



QUEEN'S FORMULA SAE

2011 SPONSORSHIP PACKAGE

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QUEEN'S RACING



WHAT IS FORMULA SAE?

Formula SAE (FSAE) is a competition organized and sponsored by the Society of Automotive Engineers. With more than 500 teams and 9 different competitions worldwide, FSAE is the largest and most prestigious student engineering competition in the world. The competition is open to engineering faculties worldwide and consists of the design, construction, and testing of an open-wheel race car. The cars are constructed according to engine and frame limitations that promote engineering creativity and must pass a 100 point technical inspection in order to enter competition.

Each school year a new car is built, improving on the previous year's design and assembly. To build a single car from start to finish is a full 12 month project. The project requires over 10 000 hours per year from the Queen's FSAE team and provides valuable real world experience in engineering and project management. In addition to designing and building the cars, the team manages itself like a business: raising money, maintaining a budget, working within a strict timeline and recruiting and training new members.

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THE COMPETITIONS

Traditionally, our team attends a single competition per year, which is held in Michigan, USA. This year, for the first time we competed at a second competition held at the Silverstone circuit in the UK.

Each competition tests the abilities of students and their cars through a combination of static and dynamic events. In the design event, a team of industry experts evaluates the design choices made by the team. The cost and business presentations force the team to consider other aspects of an engineer's job: manufacturing methods for production, financial summaries and marketing.

The dynamic events physically test the car's design and build quality. The endurance event is the ultimate test of performance and reliability, while acceleration and skidpad test the straightaway and cornering performance of the car respectively.

Competition Breakdown

Static Events	Points
Design Presentation	150
Cost Presentation	100
Business Case	75
Dynamic Events	Points
Endurance	300
Autocross	150
Skidpad	50
Acceleration	75
Fuel Economy	100
Total	1000



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2010 CAR SPECIFICATIONS

Quick Facts about the 2010 Car

Weight	475 Lbs.
Tires	Good Year Racing Slicks
Bodywork	Carbon Fibre
Performance Features	
Power	80hp @ 10 500rpm
Torque	48ft-lbs. @ 6600rpm
Redline	12 000rpm
Acceleration 0-100km/h	3.5 seconds
Unique Feature	Pneumatic Button Shifting

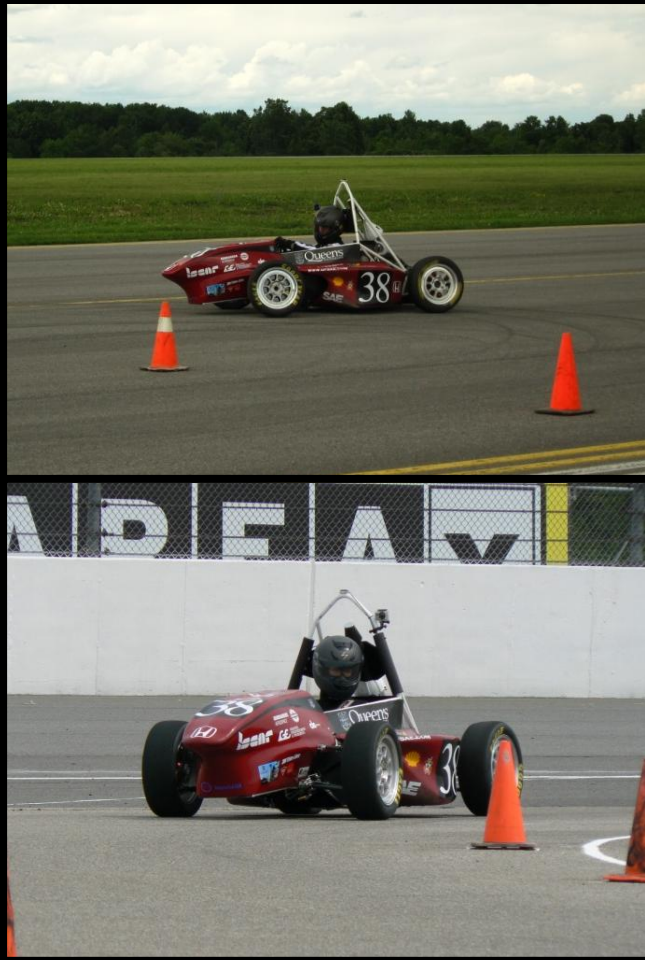
Details about the 2010 Car

Frame	Steel Space-Frame
Engine	Honda F4 (600cc I-4) Custom fuel injection
Induction	Naturally aspirated custom intake (20mm air restrictor)
Fuel	94 Octane
Cooling	Custom dry sump
Front Suspension	Carbon fibre A-arm and pull-rod
Rear Suspension	Carbon fibre A-arm and push-rod
Drivetrain	520 chain drive limited slip differential
Track and Wheelbase	44" wide, 60" long





