

BULLS
*rac*ing

2023-2024 SPONSORSHIP PACKAGE

2023-2024 CONTACT DETAILS

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WHAT IS BULLS RACING?

Bulls Racing, formally known as the Society of Automotive Engineers at USF, is a student organization at the University of South Florida that has been competing in FSAE competitions full-time since 2011. We are a ***non-profit organization*** that works closely with sponsors and other organizations to ensure that we can compete and give students a hands-on experience within a racing team.

Our team consists of mechanical engineers, electrical engineers, computer science majors, marketing majors, graphic designers, and other various majors participating on a volunteer basis. Participating in Bulls Racing allows for these students to gain real-world experience independent of their coursework.

For the **2023 FSAE Michigan** competition, Bulls Racing placed **25th overall** with a **3rd place finish in the Business Presentation**, our *highest placement ever at FSAE Michigan*. With your continued support, we can continue to excel at this competition and various others throughout the country.

ABOUT FSAE COMPETITIONS

Static Events

Design (15%)

The Design event is the most prestigious of the competition. Engineers from the industry evaluate the vehicle on innovation, assembly method, ergonomic design, and maintenance characteristics. All design choices must be justified by the team members and backed up by test results and other data.

Cost Analysis (10%)

The Cost Analysis event is evaluated through the team's submitted detailed report of the total cost of the car and its capital expenditures (labor, machinery, etc.).

Business Presentation (7.5%)

The Business Presentation event involves marketing and other executive members of the team presenting a marketing strategy to judges from the industry. This strategy includes presenting the car as a prototype with the intention to sell to a major manufacturer to mass produce.

ABOUT FSAE COMPETITIONS

Dynamic Events

Acceleration (10%)

Evaluates the vehicle's acceleration through a 250 foot distance starting from a standstill.

Skid Pad (7.5%)

Measures the vehicle's cornering ability on a flat surface while maintaining a constant radius turn.

Autocross (12.5%)

Evaluates the vehicle's maneuverability and handling qualities on a tight course.

Efficiency and Endurance (37.5%)

The endurance event is a multi-lap race of 22 kilometers with one driver change at the halfway point. The objective of the event is to not only evaluate the overall performance of the car, but to also test its reliability, fuel economy, and overall lap times. All these factors are taken into consideration for the score attribution in this event.

WHAT IS FORMULA SOCIETY OF AUTOMOTIVE ENGINEERS?

Formula SAE (FSAE) is an international student engineering competition under the **Society of Automotive Engineers** banner where students design, manufacture, and compete in an open-wheeled race car. Engineering, business, graphic design, and other majors all come together to help manage, operate, and find funding to run this race team from year to year. Students learn *problem-solving skills, engineering fundamentals, and business management skills* as the race car is built throughout the year.

Many universities across the United States, along with international universities, compete in FSAE competitions every summer. The main competition each summer is **FSAE Michigan**, held at Michigan International Speedway. FSAE Michigan hosts over 120 FSAE teams from around the world as teams are judged in various categories. Other FSAE competitions held include FSAE North, FSAE California, and FSAE Lincoln.



STUDENT BENEFITS

Bulls Racing is open to all USF students, regardless of major, and provides teammates with the opportunity to ***go beyond the classroom with real life design projects***. Students gain technical experience in *3D Computer Aided Design (CAD)*, *Computational Fluid Dynamics (CFD)*, and *Finite Element Analysis (FEA)*.

Bulls Racing also provides students with **essential skills for any industry**, such as project management, marketing, budgeting, interpersonal skills, initiative, and leadership.

