



SPONSORSHIP PROPOSAL  
**GRIZZLIES RACING**  
2015 COMPETITION YEAR



Potential Grizzlies Racing Sponsor,

The Oakland University Formula SAE (Society of Automotive Engineers) team is a student organization that designs, builds, presents, and races a formula-style race car. Principles learned in the classroom are combined with hands-on workshop techniques in machining, welding and assembly. FSAE is not only a race team but also a valuable resource. Our organization provides local industries with a large pool of skilled students that have real world experience from which they can recruit new employees.

Oakland University competes against more than 500 universities from across the globe in the SAE Collegiate Design Series. A panel of judges composed of industry professionals evaluates the student vehicles on aspects that range from Cost Analysis to Dynamic Performance. A string of strong finishes has inspired our team to aim high — Grizzlies Racing is currently ranked third in the state of Michigan, and we are determined to claim number one this season!

Every yearly budget is based on a combination of university and external support. With Formula SAE being an elite international racing series, materials and components need to be of the highest quality in order to remain in contention with other top teams. Accordingly, high quality also carries an associated cost. Our sponsors are vital in assisting the team to reach our goal of continued success.

Grizzlies Racing is currently in production of the 2015 season vehicle, "GRXV." The following pages are a detailed report on the estimated cost of GRXV, as well as information regarding the benefits to our sponsors for their support. We would like to thank you for your consideration, and we hope to build a great relationship with you.

Best regards,

Brandon Taseski  
Oakland University  
FSAE President



The Formula SAE (Society of Automotive Engineers) Grizzlies Racing team of Oakland University has a distinguished record of designing and manufacturing award-winning vehicles for competition in the SAE Collegiate Design Series. Currently ranked third in the state of Michigan, the team has grown to over 40 students who represent electrical, mechanical and systems engineering disciplines — and share a passion for racing!

Organized by SAE International, the series challenges student groups to design, create, develop, and compete against more than 400 teams worldwide. Competitions are judged on each team's ability to design, engineer, create business plans and provide accurate cost analysis. In addition, competition vehicles are ranked for their design and appeal to potential amateur race car enthusiasts, as well as their function in tests ranging from acceleration, to autocross endurance and efficiency. Grizzlies Racing team members benefit greatly from integrating engineering concepts with practical applications in this unrivaled learning experience.

This year, Grizzlies Racing has their eye on capturing the top award in Michigan and improving their standing internationally. If you're ready to become a Grizzlies Racing team sponsor, simply complete and mail the enclosed form.

On behalf of Oakland University and Grizzlies Racing, thank you! We sincerely appreciate your interest and consideration of this sponsor proposal — and we look forward to partnering together with you.

Best regards,

Rick Rachner  
Director of Development, School of Engineering and Computer Science  
Oakland University | rachner@oakland.edu  
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# BUDGET SUMMARY

# SPONSOR BENEFITS

The tables below show an itemized project cost for the production of GRXV. Grizzlies Racing values the generous support of our sponsors and a great emphasis is placed on cost efficient spending. This was demonstrated by the team's 1st place finish in the Cost Event at the 2013 Formula North competition.

Grizzlies Racing is the perfect opportunity to give your company exposure at the world's largest collegiate engineering design competition, as well as the various other events we attend, such as the North American International Auto show. Our race car will associate your company with high performance, advanced engineering solutions, and the thrill of racing.

Grizzlies Racing is a 501(c) non-profit organization so contributions may be tax deductible. Material or service donations are considered as monetary contributions equivalent to the retail price of the goods or services. Please contact us regarding any concerns you might have.

## CHASSIS

Tubing _____	\$1,000
Steering Wheel _____	\$100
Impact Attenuator _____	\$100
Fasteners _____	\$150
Bracket Metal _____	\$75
Seat Belts _____	\$200
Welding Supplies _____	\$450
<b>Subtotal _____</b>	<b>\$2,075</b>

## SUSPENSION

8 Wheels _____	\$1,000
Dry Tires (12) _____	\$1,800
Wet Tires (4) _____	\$500
Wheel Bearings _____	\$800
Steering Rack _____	\$1,200
Dampers and Springs _____	\$2,400
Master Cylinders _____	\$600
Brake Calipers _____	\$600
Brake Lines _____	\$200
Rod Ends _____	\$200
Brake Fittings _____	\$100
Uprights _____	\$3,000
Misc. Hardware _____	\$600
<b>Subtotal _____</b>	<b>\$13,000</b>

