

SUN DEVIL MOTORSPORTS

SPONSORSHIP PACKAGE 2022-2023



@ASUFSAE



@SUN_DEVIL_MOTORSPORTS

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TEAM AND COMPETITION



Sun Devil Motorsports is a student-run racing team located at Arizona State University. The team is comprised of a diverse group of future engineers, looking to take their education out of the classroom and into the real world. Students gain hands-on experience by designing, innovating, building, and testing the performance of a half-scale formula-style vehicle to compete in the Formula SAE series competition.

The Formula SAE competition gives team members the opportunity to demonstrate engineering skills while competing against teams from other universities around the world. The competition is made up of both static and dynamic events such as design, presentation, cost, acceleration, skid-pad, autocross, endurance, and efficiency. In each of these events, the teams are given a score according to performance. The competition is split into two parts, static and dynamic events. As teams compete, they earn points as per the chart below, resulting in a total score, out of 1000 points.

STATIC EVENTS		DYNAMIC EVENTS	
Business presentation	75	Acceleration	75
Engineering Design	150	Skid-Pad	50
Cost Analysis	100	Autocross	150
		Endurance	300
		Fuel Economy	100

HISTORY

SDM-16

This vehicle was built on the foundation of 2 years' experience from the design, integration and testing of prior test vehicles. The intent was to build a back-to-roots racecar with simple, yet effective systems. The SDM-16 features innovative reiterations of suspension, driver's systems and intake manifold designs.



SDM-17

SDM-17 represents a massive leap in Sun Devil Motorsports' capabilities and knowledge-base. As our membership and professional abilities have grown so have our engineering chops. SDM-17 was analyzed and engineered to the greatest possible extent, using finite element and fluid analysis. The aero kit alone – the team's first attempt at full aero – represents over 30 iterations of design and a newfound capability in homegrown composite layup techniques.



SDM-18

SDM-18 was engineered to meet specific reliability and performance goals. These goals included reliable operation with only a seasonal rebuild kit, oil changes, and tire replacements. On track, the vehicle reached 1.5G lateral acceleration during cornering (under aerodynamic loading), launched from 0 to 75 meters in 3.5 seconds, and delivered greater than 10MPG.



SDM-19

SDM-19 was a major improvement from the previous years. Taking what the team learned from the 18' car, the SDM-19 car was put through months of rigorous testing before it ever hit the track. This testing along with new and improved fabrication methods, and a little bit of organization, we were able to make our largest leap yet in the competition. We ended up **30 positions** higher than in 2018, a new record



SDM-20/21

Due to a halt from COVID-19, the production of the SDM-20 was extended by another year. With improvements in our layup techniques, tuning our engine, and new downforce reading instruments, SDM-20 showed great improvements in many facets of the car. Along with new engineering feats, our team was restructured to benefit most Sun Devils, while also streamlining the production and management of the car.



SDM-22

SDM-22 brought many improvements including altering composites, redesigning the paddle shifters, optimizing the engine wiring harness, and overall design improvements that did not make it into our SDM-20/21 car. The team continued our streak of recent improvement while diversifying our team and expanding our membership base.



THIS YEAR

SDM-23

We have begun the design phase of SDM-23. This year our focuses include a chassis redesign, improving suspension mounting, reducing weight, optimizing lift-to-drag ratio, and introducing a pneumatic shifting system. Our recruiting for engineering students has been expanded allowing us to present our club to all freshman engineering students. We have totally revamped our recruitment process for business students which will allow us to improve our operations, events, and branding.



“We want to dominate the track this year and we need your help to get us there!”

DEMOGRAPHICS AND STATISTICS

During the 2021-2022 academic year, Sun Devil Motorsports had a total of 110 members that were engaged in technical roles while the general team membership sits just over 200. The 110 members are divided up into sub teams that all focus on different areas of the car: Aerodynamics, Engine, Brakes, Chassis, Drivetrain, Suspension, Systems and Operations. The impact that our students have is vital for the development and success of the car itself. Our team is composed of diverse backgrounds (see Figure 1 and 2) that has allowed our student body to compete at the highest level working on real engineering based tasks. By taking advantage of our unique club/competition, our students have the opportunity to apply the topics that they have learned in university classes to the development of the car. Upon sponsorship, the sponsoring company will have the opportunity to recruit from our membership.

