

# 2024 SPONSOR PACKAGE

University of Waterloo Formula Electric

2023-2024 Competition Season

**UWFE**



## Our History

# WHO WE ARE

We are the merged team of **Waterloo Formula Electric** and **University of Waterloo Formula Motorsports**. With over 36 years of history combined, Waterloo's renowned formula design teams have joined hands under the new name, University of Waterloo Formula Electric (UWFE), to build a faster and even more competitive car.

### We build an electric racecar.

Together, we will **design, build, and compete** with an open-wheel formula-style electric powered **racecar**. We pride ourselves in building a new car from scratch every year - a challenge that we are excited to take on. We put our passion for racing and problem solving into our designs - improving and building off of the past. We design our components from the ground-up and manufacture as much as we can in-house - the rest is where you come in.

### We compete internationally.

This year the team plans to compete at two major competitions, a major step forward in our team's history. We will attend **Formula Hybrid + Electric** and **FSAE Michigan Electric**, which are in association with the IEEE and Society of Automotive Engineers (SAE) respectively. We are proud to represent both the university and our sponsors at the international stage.

### We are a group of hard-working, passionate students.

As the largest design team on campus, our team is made up of **100+ dedicated students** from multiple faculties and levels at the University of Waterloo - the most innovative University in Canada. By being on the team, students apply the engineering design cycle, conduct studies and simulations, and develop strong manufacturing practices. Through UWFE, students become versatile engineers, adaptable leaders, and future professionals.

We love what we do and have fun along the way. Join us on this new season of adventures!

We are **UWFE**

# PAST RESULTS

## Formula Hybrid + Electric

2023

- 5th Overall
- 3rd in Acceleration
- 1st in Project Management

2022

- 5th Overall
- 3rd in Design

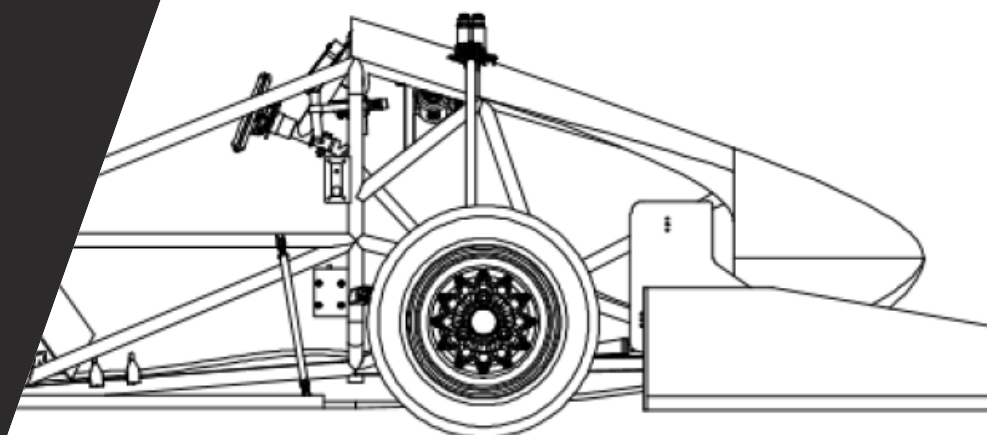
## Formula SAE Michigan

2023

- 34th Overall (/120)
- 4th in Design

2022

- 13th Overall (/100)
- 1st Canadian team
- 5th in Efficiency



## Our Competitions

# WHAT WE DO

Both **Formula Hybrid + Electric** and **Formula SAE Michigan** are interdisciplinary competitions that challenge teams of university students from around the world to conceive, design, fabricate, develop, and compete with small, formula style vehicles. Testing both engineering and presentation skills, student-build vehicles are judged in both static and dynamic events with other university teams from around the world.

The team also participates in seasonal events such as Pittsburgh Shootout and Toronto Shootout.

### Formula Hybrid + Electric

Founded by the Thayer School of Engineering, Formula Hybrid is the most complex of the SAE Collegiate Design Series and takes place each spring at New Hampshire Motor Speedway in Loudon, NH. (Formula Hybrid, 2023)

#### Dynamic Events

- Acceleration
- Autocross
- Endurance

#### Static Events

- Design
- Project Management

### Formula SAE Michigan

Formula SAE Michigan is the largest competition in North America and takes place each summer at Michigan International Speedway in Brooklyn, MI. (SAE International, 2023)

#### Dynamic Events

- Acceleration
- Autocross
- Skidpad
- Endurance
- Efficiency

#### Static Events

- Design
- Business
- Cost



## Our Impact

# WHY SPONSOR US?

By supporting UWFE, you are not only helping us build a race car - you are allowing students to grow their talents and develop their creative potential. Help us keep going!

