



 **MIT
MOTORSPORTS**

SPONSOR HANDBOOK

2021-2022

MIT MOTORSPORTS FORMULA SAE
265 MASSACHUSETTS AVENUE, CAMBRIDGE, MA 02139
FSAE@MIT.EDU

GOVERNANCE

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FROM OUR TEAM CAPTAIN

Dear Friends,

I am delighted you have come across our team! On behalf of MIT Motorsports, I hope you will consider supporting us for the 2021-2022 model year.

MIT Motorsports is a team of more than fifty undergraduate and graduate engineers that design, build, and race a Formula-One style electric vehicle at the international Formula SAE competition in Brooklyn, Michigan. In past years, we have ranked in the top three teams at competitions around the nation. Although the 2020 pandemic might have set us back, it has inspired us to implement numerous improvements within the team's structure and performance. This year, we are aiming to go further and faster than ever before.

Currently, we are aspiring to tackle one of our most important goals for the duration we have competed as an EV team. We are looking to take the next leap of progress: fully designing and racing a four-wheel-drive vehicle. Every major step that we have made over the years would not have been possible without the generous aid of our supporters, whether that be MIT, alumni, or corporate and private sponsors.

By sponsoring our team, you will help us grow as individuals and engineers. As we establish a partnership with you, it will enable us to connect with potential employers, mentors, and friends. If you have any questions, please do not hesitate to reach out!

We look forward to working with you!

Not Because it is Easy, But Because it is Fast,



Valeriia Tyshchenko
MIT Motorsports Team Captain | fsae.mit.edu
Mechanical Engineering | Class of 2023

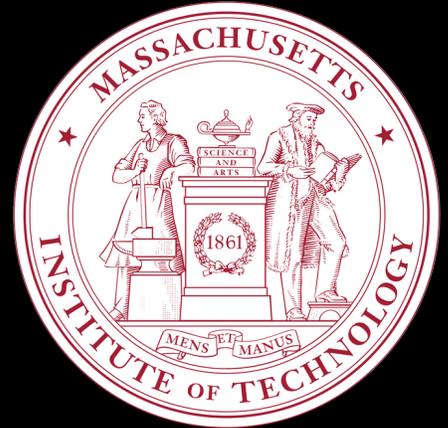


ABOUT MIT

HISTORY



MIT was founded on April 10th, 1861 as an incorporation of "Massachusetts Institute of Technology and Boston Society of Natural History" led primarily by William Barton Rogers. The story of MIT begins with a heartfelt belief that the American educational system of the 19th century was fundamentally broken. Instead of treating a scientific education and a practical education as fundamentally incompatible, its founders envisioned a new education to unify mens et manus, mind and hand, theory and practice, into a coherent program of study within a single institution.



RANKING

In 2021, MIT tops U.S. News & World Report newly released list of the best engineering schools in the country, marking the 33rd consecutive year the school has taken top honors.²



#1 in BEST UNDERGRADUATE ENGINEERING PROGRAM



#1 in MECHANICAL ENGINEERING



#1 in ELECTRICAL ENGINEERING



#1 in COMPUTER SCIENCE



#1 in AEROSPACE ENGINEERING



#1 in MATERIAL SCIENCE



#1 in CHEMICAL ENGINEERING

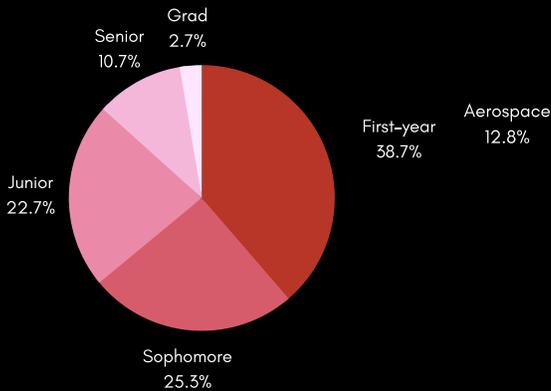
¹ MIT Admission, "A Brief History of MIT," <https://mitadmissions.org/discover/about-mit/a-brief-history-of-mit/>

