



*Duke University Motorsports  
2019-2020  
Informational Packet*

# Our Mission

- **To provide our members with hands-on experience with a long-term engineering project**
- **To help students learn to effectively work in teams, grow as leaders, and challenge themselves beyond what the classroom offers**
- **To build the brand of Duke Motorsports on campus and in the motorsports community**

# Our Team

**Our team is comprised of some of the most driven students from Duke University striving to build a fast car capable of winning the Formula SAE competition while also learning new skills and knowledge in the**



**process.**

**This year, a total of 30+ students from Duke University will be working together between subsystems to build a Formula style racecar.**

# Our Goals for 2019-2020

- **To continue to develop on existing technologies and subsystems implemented in the car**
- **Redesign and improve aerodynamic package**
- **Increase efficiency of manufacturability of car in order to focus on performance**
- **Increase sponsor representation to satisfy return on investment with corporate/technical partners**
- **Place Top 10 at Formula SAE Michigan Competition**



# Partnership

**We have very lofty goals for the 2019-2020 Racing Season and we can't complete them alone. To make a competitive car, we need the funds and resources to not only complete a high-performing race car in time for competition, but also other areas to help make our trip a success. Your organization will be contributing to the future of Duke Motorsports, the success of our school, and the education and development of future engineers.**

**This partnership is beneficial for your organization in a variety of ways. Your company will be able to broaden your reach within the Duke University campus as well as in the motorsports community. Members of Duke Motorsports are driven and eager for a challenge; Duke Motorsports provides an experience that leads all team members to quickly develop creative solutions to complex problems, a skillset that would be put to great use at your organization.**

# Partnership

## **BLUE DEVIL PARTNER (\$35,000+)**

- **Showcar Demonstration at your Location**
- **Private Demonstrations Upon Request**
- **Invitation to Formula SAE Competition**
- **All Platinum Benefits**

## **PLATINUM PARTNER (\$20,000+)**

- **XL Logo on Car/Website**
- **Personalized Social Media Shout-Out**
- **Invitation to On-Campus Events/Driving Days**
- **Access to Team Recruitment**
- **All Gold Benefits**

## **GOLD PARTNER (\$5,000+)**

- **Large Logo on Car/Website**
- **Team Apparel Upon Request**
- **All Silver Benefits**

## **SILVER PARTNER (\$2,000+)**

- **Medium Logo on Car/Website**
- **Personalized Team Plaque**

## **BRONZE PARTNER (\$500+)**

- **Small Logo on Car/Website**
- **Social Media Shout-Out**

# Return on Investment

One of the aspects that organizations look at in determining whether to sponsor a race team or not is whether you are getting your money's worth in this partnership. Formula SAE teams, especially ours at Duke University, have potential for greater quantities of return of investment than professional race teams. Here is a comparison of Return on Investment between a Formula SAE team and a NASCAR Truck Series Team:

	<b>FORMULA SAE</b>	
<b>\$45,000+/RACE</b>	<b>AVG. COST PRIMARY SPONSOR</b>	<b>\$35,000/YEAR</b>
<b>~0.525 MIL VIEWERS/RACE</b>	<b>AVG. AUDIENCE SIZE</b>	<b>~2.037 MIL VIEWERS/YR</b>
<b>FACEBOOK TWITTER INSTAGRAM</b>	<b>ACTIVE SOCIAL MEDIA EXPOSURE</b>	<b>FACEBOOK TWITTER INSTAGRAM</b>
<b>USA CANADA LATIN AMERICA</b>	<b>ACTIVE DIRECT MARKET EXPOSURE</b>	<b>USA CANADA LATIN AMERICA EUROPE EAST ASIA SOUTH ASIA</b>

# Return on Investment

**With constant exposure throughout the year, you get more value for your dollar sponsoring our Formula SAE team. Beyond the dollar value, when partnering with Duke Motorsports, you are forming a valued partnership with Duke University. One of the Top 10 most recognized American Education institutions in the world, having your name exposed to the high value people and professors who come in and out of the university. In the past year alone, several big names in American culture have come onto Duke's campus and been exposed to the Duke culture that we provide at Duke Motorsports and the school of Engineering, such as:**

- **Barack Obama (US President)**
- **Bernie Sanders (US Politician)**
- **Daniel Jones (Professional NFL Player)**
- **Larry Fitzgerald (Professional NFL Player)**
- **Todd Gurley (Professional NFL Player)**
- **Zion Williamson (Professional NBA Player)**
- **Lebron James (Professional NBA Player)**
- **Spike Lee (Actor)**
- **Ken Jeong (Actor)**

# **Return on Investment**

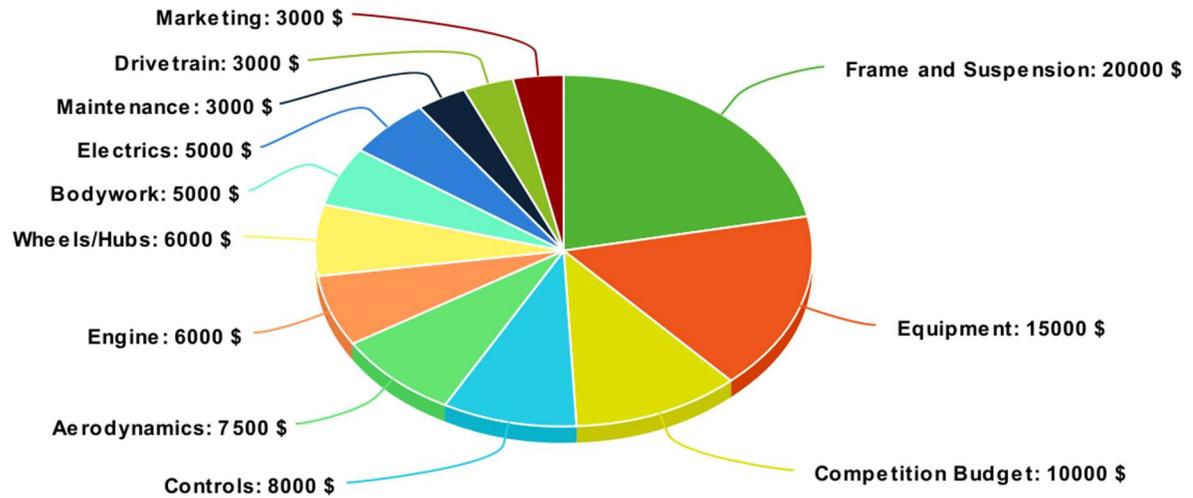
**One of the aspects that makes the Formula SAE racing series unique is that all the team members are college students forming industry knowledge and connections through the task of building a Formula-style race car.**

**Several benefits that your company has from sponsoring a university racing team over a professional race team include:**

- Contribution to education and training of young engineers**
- Exposing your product/service to a younger audience that they can then promote once they are in industry or use for their own businesses after graduating from Duke.**
- Access to engineers and graduates from Duke University (a Top 10 school in the world in terms of education) that you can hire to develop and improve your products and services**

# Annual Budget

Duke Motorsports Annual Budget



# Contact Information

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