

# NIU MOTORSPORTS

FORMULA RACING



*Formula SAE*

*2010 Sponsorship Opportunities*

**2009 RESULTS:**  
2ND PLACE - COST EVENT (VIR)  
3RD PLACE - DESIGN EVENT (VIR)  
9TH PLACE - MARKETING  
PRESENTATION EVENT (MIS)  
11TH PLACE - AUTOCROSS  
EVENT (VIR)

11TH PLACE OVERALL AT  
FSAE VIR

32ND/120 PLACE  
OVERALL AT FSAE MICHIGAN

## WHAT IS NIU MOTORSPORTS?

NIU Motorsports is a diverse organization of collegiate engineers, those of whom are experienced in the various fields and disciplines related to engineering. Every year, for the past nine years, NIU Motorsports undergoes the task of designing, building, and testing a competitive racecar for the Formula SAE Competition. This event, as well as the work and dedication leading up to it, demonstrates the application of engineering principles learned in the classroom, to a real world project.

Our team is challenged with raising the funds needed for purchasing, building, testing, and finally, racing our car against over 140 of the top engineering schools from around the world. This competition allows automobile manufacturers, vendors, and other companies to view the creativity and knowledge of future engineers, and also greatly increases the marketability of team members upon graduation.

## WHAT IS FORMULA SAE?

The concept behind Formula SAE is that a fictional manufacturing company has contracted a design team to develop a small Formula-style race car. The prototype race car is to be evaluated for its potential as a production item. The target marketing group for the race car is the non-professional weekend autocross racer. Each student team designs, builds and tests a prototype based on a series of rules whose purpose is both to ensure onsite event operations and promote clever problem solving.

Formula SAE promotes careers and excellence in engineering as it encompasses all aspects of the automotive industry including research, design, manufacturing, testing, developing, marketing, management and finances. Formula SAE takes students out of the classroom and allows them to apply textbook theories to real work experiences.



### 2010 ESTIMATED BUDGET

Engine	\$10,500
Drivetrain	\$ 5,500
Brakes	\$ 2,000
Wheels/Tires	\$ 4,500
Chassis/Suspension	\$ 3,000
Body Materials	\$ 2,500
Seminars/Workshops	\$ 2,000
<b>Total:</b>	<b>\$30,000</b>

## WHY SPONSOR NIU MOTORSPORTS?

NIU Motorsports is a non-profit, student organized and managed organization, that is aimed at further developing skills necessary for our careers. Throughout the season each member improves their design skills, in addition to refining marketing, business, and management techniques. Donating money, products, or technical support is not only tax deductible, but can also result in research and testing opportunities for BOTH parties involved. Another advantage to sponsorship is that we will advertise your company logo on our car, which is seen at local area car shows, displayed on campus, at press releases, local public viewing days, and competitions across the US. This means that your company logo will become part of NIU Motorsports Legacy program for many years.