² US News <https://www.usnews.com/best-graduate-schools/top-engineering-schools/massachusetts-institute-of-technology-02077>

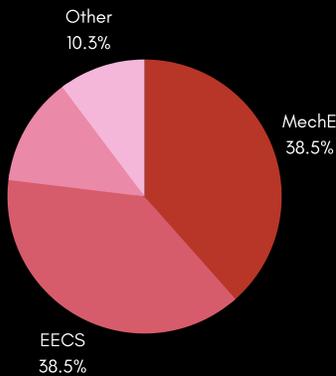


WHO ARE WE?

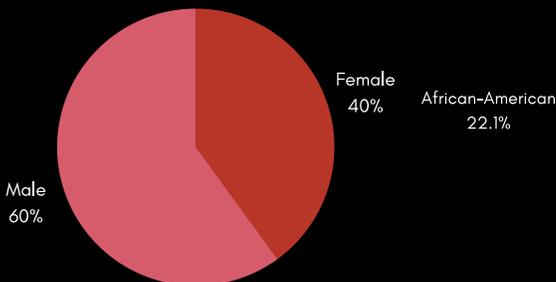
YEAR



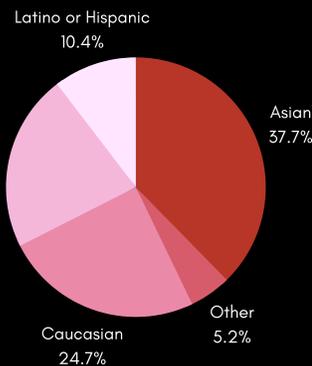
MAJOR



GENDER



RACIAL DIVERSITY



MIT Motorsports is a dedicated group of students that strives to engineer a Formula SAE car of the highest caliber. Made up of more than 70 undergraduate and graduate students of several different academic majors, the team annually builds an electric racecar for the Formula SAE Electric competition held in the US.

Every year we design, manufacture, and race our newest racecar concept. At the Formula SAE competition, vehicle design experts from industry evaluate the team's engineering quality, manufacturing cost, and fictional business plan. After a rigorous vehicle safety inspection, we are able to race against other university teams on various tracks, including a figure-eight skidpad and a 22 km endurance course.

THE EVOLUTION OF MIT MOTORSPORTS

2001

FOUNDING

MIT Motorsports first entered the Formula SAE competition when two freshmen founded the team in 2001. Since its 97th place finish on the first trip to the race track in 2003, MIT Motorsports has been a nonstop adventure, giving generations of students unparalleled engineering experience in the process.



2012

STRATEGY SHIFT

The two year cycle from 2012-2013 was the end of an era and start of a new one: the last time that MIT Motorsports used a combustion engine. With top 5 fuel economy and cost finishes, the team left gas in style.



2015

TRANSITION TO ELECTRIC VEHICLE

MY15 was the team's first completed running electric vehicle (EV). A working car meant the team could test the powertrain and acquire data. It also had the first aerodynamics package in team history.



2017

RECORD SUCCESS

MY17's second place finish at the EV competition showcased how far the team had come. The custom batteries, aero packages that increased downforce by 300%, new wheel package designs, and other improvements helped push the team to a new level.



2018

BEST OF CLASS

MY18 tuned and refined MY17's advances, building the team's most reliable car yet. More than 20 full vehicle track tests prepared us well: MY18 took the competition by storm, finishing with the fastest time in 4/5 of the competition's dynamic events.



TEAM CAPTAIN



VALERIIA
TYSHCENKO

Valeriia manages the executive board and is responsible for all high-level integration, design, and implementation decisions.

PROJECT TEAM LEADS



NICOLE SEMAN

Mechanical Lead

Nicole manages the design and manufacturing of all mechanical components of the car.



