize acceleration, cornering speed, and mass to gain the most points as possible in the series of static and dynamic events.

Every year, over 5000 students across hundreds of universities participate in 3 competitions. 2 of which are available to electric vehicles.

Static Events

Design Event	150
Cost Event	100
Presentation Event	75

Dynamic Events

Acceleration	100
Skidpad	75
Autocross	125
Efficiency	100
Endurance	275

Total Points	1000
---------------------	-------------



Formula SAE promotes excellence in engineering as it challenges students to involve themselves with all aspects of the automotive industry **beyond just engineering design**. They are expected to understand the car not only from a research and manufacturing perspective, but also from a **business, marketing, and financial perspective**. Formula SAE plays an incredibly important role in the education and experience of our members, who cite being part of Carnegie Mellon Racing as a key step in their development as engineers and leaders.



Accomplishments

Following competition cancellations due to COVID, we have returned to competing at two competitions per year. In 2022 we attended **Formula Hybrid + Electric** in New Hampshire, and **Formula SAE Electric** in Michigan. Since switching from a combustion to electric vehicle, our team has experienced some great success in the past 5 years.

1st Place

2nd Place

3rd Place

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

2018

Overall Formula North
Endurance Formula North

Overall FSAE Electric
Endurance FSAE Electric

These victories are the culmination of intense effort by members of CMR, past and present, to design a robust vehicle platform that is competitive in an international field.

None of our success would have been possible without support from our sponsors, alongside the passion and effort of our members.



Why Support Us?

Our Mission:

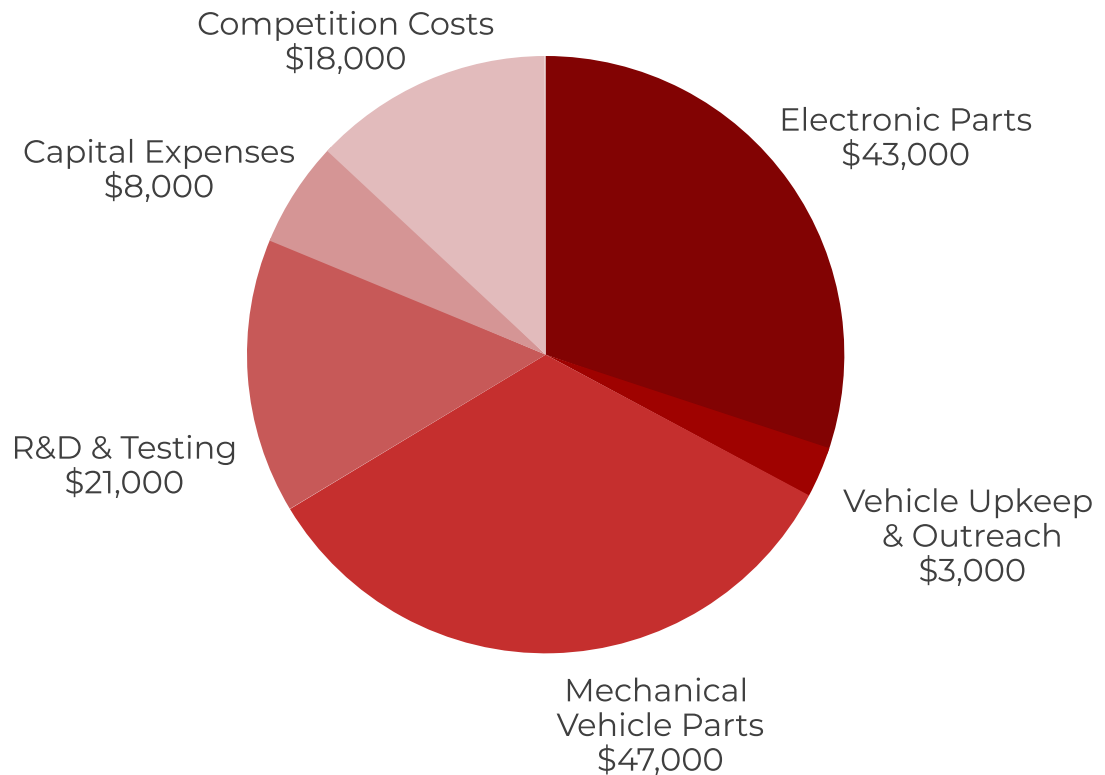
Provide undergraduates with opportunities for technical and management experience on a large engineering project. We strive to transform students into effective engineers, leaders, and problem solvers.