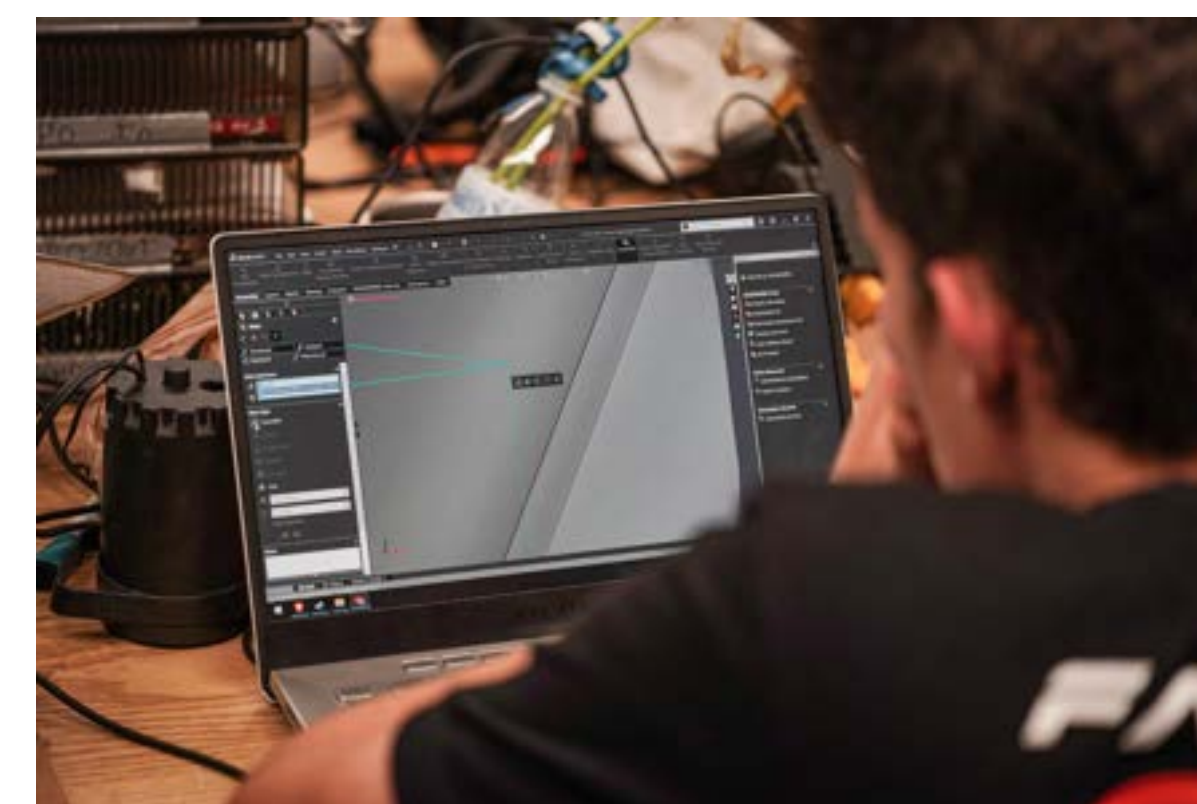
Students involved in FSAE are some of the most professional, well-rounded, and industry-ready graduates universities have to offer. By partnering with Bulls Racing, you will have the opportunity to help students prepare for and excel in their future careers.

SPONSOR BENEFITS

By sponsoring Bulls Racing and its projects, you gain access to the **exposure through the collegiate race team.**

Based on your sponsorship tier, sponsors of Bulls Racing have the opportunity to have their **company name** and **business logo** placed on a wide range of Bulls Racing channels, including **online** (*website and social media*), **public events** (*logo on car/trailer/shirts, displays at Bulls Racing booths*), and more!

Bulls Racing works closely with their sponsors and wants to give them as much publicity as they can to maximize sponsor investments made towards the team. Based on your sponsorship tier, sponsors can be displayed on team merchandise, the race car, and even the team trailer. Additionally, sponsors will be proudly displayed on the team website at **bullsracing.com** and given a social media shoutout detailing what the sponsor did for the team.





A MESSAGE FROM OUR ALUMNA

Tatum Knowles

Team Captain - Class of 2023

Technical Training Engineer at SpaceX

“Bulls Racing is one of the premier engineering organizations at USF, providing a unique experience for its students. We create an environment where students can learn technical skills beyond the classroom, such as FEA, CFD, CAD, and hands-on skills like fabrication and machining techniques. It’s where I learned how to run a manual lathe and CNC programming. In addition, it provides the opportunity for students to develop soft skills like leadership, public speaking, and teamwork. I genuinely believe that Bulls Racing produces the most well-rounded and industry-ready graduates that the USF College of Engineering has to offer. Working with this team has opened many doors for my career and given me the confidence to be a great engineer.

My most cherished memories, proudest moments, and hardest lessons learned throughout college were all made with Bulls Racing.”



WHY WE NEED YOU

Bulls Racing receives *financial support* from USF Student Government, but without the generosity of sponsors, it would not exist. Student Government funds only about **half the cost of the car** each year, so **support from individuals and organizations are vital to ensure the continuation of Bulls Racing.**

As a non-profit organization, support from our generous sponsors allow us to **remain competitive** against other teams with larger budgets, continue building better engineers, and keep this unique experience for students open for generations to come.

Your contributions will be used for *materials/parts, equipment, travel expenses, research and development, marketing tools,* and other resources needed for the team and future cars.

SPONSOR TIERS

	Bronze	Silver	Golden	Platinum	Legacy	Title
	<\$499	\$500-1499	\$1500-2999	\$3000-4499	\$4500-\$5999	\$6000+
Shout Out on Social Media Pages	X	X	X	X	X	X
Logo on Team Website	X	X	X	X	X	X
Logo on Car						
Small		X				
Medium			X			
Large				X		
Prominent Display (Rear wing/nosecone)					X	X
Logo on Team Shirts/Polo			X	X	X	X
Access to a world class engineering students resume book			X	X	X	X
Large logo on team trailer				X	X	X
Logo placed at the end of each edition in our bi-monthly newsletter					X	X
Digital copy of a high resolution team photo					X	X
Extra large premiere logo on team trailer						X
Logo on all Bulls Racing materials						X

SPONSOR TIERS BENEFITS EXPLAINED

Shout Out on Social Media Pages: This benefit gives your organization the opportunity to be promoted with your company name and logo across all Bulls Racing social media channels. One post will be made on all accounts highlighting your contribution to the team.