SAM COSTA

Aerodynamics Lead

Sam directs the design and manufacturing of all aerodynamic components of the car.



SARAH COSTON

Electrical Engineering Lead

Sarah manages the design and implementation of the electrical system.



BOWEN WU

Software Lead

Bowen coordinates the design, testing, and integration of all software for the vehicle.

OUR PROCESS



DESIGNING

We use team goals to define our system-level requirements. Components are designed with a focus on simplicity, efficiency, and full-vehicle understanding.

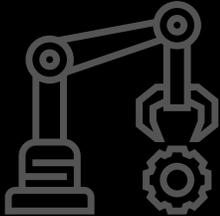
STEP 01



DESIGN REVIEWS

Throughout the design process, structured design reviews offer a formal opportunity for input on a current design from other team members and team alumni. These reviews help keep vehicle design on track and double as an opportunity for newer members to learn about the vehicle.

STEP 02



MANUFACTURING

We build our car in-house from the ground up. Team members machine precision components in MIT's Edgerton Center facilities, enabling them to experience the relationship between innovation & practicality first-hand.

STEP 03



TESTING

We aim to spend just as much time on testing as we do on design. In order to build a robust and reliable electric vehicle, we go on weekly testing trips throughout the year, honing in our vehicle's performance and training our drivers.

STEP 04



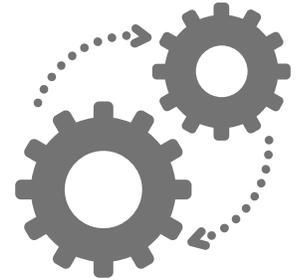
FUNDRAISING

MIT Motorsports encourages all members to research and reach out to potential sponsors, giving them valuable chances to practice their "soft skills." Additionally, building relationships with corporate sponsors and alumni alike helps members make contacts outside of their immediate academic sphere.

STEP 05



LOOKING FORWARD



MY 2021

PAST

Out of 20 registered teams, we were only one of six who passed the battery inspection test. Eight other groups either withdrew or forfeited from the competition. Although COVID significantly impacted the FSAE community this year, MIT Motorsports displayed promising results and ultimately placed among the strongest competitive teams in the nation.



MY 2022

FUTURE

Our objective is to build a healthy, confident, and experienced engineering community that is prepared to take on greater risks for the future. We will focus on applying rewarding technical challenges (building a 4WD), enforcing efficient engineering practices, restructuring design reviews, improving cross-subteam literacy, and bonding to grow an ever stronger community.



WHY SUPPORT US?

01

Advertising Opportunities: Your logos will appear on our website, apparels, and racing car.

02

Opportunity to recruit experienced and skillful students from our team.

03

Access to our break-through research ideas.

04

Plant the seed for the younger generations to grow and develop.

OUR MISSION



By emphasizing rigorous engineering, technical expertise, and effective management, MIT Motorsports empowers students to become engineering leaders.

OUR GOAL



Bringing together talented MIT students across a variety of engineering backgrounds and giving them the skills, tools, and capital to do their best work.

