

2024

Duke University Motorsports

Sponsor Handbook

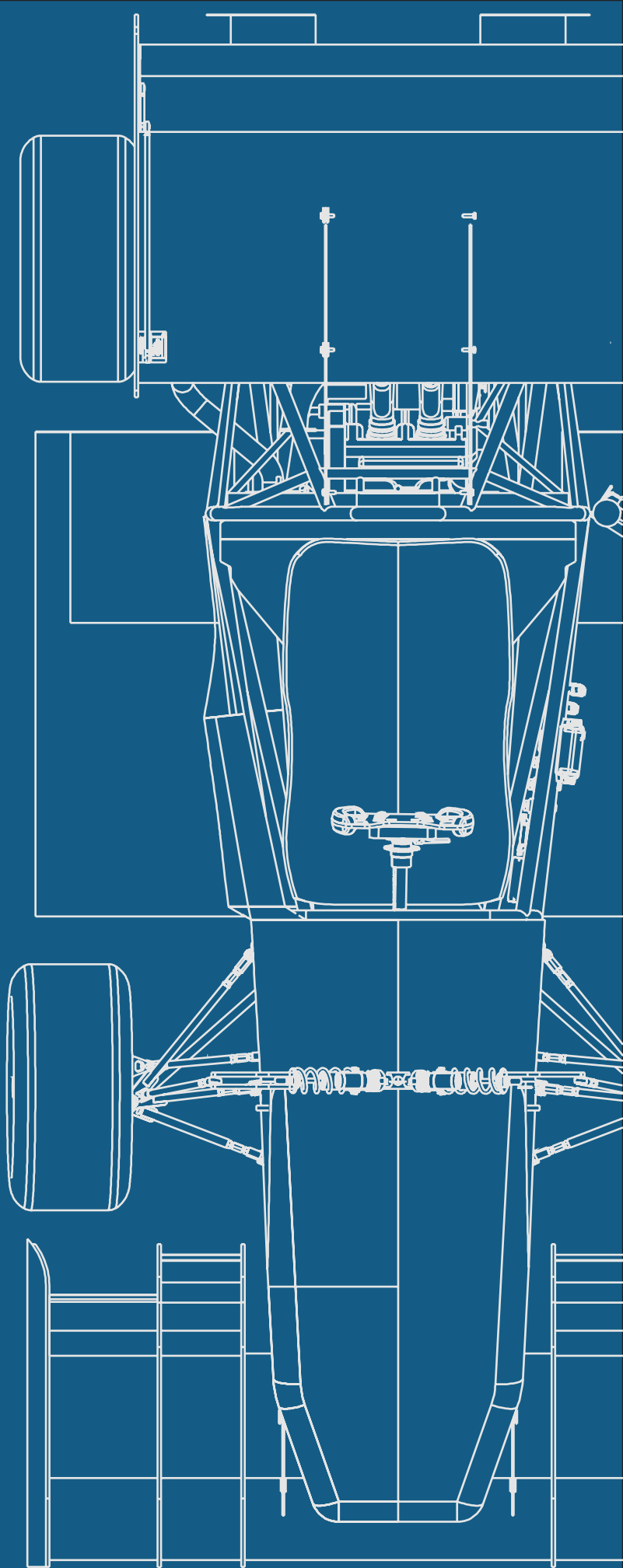


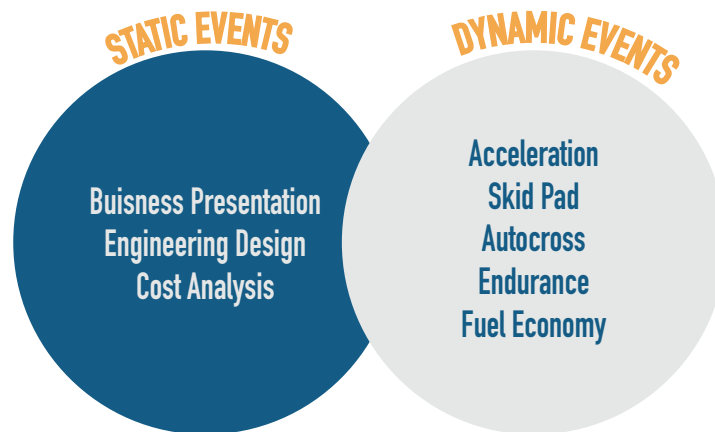
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About Formula SAE