### Hire UWaterloo. Hire UWFE.

Studying at the University of Waterloo sets us apart from other candidates as a result of the invaluable industry experience we gain from our co-op terms. Beyond this, experience and knowledge from the team sets our members apart from other uWaterloo students. With the the skills we have developed in design, manufacturing, and leadership on the team and at companies around the world - our members will exceed your expectations.

### Product Exposure

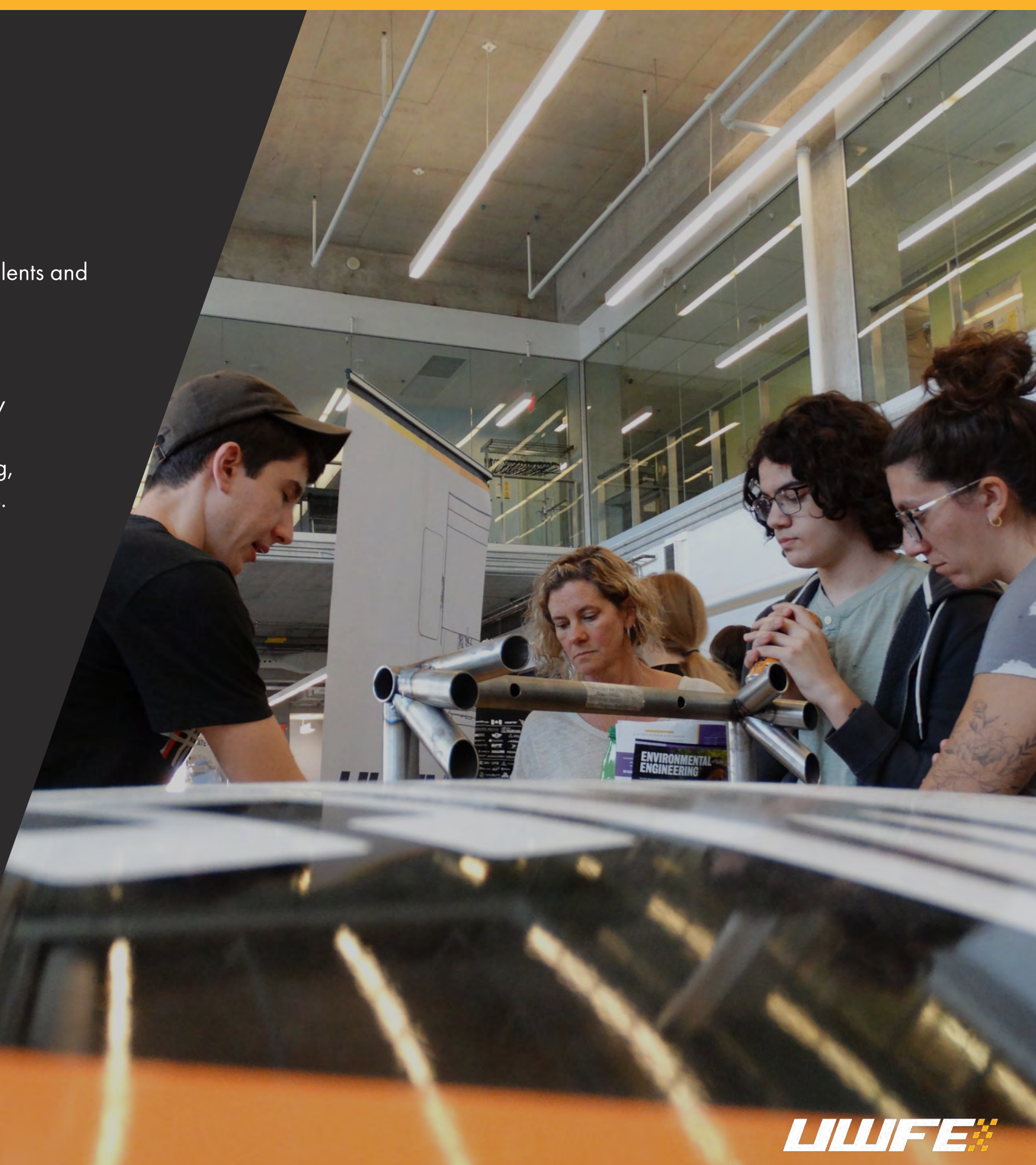
Your product or service will be used in practical applications in the manufacture of our 2024 car, exposing your company to users and engineers within the industry when showcased at competitions and public events. Additionally, our members who will soon be entering the workforce will promote the positive experiences they've had using your products or services to their respective companies.

