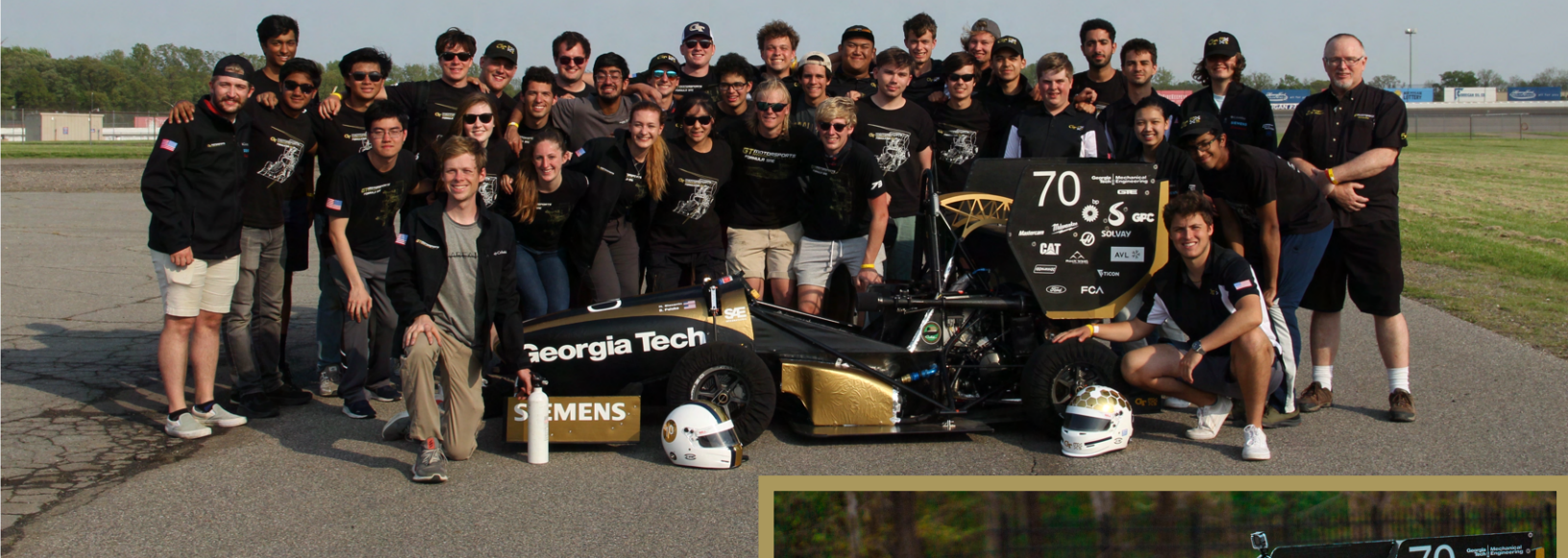


# GT MOTORSPORTS

## SPONSOR PACKET 2022-2023







# WHO ARE WE?

**Georgia Tech Motorsports (GTMS)** is a student-led team that designs, manufactures, tests, and competes an open-wheeled style racecar in FSAE events. GTMS actively welcomes and supports students from all disciplines to compete in the Society of Automotive Engineers (SAE) events around the world, while reinforcing vital skills in teamwork, leadership, project management, and communication and also giving back to the community.



*Car #70. The latest competition car to bring back a trophy. Formula SAE Michigan, 2022.*

Since 1986 we have proudly represented Georgia Tech and our supporters by pursuing great successes both on the track and off. With the contributions of each sponsor students are able to:

- Apply classroom learning to real-life engineering and industry problems in a world-class race team
- Build a supportive community to gain valuable experience academically and professionally
- Foster a diverse learning environment, as shown by a 233% growth in female members over the last two years.
- Create innovations by following industry design and manufacturing



*The beginning of GT Motorsports, Car #66, built in 1986.*

# THE COMPETITION



FSAE

**Formula SAE** is an opportunity to showcase our formula-styled, single-seat race car created with the effort of every member in GTMS. In a competition of 120 teams, we prepare to take on both national and international teams alike at the Michigan International Speedway and international competitions.

60+

**Team Members** with unique skills spend 1000's of hours at the Georgia Tech Student Competition Center (SCC) collaborating to create innovations that go beyond the car. Applying formal education from the classroom to learning new techniques at the SCC; each member grows with the effort.