## SPONSOR BENEFITS

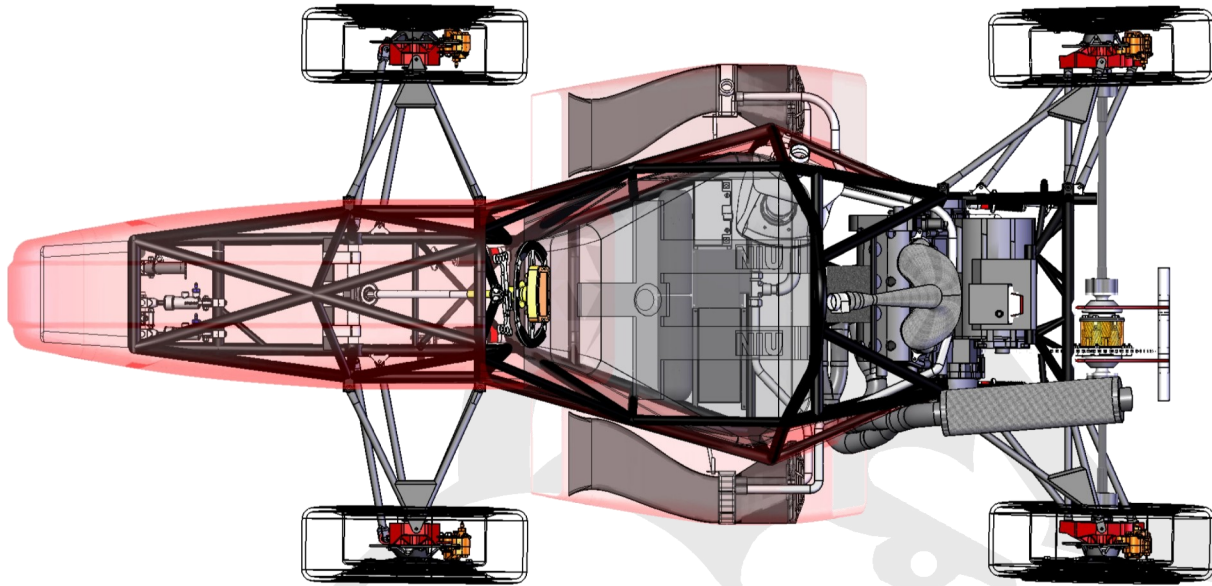
<b>Platinum</b> <b>\$3,000 +</b>	<b>Gold</b> <b>\$1,000—\$2,999</b>	<b>Silver</b> <b>\$500—\$999</b>
<ul style="list-style-type: none"> <li>◆ 8"x 1" logo on vehicle</li> <li>◆ Official team plaque</li> <li>◆ Dynamic link on team website</li> <li>◆ Quarterly copy of team newsletter.</li> <li>◆ Showcase the car at company events</li> <li>◆ Information on Formula literature</li> <li>◆ Name on team uniforms</li> </ul>	<ul style="list-style-type: none"> <li>◆ 4"x 1" logo on vehicle</li> <li>◆ Official team plaque</li> <li>◆ Dynamic link on team website</li> <li>◆ Quarterly copy of team newsletter.</li> <li>◆ Name on team uniforms</li> <li>◆ Name on Formula Literature</li> </ul>	<ul style="list-style-type: none"> <li>◆ 2" x 1" name on vehicle</li> <li>◆ Official team photo</li> <li>◆ Name on team Website</li> <li>◆ Quarterly copy of team newsletter</li> </ul>
		<b>Formula Club</b> <b>\$499 -</b> <ul style="list-style-type: none"> <li>◆ 1" name on vehicle</li> <li>◆ Quarterly copy of team newsletter</li> </ul>

### SPONSORSHIP SUMMARY

Our proposal is that your company consider a contribution towards the 2010 NIU Motorsports Formula SAE team. In return to your contribution, we promise to advertise and represent your company in a positive outgoing fashion. If products are supplied, we will give detailed write-ups as to any findings while the products are used. Materials supplied will be used towards the specific purpose they were requested for. With either type of material donated, the opportunity for your company to utilize NIU students for summer internship-type research is available as well.

With the short time frame of our build season, we ask for the donation at your company's earliest convenience. The status of our build will be documented in our monthly newsletter which you will receive.

**THANK YOU FOR YOUR CONSIDERATION!**



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**Company Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Contact Phone #** \_\_\_\_\_

**Contact Email** \_\_\_\_\_

Checks can be payable to **N.I.U Foundations**  
**\*please include Formula SAE at bottom of check**

Please trim at the dotted line and send to the following location:

**NIU Foundation**  
**Attention: Formula SAE**  
**College of Engineering and Engineering Technology**  
**Northern Illinois University**  
**DeKalb, IL. 60115**

***For any questions about the team or sponsorship contact:***

***Katie Doonan***  
***(815) 762-5121***

***Katie@niumotorsports.com***

**[www.NIUMotorsports.com](http://www.NIUMotorsports.com)**