### Demonstrate Corporate Social Responsibility

With a certificate or plaque of appreciation and the opportunity to share your involvement with stakeholders on your media platforms, you can demonstrate how your company is making a positive impact on students within the STEM field and supporting a sustainable industry.

### Increased Advertisement and Outreach

Our work bay is located at the Waterloo Sedra Student Design Center, home to many tours, open houses, and conventions. With **3,000+** followers across our social media platforms, **42,000+** students at uWaterloo, and **2,000+** in attendance at competition, supporting our team will expose your company to a wider audience.



## Our Sponsor Categories

# HOW YOU CAN HELP US

### Cash

Cash contributions help cover the costs of various necessities - from safety equipment to raw materials. To stay competitive and build for the future, we greatly appreciate any form of support you can provide.

### In-Kind

Building a car from scratch requires valuable materials and parts such as metals, carbon fibre, sensors, and more! Additionally, industry services such as CNC machining and 3D printing help us turn designs into reality.

### Software

Access to premium design, analysis, and simulation software allows us to push the limits. From torsional simulations to fatigue analysis to computational fluid dynamics - each software helps us achieve our goals and build a new car.

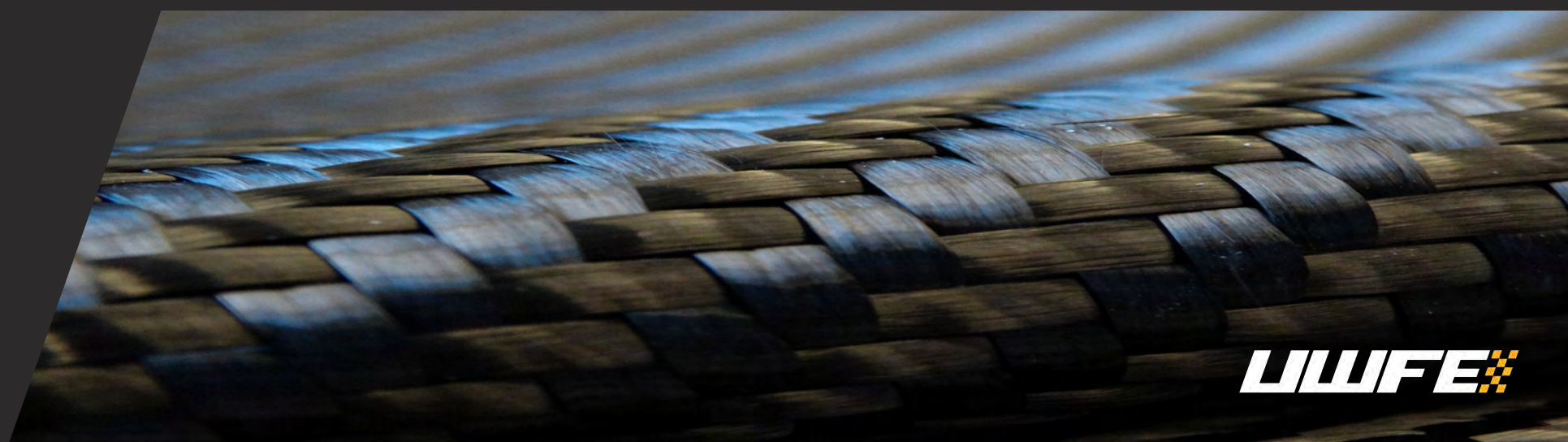
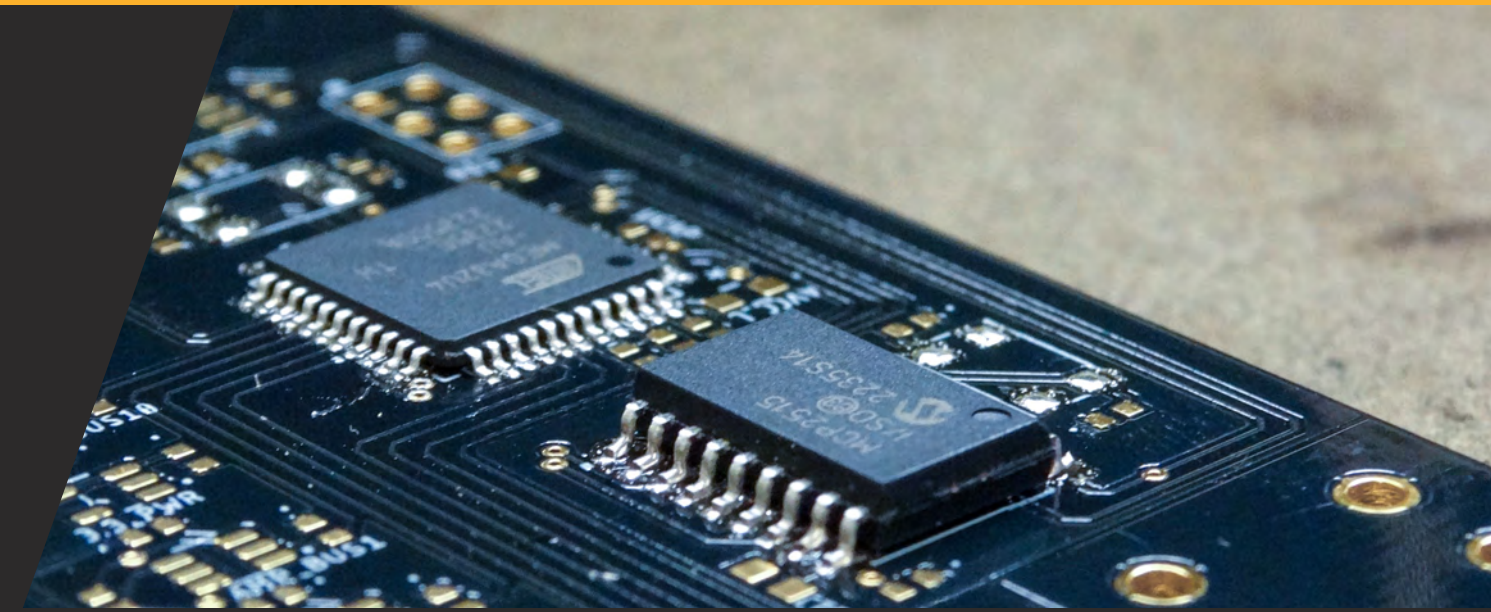
### Partnerships

