Oregon TECH *Racing*

2022-2023

Sponsorship Proposal

What is Formula SAE?

Started in 1980, Formula SAE is an international collegiate design series, endorsed by the Society of Automotive Engineers. Each year students design, manufacture, and test an open wheel formula style racecar. Students participating are responsible for every aspect of the car from design to manufacturing and testing a vehicle which then competes at a graded competition against nearly 120 other teams from around the country. For this competition, SAE International sets strict guidelines the teams must adhere to which requires young engineers to challenge their knowledge in engineering, testing, and manufacturing. Teams are then judged on their ability to interpret rules, utilize creativity, and demonstrate knowledge to judges from the industry.

2022 team at competition at Michigan International Speedway

Our Mission

At OTR, we are dedicated to engineering excellence and automotive innovation. Every academic year OTR aims to use gathered data and passed down knowledge to build the best vehicle possible and merge our in-class teachings with hands on application. While we are comprised mostly of mechanical engineers, we welcome students from other majors who want to participate. We aim to create an environment that is first a foremost a team. We spend extensive amounts of time outside of manufacturing and design work collaborating to find the best ways to merge all our engineering talents and expertise to create a uniquely innovative car.

2022 Competition Car

Team Objectives

Communication	Management
Design	Budgeting
Manufacturing	Public Speaking

Our principal objective in OTR Formula SAE is to learn. As university students, we have all come to the team in the hopes of applying what we learn in our classes to a project that we find interesting and can be passionate about. Our team changes every year, but no matter what personalities we have, we are always sure to maintain an environment in which we can work together and teach one another. Having participated in formula SAE since 2010, with over 12 years of experience, OTR has created an impact on student body across multiple academic disciplines. Through participation from mechanical engineers, electrical engineers, computer science majors and manufacturing engineers we aim to unify our team's diversity and achieve competitive success.

STUDENT BENEFITS

Students benefit from participation in Formula SAE in a multitude of ways. Some of those benefits include:

- Opportunities to grow into strong engineers and businesspeople with leadership, design, public speaking, and problem-solving skills
- Growth of team member's knowledge, creativity, and imagination
- Exposure to leading companies, industry professionals, and alumni
- Competition with top engineering schools around the world
- Senior design and technical elective credit

This Year's Car

Despite the challenges we have faced with tech in the previous years, OTR is confident moving forward having learned from our mistakes that we can make the 2022/2023 season car the best yet. Some of the noteworthy features on this season's car are:

➔ CBR 600rr Engine
➔ Drexler V3 Differential
➔ 4130 Tig welded tube chassis
➔ Pushrod Suspension
➔ Custom stainless steel brake rotors
➔ Carbon firewall and floor pans
➔ Custom intake and fuel rail
➔ Custom stainless equal length headers
➔ Full data acquisition package
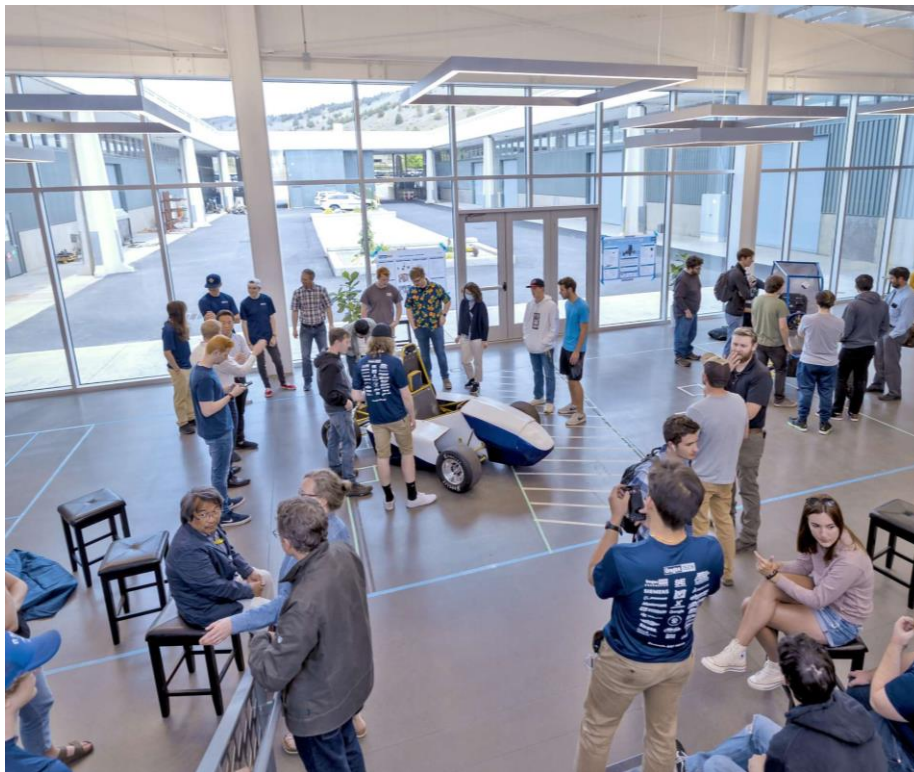

OTR22 During Testing

System Cost Breakdown

Drivetrain	$6,000
Chassis	$3,500
Suspension/Brakes	$6,000
Consumables	$5,000
Frame	$3,500
Raw Materials	$6,000
ECU/Dash	$3,000
Data Acquisition	$3,000
Wheels/Tires	$5,000
Safety Gear	$3,000
Total	$44,000

Why Sponsor?

