GT MOTORSPORTS
FORMULA SAE

2017 - 2018
SPONSORSHIP PACKET

The official FSAE race team of the Georgia Institute of Technology
GT Motorsports provides students of all majors the opportunity to apply their classroom knowledge to real-world engineering problems by designing, building, and testing an open-wheeled formula style race car for the Formula SAE competitions. In addition to reinforcing foundational engineering principals, students practice leadership, project management, and marketing skills, which are vital to success in industry.

Formula SAE is a series of student competitions hosted by SAE International, formerly the Society of Automotive Engineers. The first competition was hosted in 1979, and since then the event has grown to include annual competitions in the United States, Brazil, Italy, Germany, and England.

Teams are asked to design and build a prototype Formula-style race car targeted at the weekend autocross racer. The cars must adhere to a set of rules that ensure safety, but otherwise give the students the flexibility to experiment and innovate.

Each May over 120 universities from the United States, Europe, Australia, South America, and Asia meet at Michigan International Speedway to compete in the four-day event.

At competition, students are required to defend their car to industry experts, who evaluate the team’s engineering
GT Motorsports was founded in 1986 by a group of students who sought a way to combine their formal engineering training with their common love of racing. Since then, the team has produced over 20 unique cars, and attended over 25 competitions both domestically and abroad.

The team has earned first place championships in Formula SAE Australasia and the Formula Student competition in England, 11 top ten finishes in the Detroit competition, a 1st place Altair Engineering Innovation Award, a 1st place Flowmaster Exhaust Technology Award, a 2nd place Bosch Engine Management Award, and a Best Teamwork Award.

The team’s recent achievements include an 8th place-finish overall in 2009, along with placing 5th in the endurance event. In 2012 the team finished 22nd overall and took 11th in the Design Competition. With your support we can continue the tradition of excellence at GT Motorsports.
AS A SPONSOR,
HERE’S WHAT YOU CAN EXPECT FROM GTMS:

- The opportunity to build a relationship with highly motivated and qualified students from various engineering and business disciplines through mentorship, shop visits, and sponsor days.
- Advertising exposure at competitions and events, as well as in literature featuring GTMS. The team has been featured in several magazines such as Car and Driver, RaceTech, and Racecar Engineering.
- The opportunity to highlight your company as a leader in the development of future generations of engineers.
- All sponsors, regardless of donation level, are featured on our website.
- All sponsorships are considered tax-deductible.

ALL FOR THE STUDENTS,
HERE’S HOW YOUR SPONSORSHIP HELPS STUDENTS REACH THEIR CAREER GOALS:

- Provides the opportunity to apply theoretical knowledge taught in the classroom to real-life engineering and industry problems.
- The chance to participate in a world-class race team while also practicing teamwork, leadership, project management, and marketing skills.
- Provides a supportive community where students can gain valuable experience that can be applied academically and in future careers while having fun.
- The ability to work through the design process and manufacture the design with numerous state of the art fabrication and prototyping methods.
## ESTIMATED BUDGET

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>EST. COST</th>
</tr>
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<tbody>
<tr>
<td>FSAE Michigan Registration</td>
<td>$2,500.00</td>
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<tr>
<td>Travel to Michigan Competition</td>
<td>$8,000.00</td>
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<tr>
<td>Shop Maintenance/Supplies</td>
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<tr>
<td>Molding Materials</td>
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<tr>
<td>Carbon Fiber (Non-Chassis)</td>
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<tr>
<td>Differential</td>
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<tr>
<td>Engines</td>
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<tr>
<td>Springs &amp; Dampers</td>
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<tr>
<td>Wheels/Tires</td>
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<td>Sensor Equipment</td>
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<td>Stock Materials/Miscellaneous</td>
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<td>Development &amp; Testing</td>
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<td><strong>Total</strong></td>
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GT Motorsports is funded primarily by corporate and private sponsors. Without the generosity of our partners, the program would not be possible. We invite you to become a part of our team through either monetary or in-kind donations. We thank you for considering GT Motorsports as a potential partner. To thank our sponsors for their generosity, we have outlined several incentives below.

**Diamond Level ($15,000 and Up)**
- Company logo on team trailer (approximate decal area 128 sq.in.)
- Race Car Decal, prominently displayed on our race car (approximately 80 sq.in.)
- Plaque of Appreciation
- Plus, all Platinum Level benefits (listed below)

**Platinum Level ($10,000-14,999)**
- Race Car Decal, prominently displayed on our race car (approximately 80 sq.in.)
- Company logo on Competition Uniforms
- Opportunity to display car for exhibitions at your place of business within the Atlanta area.
- Plus, all Gold Level benefits (listed below)

**Gold Level ($5,000-$9,999)**
- Race Car decal (approximately 65 sq in.)
- Logo on team T-shirt
- Web page exposure (Large sized Logo with active link)
- Plus, all Silver Level benefits (listed below)

**Silver Level ($1,000-$4,999)**
- Race Car decal (approximately 50 sq in.)
- Web page exposure (Medium sized Logo with active link)
- Plus, all Bronze Level benefits (listed below)

**Bronze Level ($500-$999)**
- Logo on Sponsor Boards
- Web page exposure (Small Logo with active link)
- Plus, all Signature Level benefits (listed below)

**Signature Level ($499 And Under)**
- Web page exposure (typed with link to webpage)
- Team Facilities Tour
- GTMS T-Shirt
- Receive GT Motorsports Newsletter
- Invitation to Team Drive Days
Georgia Tech Motorsports
Mailing Address:
801 Ferst Drive
MRDC, Room 1308
Atlanta, GA 30332

Building Address:
555 14th Street
Atlanta, GA 30332

Email: gtms@gatech.edu
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Faculty Advisor
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Team Leader
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Chief Engineer
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Email: skemp8@gatech.edu
The official FSAE race team of the Georgia Institute of Technology