We would love to work with you to help grow awareness for your platform! If you have a product, service, or message that you would like our help in sharing, please reach out to an executive to discuss more.

### Charitable Donations\*

Monetary donations to the team can receive a charitable tax receipt from the University of Waterloo. If interested, please contact us at [uwformulae@gmail.com](mailto:uwformulae@gmail.com).

\*Charitable donations are ineligible for sponsor benefits



## Our Sponsor Levels

# SPONSOR BENEFITS

### Sponsorship Level Breakdown

Sponsorship Level**	Diamond \$25 000+	Platinum \$10 000+	Gold \$5 000+	Silver \$1 000+	Bronze \$500+
Feature on Car & Apparel	●	●	●	●	●
Feature Placement Details	Company Logo Extra Large; Focal Point	Company Logo Large; High Visibility	Company Logo Medium; High Visibility	Company Logo Small	Company Name (Text Only)
Website Feature	Home Page Large	Home Page	Home Page	Sponsorship Page	Sponsorship Page (Text Only)
Token of Appreciation	Sponsor Plaque	Sponsor Plaque	Sponsor Plaque	Sponsor Certificate	Sponsor Certificate
Social Media Recognition	●	●	●	●	
Presentation Opportunities at Meetings	●	●	●		
Bring our Car to your Company Event	●				

\*\*In-kind donations will be converted to dollar value

\*Charitable donations are ineligible for the sponsor benefits listed above

### Additional special requests you may have

We would be happy to discuss any additional requests you have in mind, such as a feature video, specific recruitment events, a marketing campaign, and more! Please contact us for more details.

Our Social Media

# CONTACT US

If you have any questions, concerns or interest - you can get in touch with our team through any of the channels below! We look forward to meeting you!

Follow us on our socials to keep up with our work!

✉ [uwformulae@gmail.com](mailto:uwformulae@gmail.com)

🌐 [uwfsae.ca](http://uwfsae.ca)

in University of Waterloo Formula Electric

f University of Waterloo Formula Electric

📷 [@uwaterlooelectric](https://www.instagram.com/uwaterlooelectric)

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