Our Goal:

Maintain our place as a top team and continue challenging ourselves to develop the best racecar we can. This can only happen with your support. Sponsors are extremely important to our team because more than half of our budget comes from their contributions. In turn, sponsors will also profit from this partnership through access to experienced students, brand recognition, and the ability to influence the future of engineering. Many of our best team members continue to work for the companies that support us.

Budget Overview

Total:
\$140,000



Sponsor Benefits

Hire experienced students

Brand recognition

Influence the future of engineering



Sponsor Opportunities

Carnegie Mellon Racing has been able to design a competitive racecar through the generosity of corporate sponsors outside our university. 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
Calendar with Team Pictures		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 is where we hand select our most experienced engineers who make significant contributions to our team and arrange for one on one or small group recruiting events with your company in our garage.

Carnegie Mellon Racing is 501(c)(3) tax-exempt through Carnegie Mellon University, so all monetary and many 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.
- Exclusive shop tours, recruiting workshops, brand placement and personalized services on request.
- All benefits of tiers below

Gold Sponsor | \$10,000+

- Best way to get exclusive access to recruit our top engineers.
- Small group recruiting events with your company in our garage.
- Showcase of each members contributions on the physical car.
- All benefits of tiers below

Silver Sponsor | \$5,000+

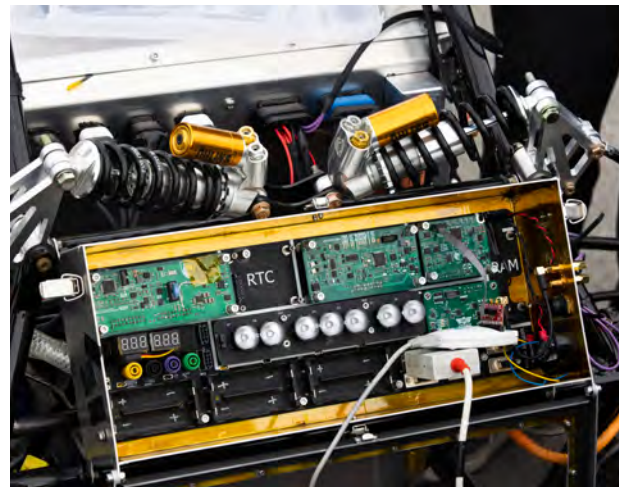
- Attend a General Body Meeting to publicize your company.
- Advertise your business on our social media.
- See the depth of talent across our team in our resume book
- All benefits of tiers below

Bronze Sponsor | \$1,000+

- Get access to CMR's resume book
- Additionally, your logo will go on our car, website and team banner.
- We will also invite you to our Car unveiling event and send you a gift package as a token of our appreciation.
- All benefits of tiers below

Friends of Carnegie Mellon Racing

- Recognition on Carnegie Mellon Racing's website
- Subscription to all Carnegie Mellon Racing publications
- Invitation to the annual Unveiling.



Outreach & Community

Carnegie Mellon Racing attracts committed and passionate members who make positive impacts on the greater community.

Every year, we attend and host events designed to inspire children to pursue engineering and other STEM fields. We have hosted cub scout troops, international student groups, and engineering workshops for middle and high school students.

Throughout the year, we attend the Pittsburgh Maker Faire and SciTech Days event at the Carnegie Science Center with several of our old race cars. This year, we also presented our vehicle to students at Freedom Middle School in Freedom, PA. More information about community events can be found on our website.



2021-2022 Sponsors

Thank you for your support!



Wiss Endowment

Altium



Contact Info

Team Executive Board

Pravir Das	President	pravird@andrew.cmu.edu
Trent Muskens	VP of Finance	tmuskens@andrew.cmu.edu
Daniel Zhu	VP of Marketing and Outreach	danielzh@andrew.cmu.edu
Vikram Marmer	VP of Energetics	vtm@andrew.cmu.edu
Anderson Sutandinata	VP of Structures	asutandi@andrew.cmu.edu
Gabriel Prado	VP of Race Operations	gprado@andrew.cmu.edu

Media



CarnegieMellonRacing.org



[@CarnegieMellonRacing](https://www.facebook.com/CarnegieMellonRacing)



[@CarnegieMellonRacing](https://www.instagram.com/CarnegieMellonRacing)



[linkedin.com/company/carnegie-mellon-racing/](https://www.linkedin.com/company/carnegie-mellon-racing/)

