



**2022-2023 SPONSORSHIP PACKAGE**



## 2022-2023 CONTACT DETAILS

### **Team President:**

John Montgomery II  
jwmontgomery@usf.edu  
(904) 654-3015

### **Vice President:**

Tylor Livingston  
livingstont@usf.edu

### **Marketing Director:**

Connor Capar  
caparc@usf.edu  
(561)-601-4668

### **Address:**

4202 East Fowler Ave  
ENC 2300  
Tampa, FL 33620

### **Website:**

bullsracing.com

### **Email:**

saeusf@gmail.com



TABLE OF CONTENTS

The Team.....4

Formula SAE.....7

Benefits.....8

Message from an Alumna.....10

Sponsorship Opportunities.....11



## 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 **2022 FSAE Michigan** competition, Bulls Racing placed **20th overall** with a **2nd place finish in Acceleration**, 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 (FSAE)?

**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 **marketing benefits of a collegiate race team**.

Based on your sponsorship tier, sponsors of Bulls Racing have the opportunity to have their **logo** and **business** advertised across 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 the ability to show off their investments made towards the team.** Based on your sponsorship tier, sponsors can participate in Media Day, a day with the Bulls Racing marketing team where you can work with us to create promotional materials related to the car through photoshoots and hot laps. Additionally, you may have access to the car for your organization's own marketing events and take it with you to events to promote your contributions.

We are always open to unique ways that sponsors would like to work with us, so if you have something else in mind regarding sponsorship benefits, do not hesitate to reach out!





## A MESSAGE FROM OUR ALUMNI

**Grant Somerville – Chief Engineer  
20-21 and 21-22 Season (Graduated May 2022)**

Formula SAE is a must for engineering student that strive to get the most out of college and want to learn hands-on engineering. Bulls Racing allows its members to learn design, manufacturing, and validation skills that can be applied in their everyday lives and careers.

Thanks to our sponsors, students have access to incredible design software including CAD, CAM, FEA, and CFD programs that allows them to turn their ideas into well-thought-out and proven designs.

Engineering school exposes students to basic principles, but Bulls Racing allows its members to apply them through real-world applications which are where young engineers find their foundation and are set up for success.





## 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 **donations from individuals and organizations are vital to ensure the continuation of Bulls Racing.**

As a non-profit organization, donations 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
One half-page ad in our bi-monthly newsletter				X	X	X	X
Large logo on team trailer					X	X	X
Framed photo of car & free promotional digital copy						X	X
Access to Media Day with the Marketing department						X	X
Access to race car for your marketing events							X
Logo on all Bulls Racing promotional materials							X



## SPONSOR TIERS BENEFITS EXPLAINED

**Shout Out on Social Media Pages:** This benefit gives your organization the opportunity to be promoted 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 promotional 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.'

**1 Half-Page Ad in our Bi-Monthly Newsletter:** Your organization will have the opportunity to have a one half-page ad in an edition of our bi-monthly newsletter, sent to alumni, sponsors, and posted to our official website. You may choose which edition your ad is placed in, starting with the November edition, or it may be randomly chosen. Additionally, you may send in an ad for us to place in the paper or we will design one for you, highlighting the contributions you have made to the team.

## SPONSOR TIERS BENEFITS EXPLAINED

**Framed Photo of Car & Free Promotional Digital Copy:** Your organization will receive a framed photo of our newest race car along with a free promotional digital copy. The free promotional digital copy may be used for any of your internal/external business avenues, as long as it is used in good faith and does not harm the reputation of Bulls Racing. If this is found to be violated, Bulls Racing reserves the right to revoke the rights to the free promotional digital copy and your sponsorship benefits.

**Access to Media Day with the Marketing Department:** With this benefit, you can come out with the marketing team and take part in photoshoots with the race car. You will also have the opportunity to see the car in action and record video of the car under hot lap conditions. The photos/videos taken here may be used for any of your own marketing channels and we can work with you to create additional content as needed. This event is contingent upon availability and is scheduled to take place once a semester.

**Access to Race Car for your Marketing Events:** With this benefit, your organization can request access to the race car for your own marketing/business events. Sponsors with this benefit can take our race car and bring it to marketing events of their own to promote their contributions to Bulls Racing. Requests must be approved by the Executive Board of Bulls Racing and is contingent on car availability.

**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



**BullsRacingFSAE**



**@bullsracing**



**@BullsRacingFSAE**



**@bullsracing**



**youtube.com/USFSAE**

## THANK YOU TO OUR PAST TITLE SPONSORS







**JOIN US IN OUR 2022-2023 SEASON!**

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

Thank you for your continued support!