Fig 1. Year Distribution

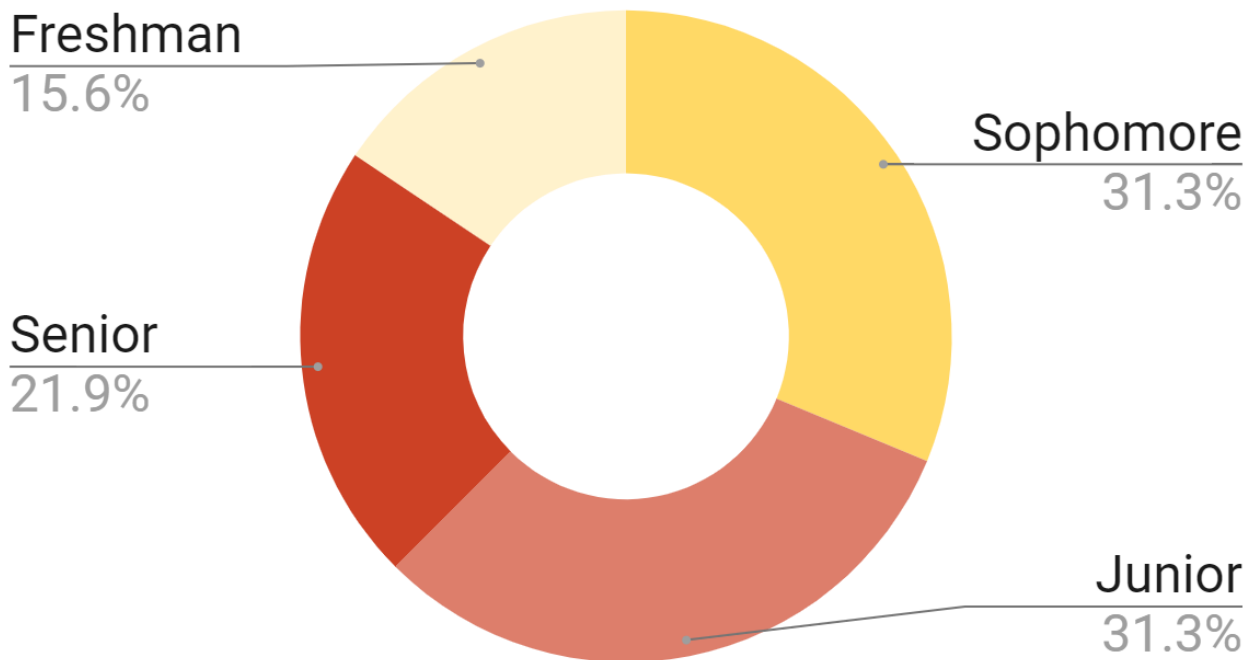


FIG 1. Depicts the distribution of our membership between his/her year of study

DEMOGRAPHICS AND STATISTICS

Major Distribution

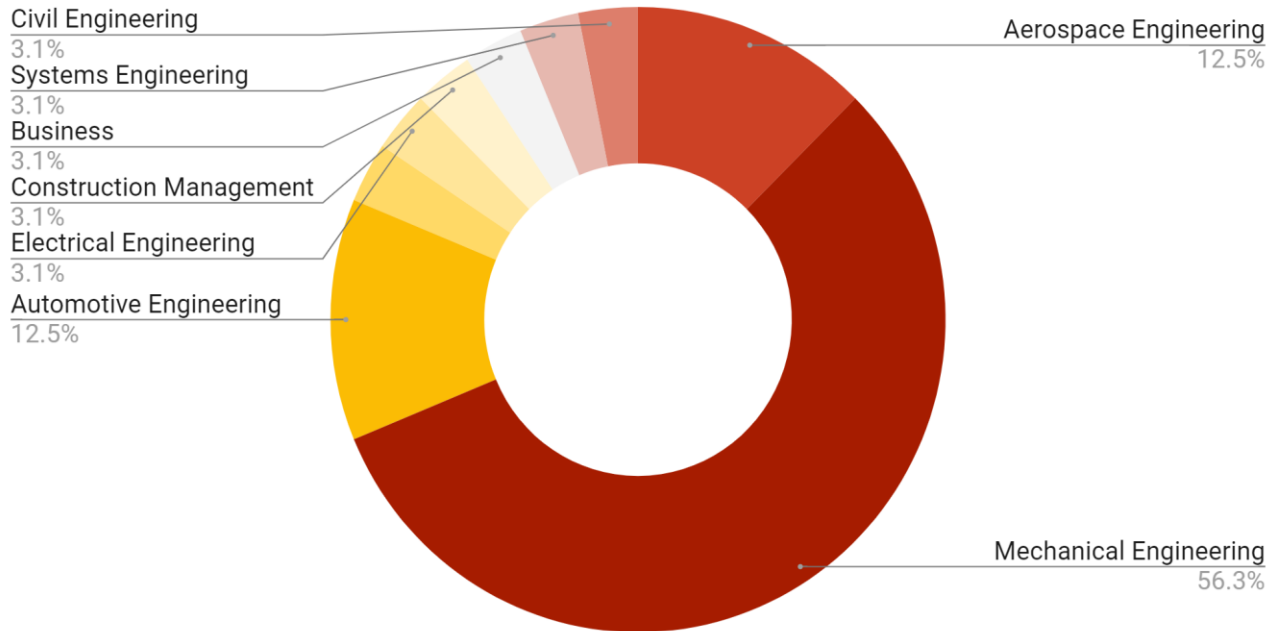


FIG 2. Depicts the distribution of our membership through his/her area of study

VALUE OF SPONSORSHIP

Our team is nothing without our sponsors.

All of the hard work our team puts in is worth nothing without our sponsors. Everything the team does relies on the generosity and willingness to help from businesses/ individuals who are looking to invest in the world's future engineers.

The Benefits of your sponsorship are numerous:

- **Access to information** relating to student & alumni resumes, employment, etc.
- By donating to Sun Devil Motorsports, you are guaranteed **Logo Visibility**. ASU is the largest public research university in the US, and the team participates in countless outreach and publicity events year-round. Your logo will be proudly displayed for all to see on our race car, both on the racetrack and off.
- All Sun Devil Motorsports **publications** (photography, film, year-end publication, etc.) will feature the race car which displays your company logo. Prominent sponsors are mentioned as major contributors in films. Our publications are displayed across ASU & the greater Phoenix area.
- Sun Devil Motorsports has an ever-expanding **social media & online** presence. In addition to gaining access to our team's online resources, our posts have the potential of being picked up by the university. We have a dedicated social media team that will work throughout the year to highlight the worth of your donation, integrating ASU social media resources when possible.
- Your Donation is **Tax Deductible**. Sun Devil Motorsports is associated with SAE International which is a 501(c)(3)

SPONSORSHIP TIERS

BENEFITS	CONTRIBUTION			
	PLATINUM (\$10,000+)	GOLD (\$5,000+)	SILVER (\$2,000+)	BRONZE (\$500+)
Logo on website	✓	✓	✓	✓
Sticker on car* (Increasing size with sponsorship level)	✓	✓	✓	✓
Frequent team updates and announcements	✓	✓	✓	✓
Private on-campus company photo session with vehicle	✓	✓	✓	
Logo on track shirts* (Increasing size with sponsorship level)	✓	✓	✓	
Access to student resume database	✓	✓	✓	
Mention on social media platforms	✓	✓	✓	
Access to sponsor thank-you events	✓	✓		
