



2016-2017 Sponsorship Brochure





Introduction

On behalf of the Villanova College of Engineering and NovaRacing, thank you for your interest in our team. Formula SAE is fast-paced and exciting; we hope to share this experience with you!

The first Formula SAE student design competition was held in 1981, and 27 years later in 2008, NovaRacing was founded. Since then, NovaRacing has produced eight generations of cars, quadrupled in membership, and jumped over 100 places in the world rankings.

The 2016 car, VU08, was the most advanced vehicle in team history. Highlights from the 2016 competition include 3rd place in acceleration, 5th place in cost, and 12th place in engineering design. Our next generation vehicle, VU09, will surpass these accomplishments and once again push the limits of design and performance. Collaboration with sponsors is paramount to making these achievements in design and engineering possible. With your help, VU09 will be a top 10 competitor in 2017.

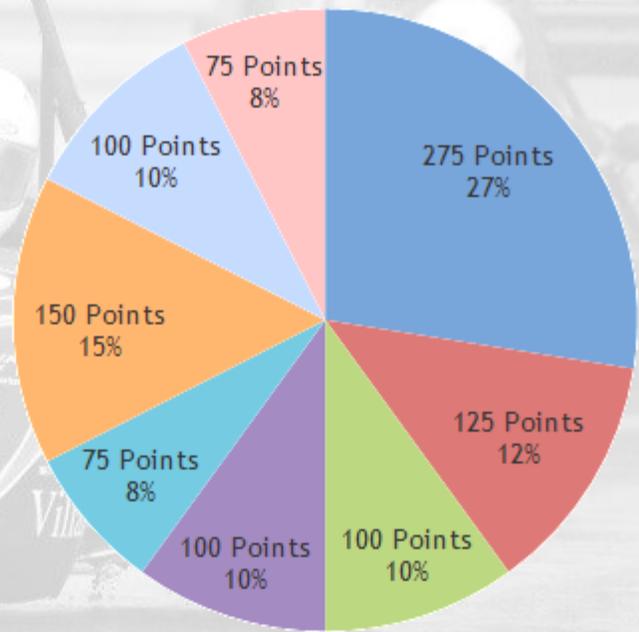




The Competition

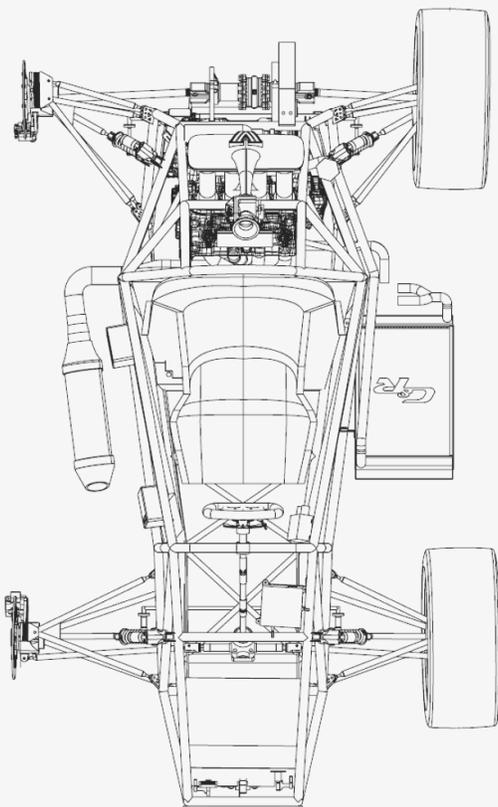
Each year the Society of Automotive Engineers (SAE) challenges student teams to design, manufacture, and race an open wheel, formula-style car. In May, 120 teams from around the world compete at Michigan International Speedway where cars are judged by industry professionals on their design, track performance, and marketability in the following events:

- Endurance
- Autocross
- Acceleration
- Fuel Efficiency
- Skidpad
- Engineering Design
- Cost
- Presentation