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2010 SEASON

2010 was a breakthrough year for our team. Our hard work and dedication was rewarded with a well earned top 20 finish worldwide. We were in the spotlight at both FSAE Michigan and the Formula Student U.K. competitions where we earned top scores in all categories. In Michigan we tied for 4th in design, placed 11th in endurance and 16th overall out of 120 teams. The Queen's team also placed highest among the 18 Canadian teams at the competition. The team is extremely proud our finish which marks the best in our 18 year history and a 39 place improvement from 2009.

The highlight of the year was being able to attend our first ever Formula Student competition held at Silverstone in the U.K. During design judging, we had the opportunity to share our design with industry professionals including Formula 1 race engineers! As one of 2 North American teams in attendance, we provided stiff competition and received many compliments. We were on pace for a top 10 finish, but a faulty engine sensor stalled our engine with only 3 laps to go in the final endurance event. In the end, we finished 26th out of 100 teams and came home with a proud 8th place in design, 10th in the sales presentation, and top 20 finishes in autocross and acceleration. In reflection of the 2010 season, our team demonstrated a strong and proud image internationally for our partners, our school and our country.



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SPONSORSHIP

The Queen's FSAE team is only made possible through the generous support of our sponsors. By sponsoring this engineering challenge, your company is helping to cultivate inspired students and outstanding engineers. Students who participate in this project graduate with extensive technical experience and managerial skills that make them very desirable industry leaders.

Queen's FSAE can offer your company international exposure at our annual competitions such as Formula SAE Michigan and the University of Toronto Shootout where thousands of ambitious young engineers are present. The team hopes to continue to extend its exposure overseas in the U.K. and Germany, where motorsports are highly celebrated. Formula Student U.K. for example attracts thousands of students and engineers from Europe and around the world and is held at the site of the Formula 1 British Grand Prix. By supporting us, your company can gain international recognition and a friendly image in the community through exposure with our team. We attend local events such as the Kingston Canada Day Parade, The 1000 Islands Poker Run, and many internal events that attract the best of Queen's students and faculty. Furthermore, many top multi-disciplinary undergraduate students have gone onto pursue careers with companies in our network. Please visit our website (www.qfsae.com) for more information about our team.



QUEEN'S RACING

TITLE

1 AVAILABLE

PLATINUM

2 AVAILABLE

GOLD

SILVER

BRONZE

Sponsorship value of greater than \$15000*

Logo on team tent & trailer

Company influenced colour scheme

Prominent logo on both sides of car and on nose

Large logo on team apparel

Company banner on team website

Profile on website, logo on promotional materials

Limited availability of car for corporate events

Sponsorship value of greater than \$10000*

Large logo on both sides of car and on nose

Large logo on website banner

Standard size logo on team apparel

Profile on website, logo on promotional materials

Limited availability of the car for corporate events

Sponsorship value of greater than \$5000*

Large logo on both sides of car

Logo on website banner

Standard size logo on team apparel

Profile on website, logo on promotional materials

Sponsorship value of greater than \$1000*

Standard size logo on both sides of car

Profile on website, logo on promotional materials

Sponsorship value of greater than \$500*

Standard size logo on nose of car

Profile on website, logo on promotional materials



*May be replaced by an in-kind donation if applicable



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Thank you to all of our sponsors for the 2010 racing season.



Faculty of Engineering & Applied Science



Mechanical & Materials Engineering

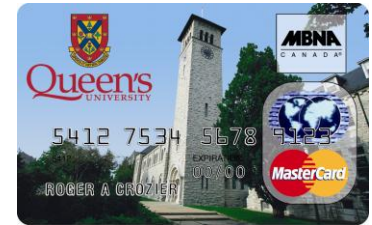


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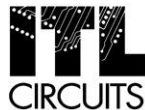
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