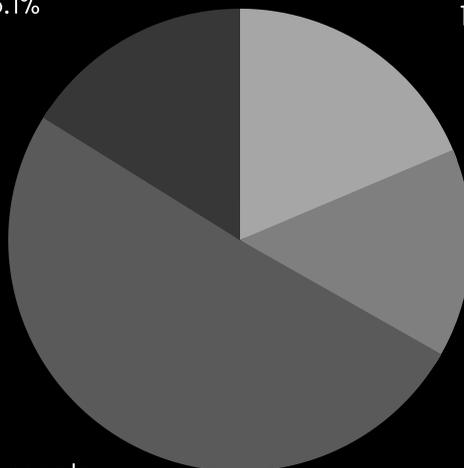
2021-2022 BUDGET PROJECTION

Miscellaneous
16.1%

EE & Software
18.6%

Logistics
14.6%

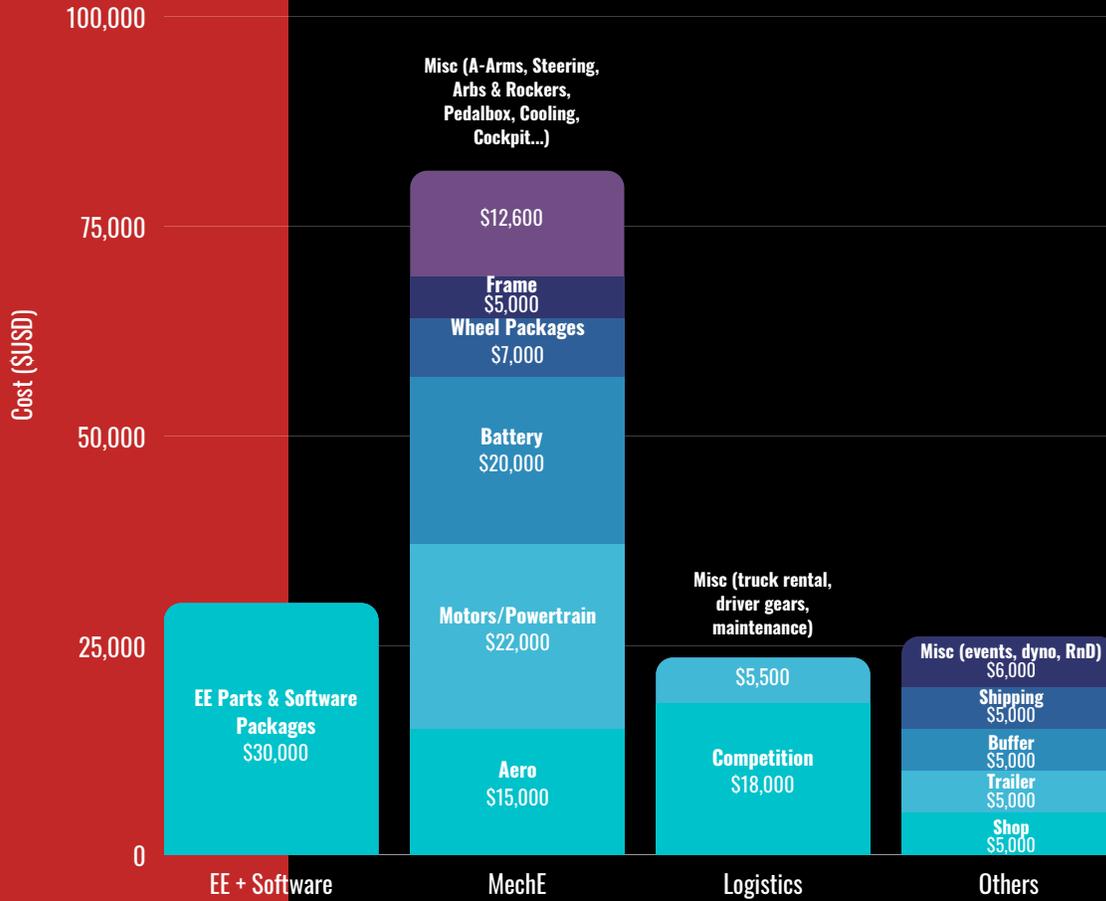
Mechanical Components
50.7%



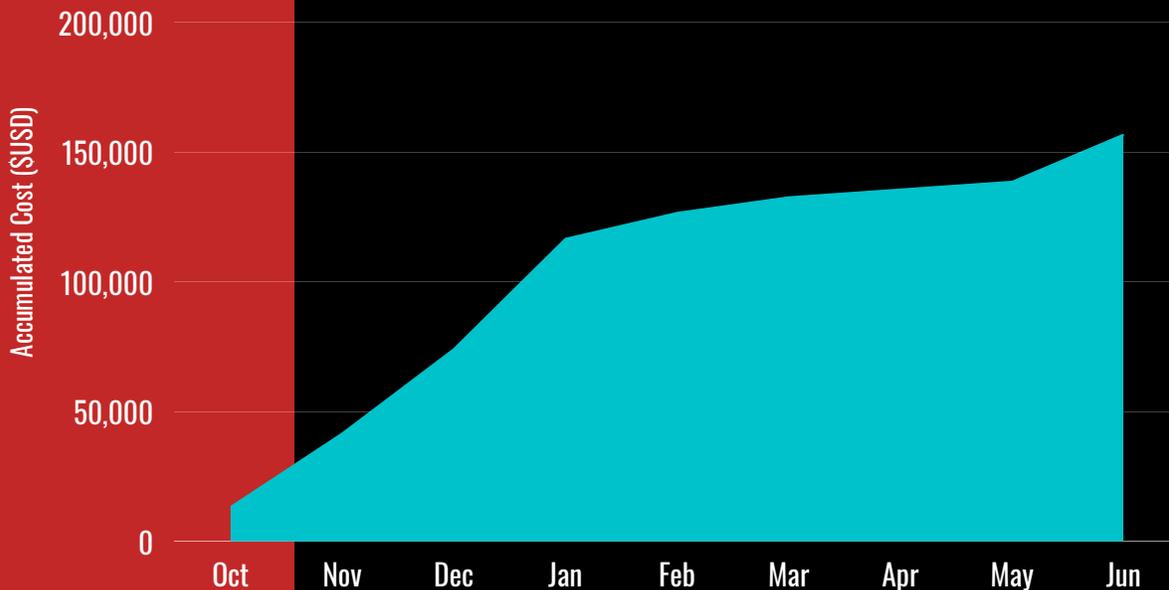
\$161,000

is needed to fund the 2021-2022 project.

COST BREAKDOWN



EXPENDITURE TIMELINE



WE NEED YOUR SUPPORT

While the Institute provides us with the laboratory space at the Edgerton center to build our race car, we rely on fundraising from corporate sponsors and individual donors to fund all of our activities. We welcome both cash and in-kind materials or equipments donation. The fair market value of donated materials and equipments will be used to determine the level of support.

Interested in Sponsoring Motorsports? Please see sponsorship benefits below and reach out to us at fsae@mit.edu. Interested in tax-deductible donation to Motorsports? Easily make a donation online at [here](#). Please note, that donations are not eligible for sponsorship benefits, in compliance with federal guidelines.

