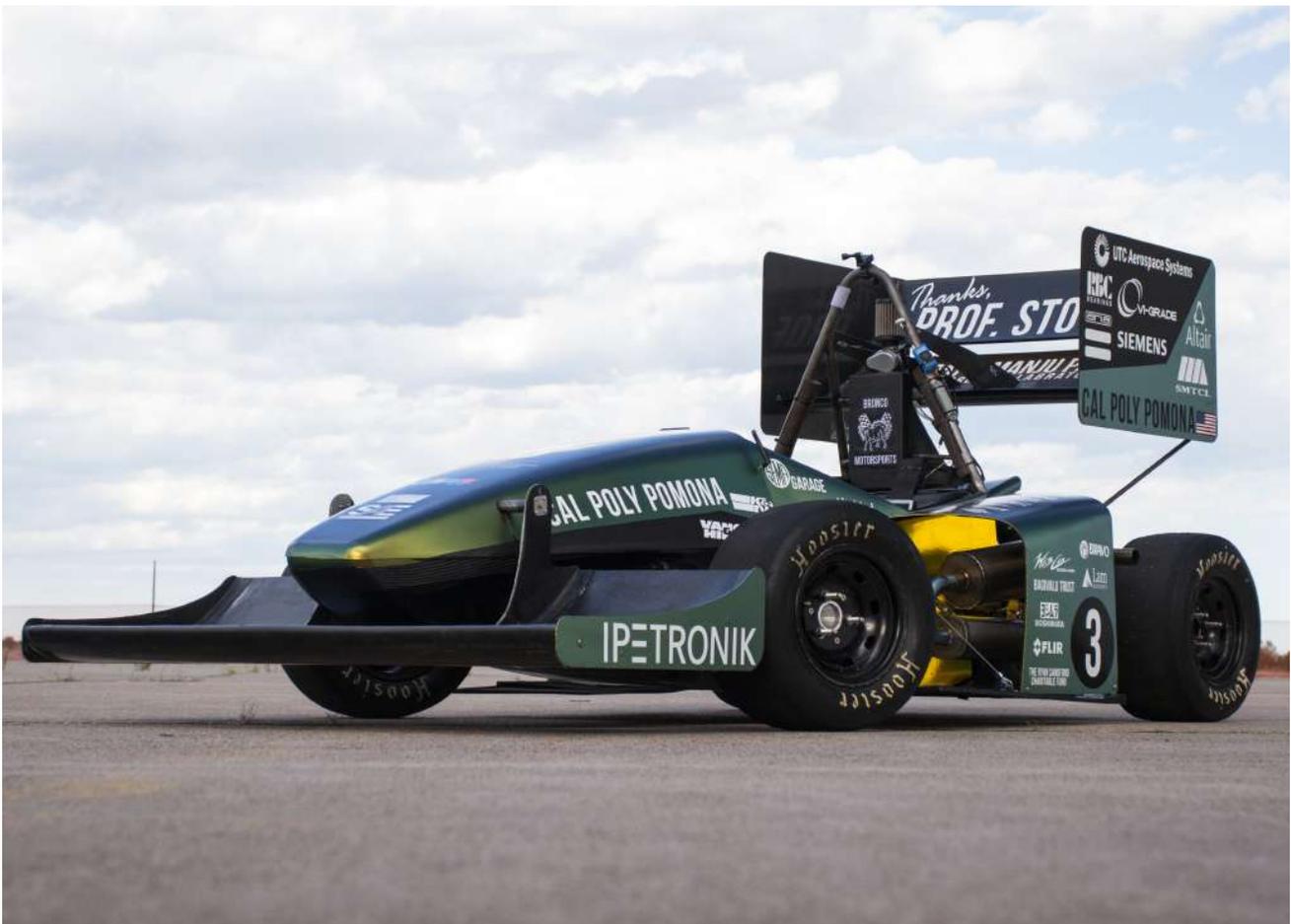


SPONSORSHIP PROPOSAL

WE ARE BRONCO MOTORSPORTS

Thank you for taking the time to learn about the Cal Poly Pomona Formula SAE team. This proposal invites you to explore promotional opportunities through our academic program and infrastructure of students, alumni, and industry professionals. You will also find information within regarding our team, our vision, and our objectives for the 2018-2019 competition season.



Formula SAE (FSAE) is a collegiate design competition providing University students with the challenge to conceive, design, fabricate and compete with a small formula-style racing car. SAE (Society of Automotive Engineers)

2017 Formula SAE car at Lincoln, Nebraska

sanctions FSAE through specific rules and regulations that encourage students to test their knowledge, utilize their creativity, and implement innovation. Teams must respond to real world obstacles in systems engineering design and problem solving, as well as hone their interpersonal skills such as communication and leadership. Since its creation in 1981, FSAE has been instrumental in enhancing mobility engineering worldwide.