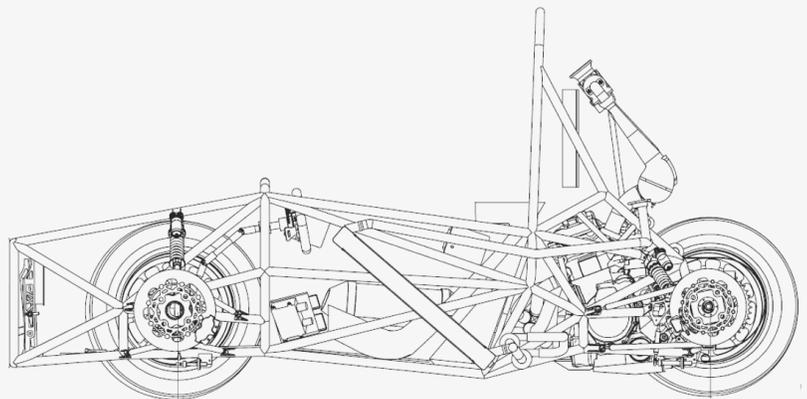
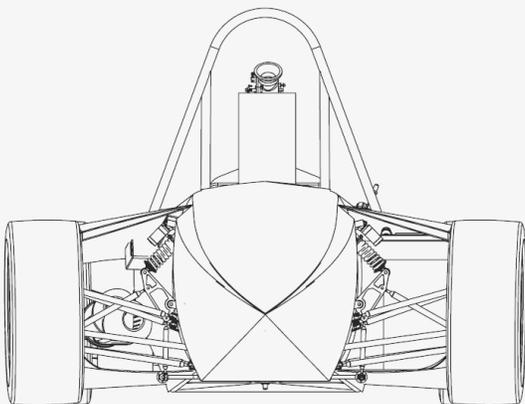


The Car – VU08



Specifications

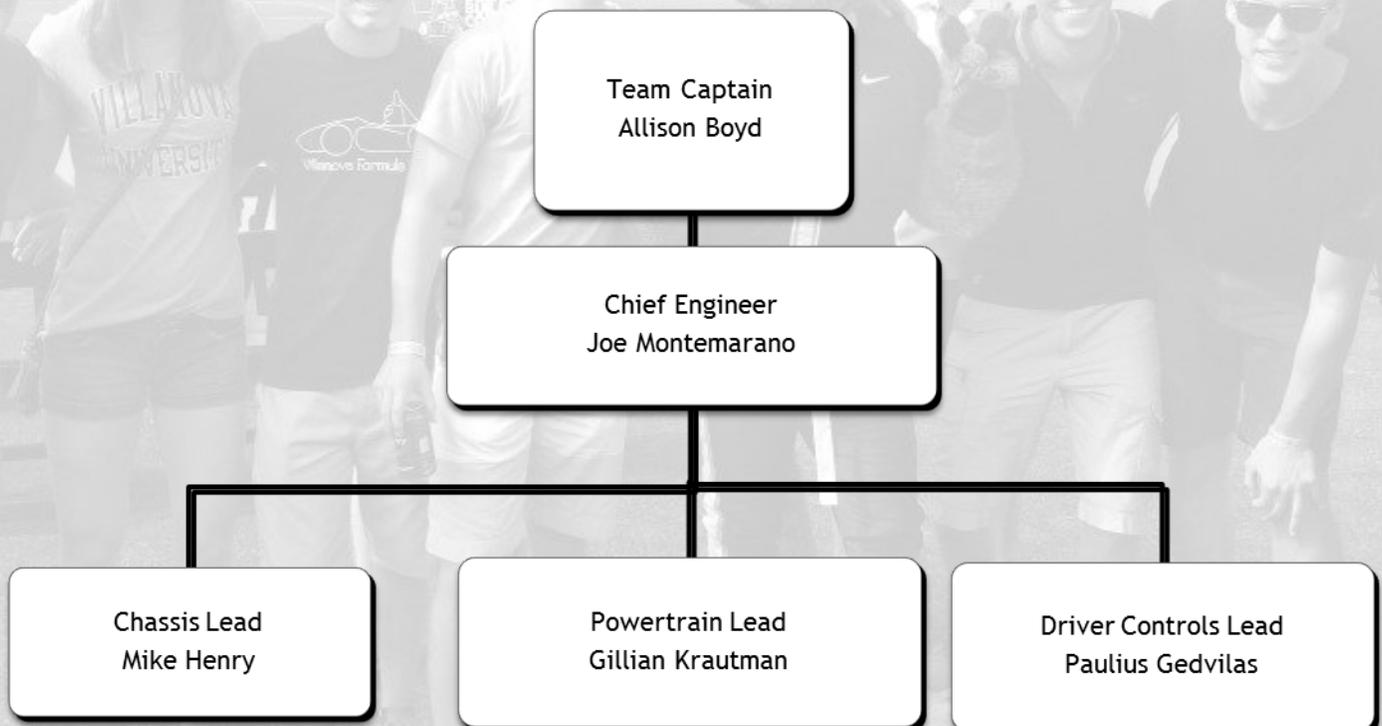
- Weight: 443 lb
- Acceleration 0-60 mph: 3.1 s
 - Horsepower: 94
 - Yamaha YZF-R6 engine
- Drexler Limited Slip Differential
- AiM EVO3 Data Acquisition Unit
 - Wireless Telemetry
- 7.0x13” Hoosier Racing Slicks
- Öhlins Adjustable Dampers





