





What is Formula SAE?

Formula SAE® (FSAE) is an International student engineering competition where students organize, manage, and fund a racing team. They design, build, and race a small open-wheeled race car indirectly against about 500 universities from around the world.

Not all students need an engineering degree to participate. Business majors and even art majors have joined FSAE teams.

The cars are judged in both static and dynamic events which evaluate the cars in the following categories:

Dynamic Events

Skid Pad: (7.5%) The objective of the Skid Pad event is to evaluate the car's cornering ability on a flat surface while traveling in a constant radius curve.

Acceleration: (10%) The car must accelerate through a 250ft (75m) distance from a stand-still.

Autocross: (12.5%) The objective of the autocross is to evaluate the vehicle's handling characteristics on a tight course.

Endurance and Fuel Economy: (37.5%) Endurance is a multiple lap race of 22 kilometers with one driver change at the halfway point of the race. The objective of the event is not only to evaluate the overall performance of the car but also test its reliability, fuel consumption, and overall lap times. All of these factors are taken into consideration for the score attribution.





Static Events

Engineering Design: (15%) The design evaluation is the most prestigious event of the competition. Engineers from the industry evaluate the car on innovation, assembly method, ergonomic design and maintenance characteristic. All design choices must be justified by the team members and backed up by numerical and physical validations.

Cost Analysis: (10%) The team must submit a detailed report of the total cost of the car and capital expenditures (labor, machinery, etc).

Business Presentation: (7.5%) A marketing presentation must be made in front of judges from the industry. The team must present the car with the intention to sell the prototype to a major manufacturer.

What is USF Racing?

Society of Automotive Engineers at USF

USF Racing is a completely student run organization comprised of over 20 students from diverse areas of study ranging from mechanical engineering to computer science and marketing.

The team was established in 1999 competing in the Baja SAE collegiate design series. After a very successful eleven-year stint in Baja SAE, our team decided to put all efforts into the FSAE competition in 2011.

We are a non-profit organization and rely on funding and support from generous businesses as well as the university. USF Racing constantly seeks to widen its partnership with the industry.



Student Benefits

USF Racing provides students a unique opportunity. Here, students are given the chance to gain real life experience applying essential engineering skills. Designing a racecar requires 3D Computer Aided Design (CAD), Finite Element Analysis (FEA), Computational Fluid Dynamics (CFD), and important interpersonal skills.

Not only does this program develop engineering skills, it builds a well rounded engineer as well. USF Racing provides skills such as project management, marketing, budgeting, communication, technical understanding, leadership and initiative as well.

Preparing engineers for the industry was the reason Formula SAE was created. By partnering with USFRacing, you will have the chance to recruit some of the best graduates USF has to offer.

USF Racing helps students find and excel in their careers.

Opportunity Overview

- 1) This is a great way to contribute to STEM education.
- 2) Most talented engineers around the world have taken part in some design competition. Brand impressions can be made to a high density of engineering students on our team and for others at the events we attend.
- 3) With us, you can develop and test new or existing products. The team is constantly testing, tweaking and refining to attain optimum performance.
- 4) We work hard to thank businesses for their support. We provide visibility for our sponsors at the events we attend as well as in magazines, newspapers, and media outlets that cover the design competitions. We also offer networking opportunities such as sponsor drive days, shop visits and our unveiling ceremony. We also take our car to as many car shows and autocross events as possible. Lastly, our team attends the largest motorsports tradeshow, the Performance Racing Industry Tradeshow in Indianapolis Indiana.
- 5) This is also an opportunity to gain automotive engineers for your business fresh out of USF's college of engineering.

Opportunity Overview



USF Formula SAE Team is very fortunate to have a university provide most of our costs. Unlike traditional racing teams, most of our sponsorships are charitable in nature. Despite this, USF Racing provides significant tangible assets.

Tangible Assets

Tax Benefits of Giving: Companies can use USF Racing formula SAE team to write off taxes by giving to this non-profit organization. Do you have a used machine that you would like to get rid off? Donate it to USF racing and record its value as new.

Intangible Assets

Developing and testing new or existing products.

Proven products sell better. FSAE is a solid proving ground to showcase your product.

Hiring opportunities

Formula SAE is a prerequisite that some companies look for in new employees. It should be a prerequisite for all companies. Competition is the best form of education.

Sponsorship Packages



Tier 1

\$25,000

- Large logos on car/prominent location
- Logos on team apparel
- Front page of website
- Shout out on all social media outlets
- Sponsor Page of website

Tier 2

\$7,000

- Mention on Front page of website
- Medium logos on car
- Logos on team apparel
- Shout out on social media outlets
- Sponsor Page of website

Tier 3

\$3,500

- Medium logos on car
- Logos on Team apparel
- Sponsor page of website
- Shout out on social media outlets

Tier 4

\$1,500

- Logos on team apparel
- Small logos on car
- Sponsor page of Website
- Shout out on social media outlets

Tier 5

\$500

- 1 Small logo on car
- Sponsor page of website
- Shout out on social media outlets

USF Racing is a non-profit organization. Contributions are completely tax deductible. Product and service donations are recognized at their market values and considered in-kind donations.

2017-18 Contact Details



Tim Hublou

USF Formula SAE® | usfracing.com

President 2017-19

For questions and concerns:

Cell 813-957-1149 | thublou@mail.usf.edu

Varghese Emlin Charly

USF Formula SAE® | usfracing.com

Public Relations Director 2018-19

For questions and concerns:

Cell: 352-405-5466 | vcharly@mail.usf.edu

Address: 4202 East Fowler Avenue ENC 2300 Tamp, FL 33620



Facebook: /TeamUSFRacing

Instagram: @USFRacing

Website: www.usfracing.com