The Formula SAE competition is a series of events showcasing formula-style vehicles designed and built by university teams from across the world. The competition is split into static and dynamic events, allowing teams to demonstrate the interdisciplinary aspects of their vehicle, as well as the well-roundedness of their teams. Through these events, vehicle design experts assess the vehicle from an economics, design, and performance perspective, pushing students to create a racecar that excels both on the track and on the market.

Competition Breakdown



Duke University Motorsports

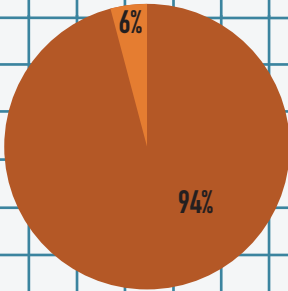


Duke University Motorsports is committed to continuing to provide one of the most hands-on and iterative engineering design project experiences to complement a rigorous engineering undergraduate curriculum. The skills developed, both technical and interpersonal, prepare students to be active leaders and problem-solvers in future endeavors. Members work with faculty and student advisors to complete individual projects that produce a complete competitive vehicle from the ground up. Outside of

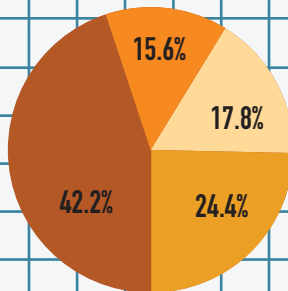
the immediate benefits to members, Duke University Motorsports maintains regular involvement in student activity fairs, student showcases, and volunteering opportunities within the Duke and the Durham community. The team also represents Duke Engineering when partnering with regional universities for scrimmages and at FSAE Michigan, where the team networks with students from around the globe and industry professionals.

The Team

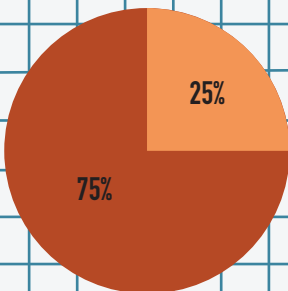
By The Numbers



SCHOOL



CLASS YEAR



GENDER



Team Structure

The workflow of the team is streamlined by delineating key subsystems within our race vehicle. Our team is managed by the president, chief engineer, and treasurer, and our design, manufacturing, and operations is split amongst six major subsystems. While each subsystem is responsible for the major production of certain vehicle systems, our leadership emphasizes inter-subsystem communication and collaboration so every member has a complete and holistic view of the vehicle.

CHIEF ENGINEER

PRESIDENT

TREASURER

AERODYNAMICS

CHASSIS

ELECTRICS

OPERATIONS

VEHICLE DYNAMICS

POWERTRAIN



Season Goals

For the 2024 FSAE season, Duke University Motorsports is looking ahead to push the boundaries of the combustion racing vehicle. On top of providing exposure and experience to a growing team of engineers, we also hope to expand our understanding of new manufacturing techniques, increase our testing scope, more thoroughly validate our designs using driver performance as a metric, and strengthen our transfer of knowledge by leaving behind a well-documented design year. In addition, we hope to accomplish the following this year:

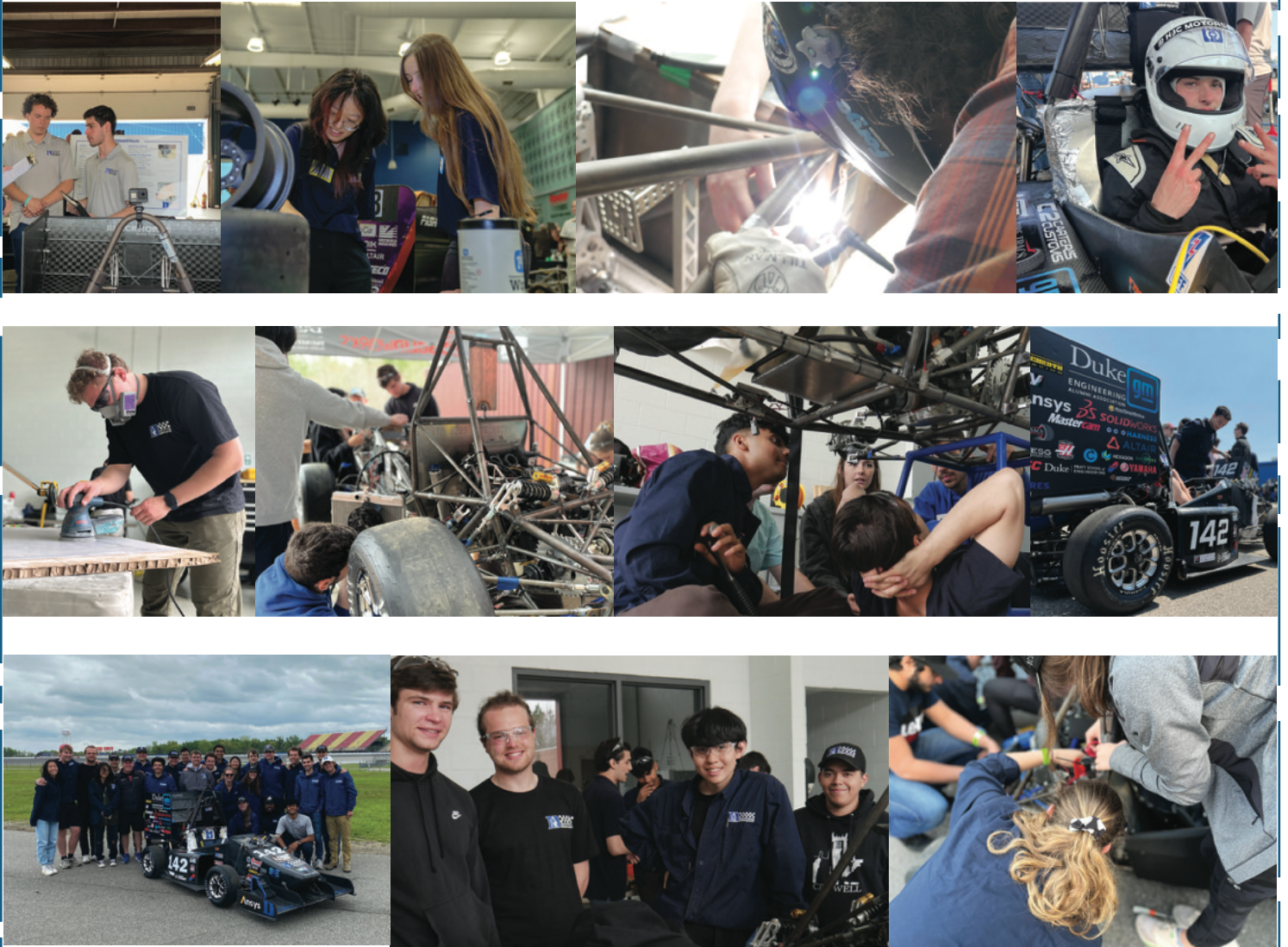
- Improve all dynamic performances by 5%
- Provide more driver training and drivability
- Set a team record for points earned at competition (625+ points)

2022 – 2023 Season Achievements

During the 2022 – 2023 season, the team finished a near-complete redesign of the vehicle. Due to members' hardwork and determination, each subsystem was able to make major strides in improving various components on the vehicle. At the 2023 Formula SAE Michigan competition, the team showcased the culmination of our efforts, being the 13th team to pass static technical inspections on the first try. By the end of the competition, members were able to finish the season having achieved incredible results:

- Overall: #59 of 120
- Business: #14 of 120
- Acceleration + Autocross: #48 of 120





Why Support Us

Each year Duke University Motorsports designs and builds an FSAE race chassis as part of the SAE Collegiate Design Series to compete in May at Formula SAE Michigan. Team members are given the opportunity to join subsystems and work with fellow undergraduate subsystem leads to learn about the engineering design and manufacturing processes that go into automotive design and optimization. Within each subsystem, members conduct research to design, manufacture, and test all components that go into building the vehicle.