## POWERTRAIN

Engine _____	\$800
Spare Engine _____	\$800
Test Engine _____	\$800
Engine Management _____	\$500
Wiring _____	\$500
Header _____	\$350
Intake _____	\$1,500
Radiator Core _____	\$250
Radiator Plumbing _____	\$100
Radiator Fan _____	\$150
Oil Cooling System _____	\$300
Restrictor _____	\$200
Throttle Body _____	\$75
Spark Plugs _____	\$60
Fuel Injectors _____	\$690
Chain _____	\$75
Sprockets _____	\$110
Engine Components _____	\$500
Differential _____	\$550
Differential Housing _____	\$100
Pillow Blocks _____	\$200
Axles _____	\$700
Muffler and Packing _____	\$400
Fuel for Testing _____	\$150
Fuel System _____	\$300
Clutch Cable _____	\$100
<b>Subtotal _____</b>	<b>\$10,260</b>

## DATA ACQUISITION

Sensors _____	\$2,000
<b>Subtotal _____</b>	<b>\$2,000</b>

## COMPOSITES

Carbon Fiber _____	\$3,000
Core Materials _____	\$150
Resin _____	\$300
Foam _____	\$200
Fasteners _____	\$150
Misc. Supplies _____	\$100
<b>Subtotal _____</b>	<b>\$3,900</b>

## ADMINISTRATIVE

Towing Fuel _____	\$3,000
Trailer Maintenance _____	\$500
Website _____	\$100
Race Registration _____	\$5,700
<b>Subtotal _____</b>	<b>\$9,300</b>

**PROJECTED TOTAL: \$40,535**



# SPONSORSHIP TIERS

## WHY SUPPORT OAKLAND UNIVERSITY'S GRIZZLIES RACING TEAM?

The Grizzlies Racing team of Oakland University (OU) is a sponsor-based organization that attributes much of our success to the generosity of our corporate partners! While Oakland provides the team with laboratory space and testing facilities, our budget is derived entirely from sponsored funding. Grizzlies Racing has been featured in prominent publications across southeast Michigan, and their award winning vehicles have been displayed at the North American International Auto Show. The team and car, and in turn, our sponsors, are promoted across Oakland's campus, and make regular appearances at national and international Formula SAE competitions.

### TITLE SPONSOR – \$10,000+

- Extra-large corporate logo displayed on official race car
- Extra-large corporate logo on official team apparel
- Team corporate visit (within 50 miles of OU) and/or photo with official race car
- Invitation to Sponsor THANK YOU event at OU – test drive the 2015 Grizzlies Racing car!
- Extra-large corporate logo displayed on [grizzliesracing.org](http://grizzliesracing.org)
- Title sponsor featured link to your corporation on [grizzliesracing.org](http://grizzliesracing.org)
- Corporate sponsor featured in OU School of Engineering and Computer Science e-newsletter
- Acknowledgement as TITLE Sponsor in all pre/post media releases
- Full access to the team for recruitment purposes
- Custom benefits upon request

### PLATINUM SPONSOR\* – \$7,500+

- Large corporate logo displayed on official race car
- Large corporate logo on official team apparel
- Team photo with official race car
- Private Sponsor THANK YOU event at OU – test drive the 2015 Grizzlies Racing car!
- Large corporate logo displayed on [grizzliesracing.org](http://grizzliesracing.org)
- Acknowledgement as Platinum Sponsor in OU School of Engineering and Computer Science e-newsletter
- Access to the team members recruitment purposes

### GOLD SPONSOR\* – \$5,000+

- Medium corporate logo displayed on official race car
- Medium corporate logo on official team apparel
- Invitation to Sponsor THANK YOU event at OU – test drive the 2015 Grizzlies Racing car!
- Medium corporate logo displayed on [grizzliesracing.org](http://grizzliesracing.org)
- Acknowledgement as Gold Sponsor in OU School of Engineering and Computer Science e-newsletter
- Access to the team members recruitment purposes

### SILVER SPONSOR – \$1,000+

- Corporate logo displayed on official race car
- Corporate logo on official team apparel
- Invitation to Sponsor THANK YOU event at OU – test drive the 2015 Grizzlies Racing car!
- Acknowledgement as Silver Sponsor in OU School of Engineering and Computer Science e-newsletter

\*Custom corporate packets are available for equivalent products/services provided





### **CONTACT US**

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