During competition, teams are judged by industry experts on their performance in static presentations and dynamic track events. FSAE competitions serve as an opportunity for students to showcase their knowledge and defend their designs. Leading companies support and participate in FSAE events to help develop the next generation of engineers and to have a chance to recruit these highly sought-after individuals. Cal Poly Pomona encourages students to use FSAE to go beyond the classroom and bridge the gap between academia and the real world.



2017 FSAE driver egress
at Lincoln, Nebraska

DESIGN / REFINE / TEST / COMPETE

STUDENT BENEFITS

- Opportunities to grow into strong engineers and businesspeople with leadership, design, public speaking, and problem solving skills
- Growth of team member's knowledge, creativity, and imagination
- Exposure to leading companies, industry professionals, and alumni
- Competition with top engineering schools around the world
- Senior design and technical elective credit



2016 Car completed for unveiling

TEAM OBJECTIVES

Our principle objective in CPPFSAE is to learn. As university students, we have all come to the team in the hopes of applying what we learn in our classes to a project that we find interesting and can be passionate about. Our team changes every year, but no matter what personalities we have, we are always sure to maintain an environment in which we can work together and teach one another. As a top team, many expect our rankings to be our top priority. While we have seen great competitive success, our focus lies in graduating as the best we can be overall. This means not only excelling in our academics, but in our personal growth as well.

LEARN BY DOING

Leadership	Testing
Communication	Management
Design	Budgeting
Manufacturing	Public Speaking

UNITY IN DIVERSITY

Our team is comprised of students from a multitude of backgrounds. Students from the following fields of study have contributed to our team's success:

Accounting	Graphic Design
Computer Information Systems	Marketing
Finance, Real Estate & Law	Technology Operations & Management

We celebrate our team's diversity and the various skills these students bring.

PARTNERSHIPS

The CPP Formula SAE Team recognizes the importance of providing a two-way relationship between students and industry professionals. Without support from businesses, organizations and individuals, our team would not be able to compete annually in FSAE. We feel it is our responsibility to make CPP Formula SAE valuable to sponsors by integrating sponsor visibility into our team's foundation.

SPONSORSHIP

Cal Poly Pomona Formula SAE needs your help to support our team's growth and continue moving forward. The future success of our team will come not only from the dedication and work of the student team, but from businesses, organizations, and individuals like you. We depend on your services, materials, and donations to compete and succeed in Formula SAE.



Carefully aligning our sponsorship stickers for unveiling

SPONSOR VISIBILITY

Our sponsors enjoy exposure to over 35,000 of the world's best students, engineers, and faculty in the international arena, on the Cal Poly Pomona campus, and throughout various community events or exhibits where the car is set on display. Bronco Motorsports is flexible with creating an appropriate advertising solution to suit specific sponsor needs. Your logo or name may be placed on our website (with link), car, team clothing, etc.