Logo on all Bulls Racing Promotional Materials: Your logo will be printed on almost all Bulls Racing materials produced. Items like brochures, posters, displays, and more will include your logo for the public to see. Additionally, your logo may be printed alongside the Bulls Racing logo on some 'freebies' that the team gives out, such as Koozies, t-shirts, and more. *This does not apply to situations where the Bulls Racing logo is the focus of the 'freebie', i.e. a sticker displaying only the Bulls Racing logo.*

Logo on Team Shirts/Polo: Your logo will appear on the official Bulls Racing team shirts given to all team members along with the team polos given to all design leads and executive board members. Logos will be placed on the shirts descending from highest to lowest tier, with the highest tier being 'Title' sponsor and the lowest being 'Bronze.'

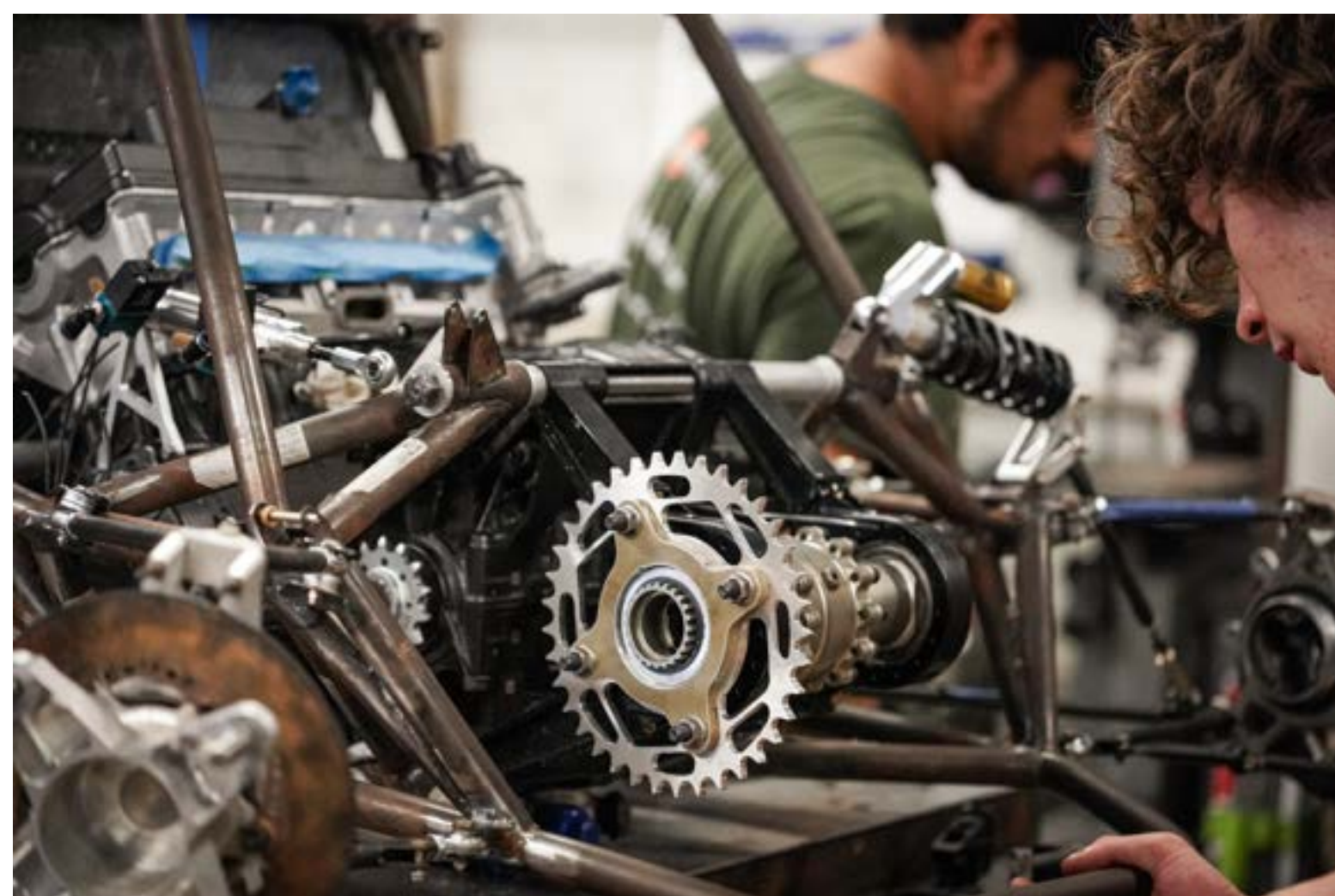
Newsletter Logo Feature: Sponsors with this benefit will have their logo placed at the end of each edition of the Bulls Racing newsletter under a "Thank you to our Sponsors!" page.