OTR is a small student run organization, and while Oregon Institute of Technology provides us with some resources and a space to work in, our goal of traveling and being successful at competition with a successful car would not be possible without our valued sponsors. Much of our car's design and manufacturing as well could not have occurred without sponsor help. To continue providing students with the opportunity to design, create and test a formula style race car and integrate their classroom taught theories into a hands-on project, we need your help. By supporting OTR you are allowing us to continue such an impactful project and provide personal and professional growth for all students involved.

Through donation to OTR you will not only be empowering students to pursue innovative hands-on projects, but your business will also be receiving exposure at all events we attend. Through options to have your company logo on our team T-shirts, car, and trailer your company will be seen by attendees all across the country at our national competition.

We offer five levels of sponsorship at varying donation amounts, but any support you can provide will greatly help our team. Support for OTR can be given in the form of monetary donations, gifts in kind, or company time, resources, and mentorship. **The Oregon Tech Foundation is a 501(c)3 charitable organization.**

2022 OTR Car Reveal

Sponsorship Levels

Diamond ($5,000 and above)
- Logo on Car (64 sq. inches)
- Logo on team shirt
- Company logo on proprietary car part
- Logo on trailer (450 sq. inches)
- Social media acknowledgment

Platinum ($2,500 and above)
- Logo on Car (36 sq. inches)
- Logo on team shirt
- Logo on trailer (300 sq. inches)
- Social media acknowledgment

Gold ($1,000 and above)
- Logo on Car (16 sq. inches)
- Logo on team shirt
- Logo on trailer (100 sq. inches)
- Social media acknowledgment

Silver ($500 and above)
- Logo on Car (9 sq. inches)
- Logo on team shirt
- Logo on trailer (50 sq. inches)
- Social media acknowledgment

Friends ($100 and above)
- Name on Car (1 inch text)
- Social media acknowledgment

How To Sponsor OTR with a Donation

Sponsorships come in all forms: monetary, material, discounts, and services. If you are just planning to sponsor us with a monetary donation, the process is simple:

1. Go to https://www.oit.edu/development/oregon-tech-foundation/give-to-oregon-tech
2. Enter your donation amount.
3. Select "Write In" under choose a fund.
4. Write In "Oregon Tech Racing Formula"
5. Enter your contact and payment information and click donate.
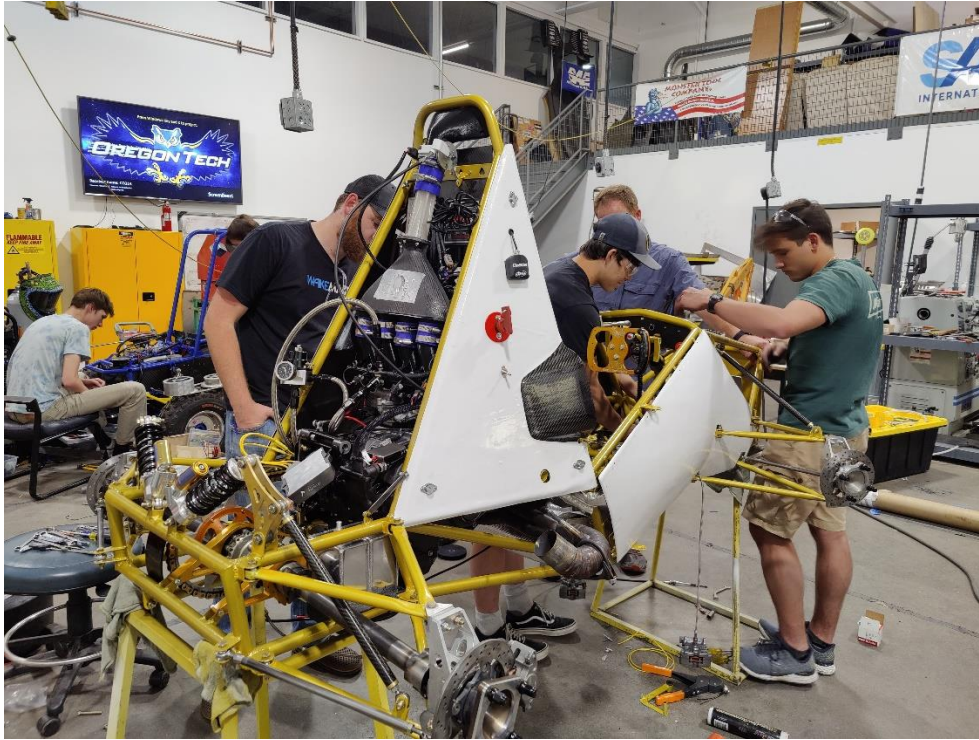6. You're Done!

Want to Support OTR in Another way?

Oregon Tech Racing also accepts gifts of material, discounts and various services. If you plan to sponsor us in one of these ways, we would love for you to get in contact with us about it! Emailing us at oitracing@gmail.com is the best way to get into direct contact with us, where we can discuss a potential sponsorship further.

Further Sponsorship Information

Oregon Tech Racing has a sponsorship deadline of April 21st, for the 2023 season. This allows our team sufficient time to prepare and prevent a sponsor from being left out of the recognition that comes with being an OTR sponsor (Car Decals, Team Shirts, etc.). However, There can be exceptions to this deadline depending on the situation.

Thank You!

OTR Regularly Assembles and Fabricates 75-80% of the car.

The Oregon Tech Racing Formula team thanks you for your consideration. We hope to add you to the list of partners that allow our team to be successful! If you have any questions about our team or sponsorship opportunities, please do not hesitate to contact us!

Email: oitracing@gmail.com
Instagram: "otrformula" or use the code below!