Guided tour of the ASU Design & Manufacturing Shop	✓	✓		
Placement in promotional materials ("brought to you in part by")*	✓	✓		
Options to use car at promotional events and photo opportunities	✓	✓		
Tags in all social media posts	✓			
Option to display previous-year competition car on site for duration of school year	✓			

Donations can take many forms. Financial donations, product donations, product discounts, or service time are all valid & accepted forms of donation. Whether donations are monetary or material in form, they will be considered and placed in the appropriate category based on your estimate of monetary value.

DONATION

Sun Devil Motorsports is comprised of passionate and dedicated members who strive to engineer, fabricate, test and compete with a Formula One-style race car at an annual collegiate competition. It is thanks to sponsors like you that we are able to construct a car and function as a team, while continuing to teach future engineers real-world design and management skills. While Arizona State University supplies us with a working space, tools, and a machine shop, we simply could not ensure the longevity of our organization without sponsor support. If you are interested in donating to the Sun Devil Motorsports program, please follow the instructions on this page to make your contribution.

Please follow the instructions for your preferred donation method:

Credit Card Donations:

Please scan this QR code, or go to:

Select the “write-in” circle in the “supporting” category and enter the following in the box:

**Engineering Plus Projects-ASU-Society of
Automotive Engineers 30006731**

Check Donations:

Fill out the information below and make out your check to the ASU Foundation and mail it to:

**ASU Foundation
Attn: Cash Reporting
P.O. Box 2260
Tempe, AZ 85280-2260**

Name/Organization: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone Number: _____ Email: _____

Sponsorship Tiers:

Please check appropriate tier or fill in donation amount:

Platinum, \$10000+

Gold, \$5000+

Silver, \$2000+

Bronze, \$500+

Other: _____

Print Name: _____ Signature: _____

Date: _____

*Please contact Undergraduate Student Engagement Office in the Ira A. Fulton Schools of Engineering at fso@asu.edu for a gift-in-kind or services donation.

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