SPONSOR TIERS BENEFITS EXPLAINED

High-Resolution Digital Team Photo: Sponsors with this benefit will receive a high resolution digital copy of the Bulls Racing team photo at competition with the race car.

Access to World Class Engineering Student Resume Book: With this benefit, your organization has access to the Bulls Racing resume book, comprised of the resumes of each team member. Many sponsors make investments into the team to support the next generation of engineers and businesspeople and look to hire some of these team members upon graduation for their own business purposes. Upon request, sponsors in the 'Golden' tier or higher can receive this digital book, see the experience each team member has, and potentially grant them an internship or hire them upon graduation.

Logo on Team Website: Your logo will appear on the official Bulls Racing website under its designated tier on the 'Sponsors' page. If you are a Legacy sponsor or above, your logo will appear towards the end of the Home page as well.



STAY UP TO DATE WITH US



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THANK YOU TO LAST YEARS TITLE SPONSORS!





JOIN US IN OUR 2023-2024 SEASON!

Your contribution helps the next generation of engineers, businesspeople, and graphic designers succeed in their future careers.

Thank you for your continued support!

For all sponsorship levels, please note the following: Pursuant to IRS guidelines, support is defined as a "Qualified Sponsorship", which means no endorsement of your business, qualitative or comparative language, price information or indication of savings or value can be included in written words or in program remarks. In essence, your organization can be acknowledged through simple use of your names, logo and location, but no message that promotes or markets and trade or business, or any service, facility or product is permissible.

STATE NONPROFIT DISCLOSURES

The University of South Florida Foundation, Inc. is a 501(c)(3) tax-exempt organization soliciting tax-deductible private contributions for the benefit of the University of South Florida. The Foundation is registered to solicit charitable contributions with the appropriate governing authorities in all states requiring registration. The organization is located at 4202 E. Fowler Ave., ALC 100, Tampa, FL 33620. Financial and other information about the University of South Florida Foundation's purpose, programs and activities can be obtained by contacting Office of Donor Relations, 4202 E. Fowler Ave., ALC 100, Tampa, FL 33620 or by calling (813) 974-2035.

The University of South Florida Foundation, Inc. was formed in Florida. If you are a resident one of the following states, you may obtain financial information directly from the state agency:

FLORIDA: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-435-7352 (800-HELP-FLA) OR VISITING www.FloridaConsumerHelp.com. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Florida Registration # CH30505

GEORGIA: A full and fair description of our programs and our financial statement summary is available upon request at our office and phone number indicated above.

MARYLAND: For the cost of copies and postage, from the Office of the Secretary of State, State House, Annapolis, MD 21401

MISSISSIPPI: The official registration and financial information of the University of South Florida Foundation may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. Registration by the Secretary of State does not imply endorsement.

NEVADA: Contributions may be tax deductible pursuant to the provisions of sec. 170(c) of the Internal Revenue Code of 1986, 26 U.S.C. §170(c).

NEW JERSEY: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-504-6215 AND IS AVAILABLE ON THE INTERNET AT: <http://www.state.nj.us/lps/ca/charfrm.htm>. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT.

NEW YORK: Upon request, from the Attorney General Charities Bureau, 28 Liberty Street New York, NY 10005.

NORTH CAROLINA: Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-919-814-5400. This license is not an endorsement by the state.

PENNSYLVANIA: The official registration and financial information of the University of South Florida Foundation may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

VIRGINIA: From the State Division of Consumer Affairs in the Department of Agricultural and Consumer Services, P.O. Box 1163, Richmond, VA 23218.

WASHINGTON: From the Secretary of State at 1-800-332-4483 or <http://www.sos.wa.gov/charities/>.

WEST VIRGINIA: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. Registration does not imply endorsement.

WISCONSIN: A financial statement of the charitable organization disclosing assets, liabilities, fund balances, revenue and expenses for the preceding fiscal year will be provided to any person upon request.

CONTRIBUTIONS ARE DEDUCTIBLE FOR FEDERAL INCOME TAX PURPOSES IN ACCORDANCE WITH APPLICABLE LAW.

REGISTRATION IN A STATE DOES NOT CONSTITUTE OR IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION OF THE UNIVERSITY OF SOUTH FLORIDA FOUNDATION BY THAT STATE.