The Team

NovaRacing is comprised of 25 undergraduate students with majors in various disciplines of engineering, business, and liberal arts & sciences. Some students spend 40+ hours per week working on the design, manufacture, and test of the car, on top of their regular coursework. The team is structured on four levels: project management, competition level integration, vehicle level integration, and subsystems/components. The chart below depicts the upper level management breakdown.





Why NovaRacing?

There are 528 Formula SAE teams internationally. Why support NovaRacing?

NovaRacing consistently places among the top teams at Michigan, where advanced engineering, unwavering dedication, and professionalism are common. But while the rest of the top teams come from large universities and large budgets, NovaRacing is set apart as a small team with limited resources.

Because of our small size, our members must be more involved in order to keep up with the immense amount of hard work necessary for success. Individuals are responsible for multiple systems across the car, giving us better comprehensive knowledge, greater synergy, and an overall well rounded team. Our small size means more work and sleepless nights, but it has also formed unparalleled friendships and memories.

The team has refused to let our size or age be a disadvantage. With the help of our sponsors, we have expanded our resources, advanced our cars, and climbed the ranks. 2016 was the year for Villanova Men's Basketball; 2017 is the year for Villanova Formula SAE.



Sponsorship Benefits

MARKETING

All of our sponsors are promoted on the team t-shirt and Facebook page, and our largest sponsors* appear on the race car as well. The team and car, and therefore our sponsors, are well promoted both locally and nationally. The car is displayed in the College of Engineering, attends all Engineering events on campus, is consistently featured in both university and local publications, attends car shows such as the Philadelphia Auto Show, and was featured on MAVTV's Titan American Built. Previous cars have even been displayed at sponsoring company locations.

*\$1,000+ or equivalent in kind donation

NETWORKING

Sponsors gain the opportunity to recruit team members, familiarize future engineers in industry with the sponsored product or service, and join the active and engaged NovaRacing network. In addition, all sponsors are invited to visit the garage and appear as a guest speaker at team meetings.

NovaRacing is a 501(c)(3) organization. All donations are tax deductible.



Our 2015-2016 Sponsors



GREG MONAHAN	BEN ROCCI	GARY GABRIELE
CHARLIE FEATHERSTON	TOM GACKA	GEORGE SIMMONS
CAMERON HINDERER	ALEX CUSACK	GAYLE DOYLE
CHRIS DIPAOLO	JASON WOO	CHRIS TOWNEND
CHRIS LOGUE	TOM SANZONE	ZACK NOWOSAD
MARY JO BAILEY	GARRET CLAYTON	EMMA ARMSTRONG



Thank You!

Interested in learning more or supporting the team?

Contact Team Captain Allison Boyd

aboyd7@villanova.edu

For updates on our progress follow us on Facebook at

“Villanova FSAE”!