PERSONAL RELATIONSHIP WITH OUR TEAM

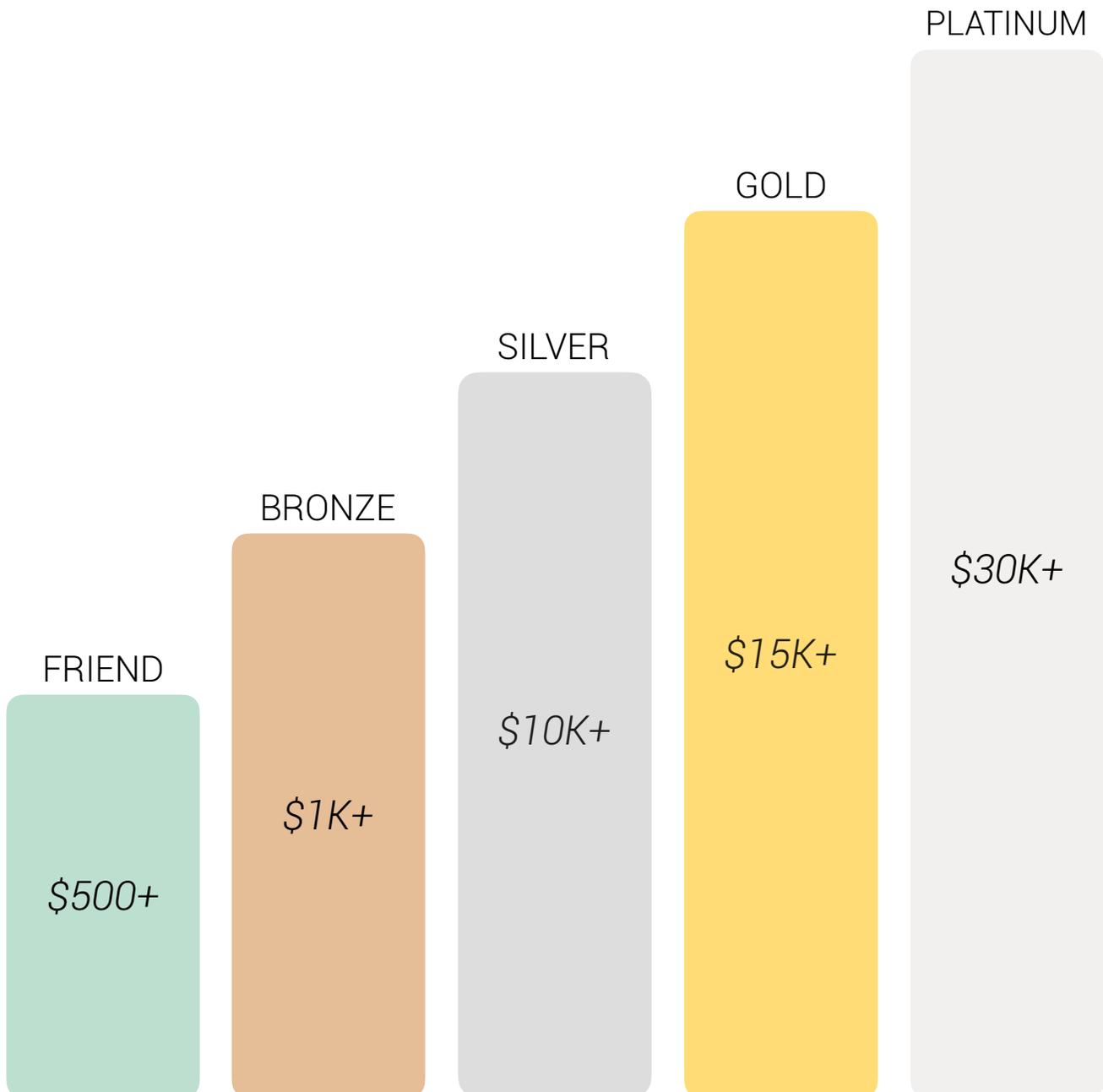
Sponsors gain direct access to top-level students for co-ops, internship programs, and full time employment. Our partners are also invited to special team and University events. Lastly, sponsors also receive a periodic letter providing updates about team progress, events, and important news.

OUR SUCCESS

2017 Formula SAE Lincoln	6th in Design
2016 Formula SAE Lincoln	3rd Overall, 7th in Design
2016 Formula Student Germany	8th in Autocross
2015 Formula SAE Lincoln	4th in Autocross, 8th in Skidpad, 9th in Design, 10th in Cost
2015 Formula Student Germany	16th Overall, 13th in Autocross, 10th in Efficiency
2014 Formula SAE Lincoln	4th Overall, 3rd in Endurance
2014 Formula Student Germany	9th Overall, 1st in Cost
2014 Formula SAE Michigan	14th Overall, 15th in Design
2013 Formula SAE West	6th Overall, 2nd in Endurance, 7th in Design, 6th in Skidpad
2012 Formula SAE West	7th Overall, 6th in Economy, 8th in Design and Skidpad
2011 Formula SAE West	4th in Acceleration, 8th in Design, 11th in Endurance
2009 Formula Student Germany	8th in Design, 11th in Endurance
2008 Formula SAE West	5th Overall, 1st in Endurance and Skidpad
2007 Formula SAE Italy	5th Overall, 3rd in Design
2007 Formula SAE West	11th Overall, 3rd in Marketing
2006 Formula SAE West	21st Overall
2003 Formula SAE Detroit	15th Overall, Outstanding Sportsmanship Award
2000 Formula SAE Detroit	3rd Overall
2000 Formula Student	1st Overall
1998 Formula SAE Detroit	25th Overall
1996 Formula SAE Detroit	9th Overall, Spirit of Excellence Trophy

SPONSOR LEVELS

Contributions may include donation of parts, materials, services, or the financial equivalent



SPONSOR BENEFITS

logo on site	●	●	●	●	●
social media	●	●	●	●	●
car logo size		S	M	L	XL
logo on apparel			●	●	●
invitation to all team events				●	●
logo on wings					●
custom benefits					●



Thank you for taking our proposal into consideration. Spurred on by our passion for learning and recent successes, Bronco Motorsports is very excited for the upcoming season and we hope you are too. If you are interested in becoming part of our team, you can reach us through the listed contacts.

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Formula SAE

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