Funding from sponsors will be used to support our six subsystems in their respective annual design, manufacturing, and testing of components that will ultimately represent Duke University in the Collegiate Design Series at FSAE Michigan.

Sponsorship

Although Duke University and the Pratt School of Engineering provides us with many resources to build our workspace, we can't reach our goals without the help of corporate sponsors and individual donors. We welcome monetary sponsorships as well as in-kind donations.

Sponsorship Tiers

Bronze \$500+

- Name on Duke Motorsports Website
- Social media shoutout
- Access to team newsletters
- Small logo on competition vehicle

Silver \$1,500+

- All bronze perks, plus:
- Logo on the Duke Motorsports website
- Medium logo on competition vehicle

Gold \$5,000+

- All silver perks, plus:
- Team apparel
- Invitation to vehicle rollout

Platinum \$10,000+

- All gold perks, plus:
- Access to the team resume book
- Invitation to campus test sessions

Blue Devil \$25,000+

- All platinum perks, plus:
- Invitation to FSAE Michigan
- Extra large logo in a primary location on competition vehicle

How to Donate

Thank you so much for your consideration of support towards Duke University Motorsports. There are two possible ways to support us.

All donations are 501c3 tax deductible through the Pratt School of Engineering.

Via Check

- Checks mailed to :
Box 90271
Pratt School of Engineering
Durham, NC, 27708
- Checks must be made out to Duke University, and the memo line should specify "Duke University Motorsports"

Online Donation Form

- Visit gifts.duke.edu
- Click "Search for an area" and enter "Pratt Formula SAE Care Team Fund"
- Enter gift amount and continue to payment



Your logo could be here!



2023 Sponsors

Blue Devil

Duke

ENGINEERING
ALUMNI ASSOCIATION



Platinum



general motors

Gold



Silver



Bronze



Contact Us

Duke University Motorsports thanks you again for your time and consideration. Please feel free to reach out to us with any questions or concerns.

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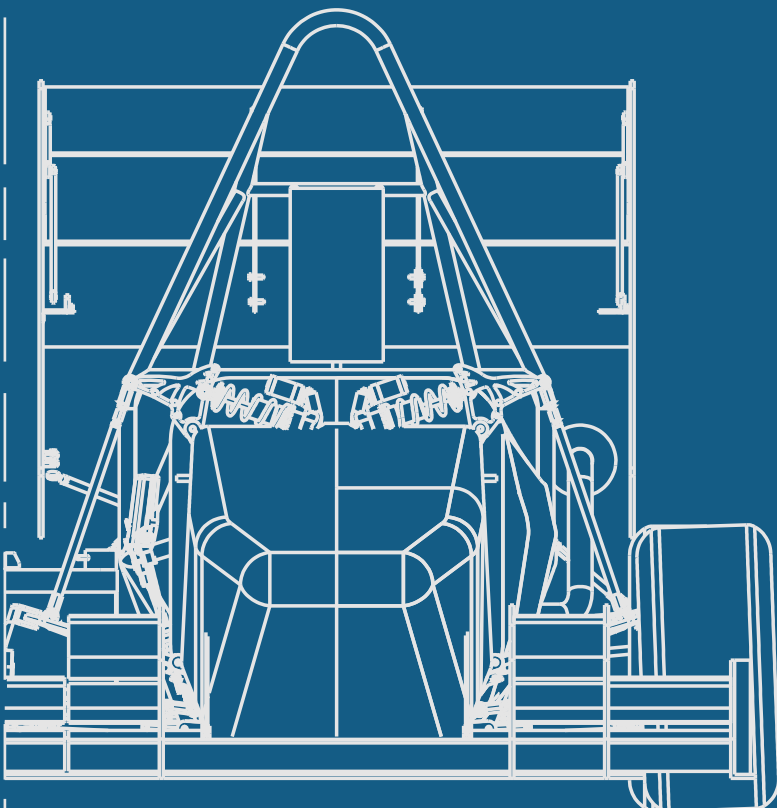
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Duke University Motorsports



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Looking forward to a great season in 2024!

- Duke University Motorsports