SPONSOR TIERS

OUR COMMITMENT TO YOU	AFFILIATE UNDER \$2,000	BRONZE \$2,000+	SILVER \$5000+	GOLD \$10,000+	PLATINUM \$15,000+	DIAMOND \$60,000+
INVITATION TO UNVEILING EVENT	✓	✓	✓	✓	✓	✓
HONORED ON OUR WEBSITE	✓	✓	✓	✓	✓	✓
LOGO ON TEAM APPARELS		✓	✓	✓	✓	✓
LOGO ON CAR			SMALL	MEDIUM	LARGE	X-LARGE
FEATURE ON OUR SOCIAL MEDIA				1X	2X	3X
ACCESS TO THE TEAM RESUME BOOK					✓	✓
WEBSITE PROFILE					✓	✓
DESIGN REVIEWS						✓
BRANDED BANNER						✓

DIAMOND SPONSOR - \$60,000+

Diamond sponsor will have inputs on our liveries and apparel designs, a prominent branding on our MY2021 racing car, access to our team resume books, a website profile on our website, branded banners, and many more exciting benefits.

OUR 2020-2021 SPONSORS

PLATINUM



**Ralph & Laurie
Inglese**

GOLD



MITMECHE



**Alan & Joan
Henricks**

SILVER



**Eric & Kristie
D'Ambrosio-Correll**

**Karen O'Neil
Yan Zeng
Nikhil Gidwani**



BRONZE



AFFILIATE



VECTOR >



**Richard
James**

**Anthony
Patera**

**Cameron
Ordone**