12

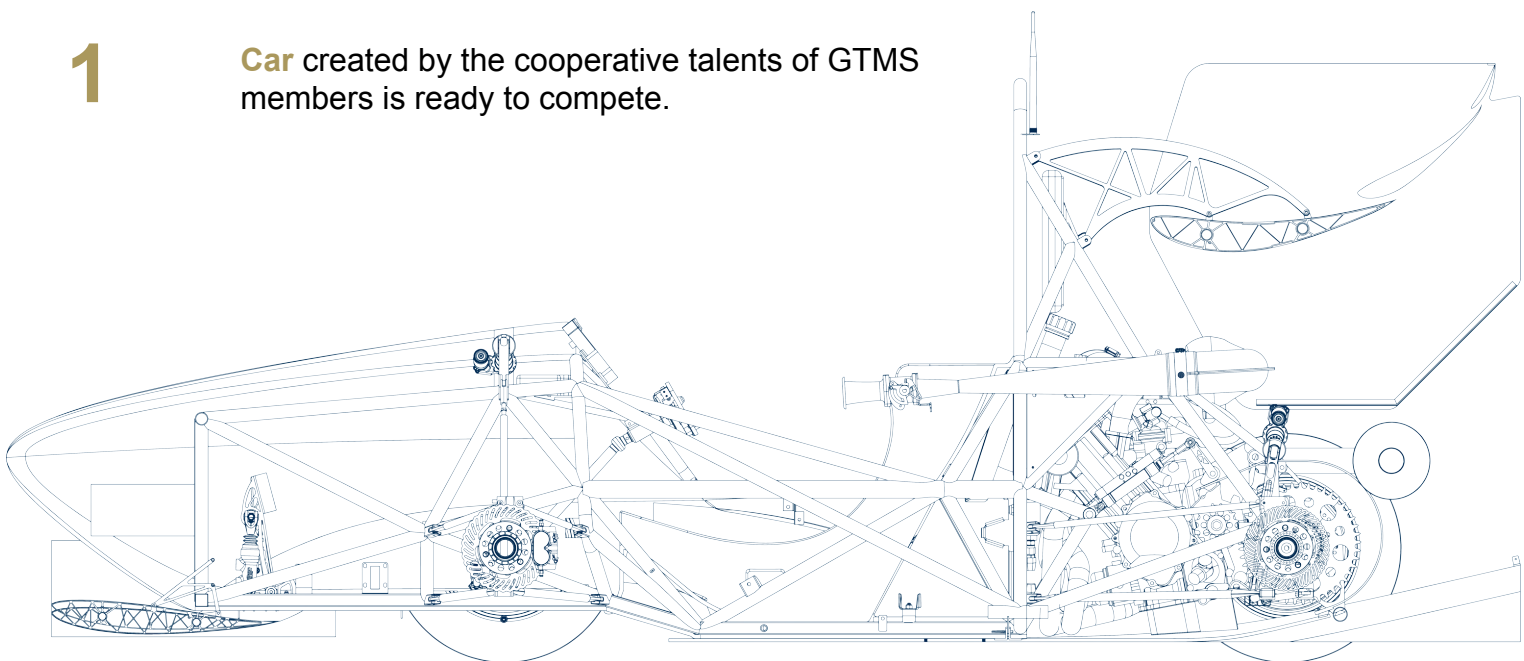
**Months of production** are required to design, develop, manage, and manufacture a car capable of top finishes at the FSAE competition. This is more than a student competition to us— this is the start of our careers as engineers.

8

**Subsystems** not only work together to produce our car, but prepare to defend their individual components in a series of events to test the car's straight line speed, acceleration, cornering ability, fuel economy, and endurance. We must defend our car to industry experts who evaluate the team's engineering methodology, cost report, and business case.

1

**Car** created by the cooperative talents of GTMS members is ready to compete.





# OUR ACHIEVEMENTS

- 1st Place Cummins Applied Technology
- 1st for Altair Engineering Innovation
- 1st Flowmaster Exhaust Technology
- 1st Place Sales Presentation FSAE Michigan 2022
- 7 Domestic Top 10 Finishes
- 3 International 1st Place Championships
- 30+ Unique Cars
- 40+ Competitions

## BENEFITS OF ENGAGEMENT

### Opportunities

- Access to some of the most dedicated GT engineers
- Privileged Access to Team
- Professional Relationship with Students Through Mentorship
- Volunteers for Testing Opportunities
- Preferred Supplier Status
- Drive Day and Event Invitations

### Brand Identity

- Exposure at FSAE and Local Events
- Logo Placement on Website, Car, Apparel, and Banner
- Active Brand Ambassadors
- Logo Use for Your Marketing
- Sponsorship Announcements Across Platforms



*GTMS at the Mercedes-Benz Stadium STEAM Day event, hosting nearly 500 students from Title I schools in the Atlanta area.*

Our goal at Georgia Tech Motorsports is to welcome sponsors as a part of the team. In exchange for in-kind and monetary sponsorships, we are ready to offer a partnership to help you reach your organizations objectives.



# SPONSOR TIERS



We welcome both cash and in-kind materials, services, or equipments donation. The fair market value of in-kind will be used to determine the level of support at an exchange rate of \$0.85 = \$1.00.

| OUR COMMITMENT TO YOU         | AFFILIATE<br><i>UNDER \$2,000</i> | BRONZE<br><i>\$2,000+</i> | SILVER<br><i>\$5,000+</i> | GOLD<br><i>\$10,000+</i> | PLATINUM<br><i>\$15,000+</i> | DIAMOND<br><i>\$20,000+</i> |
|-------------------------------|-----------------------------------|---------------------------|---------------------------|--------------------------|------------------------------|-----------------------------|
| INVITATION TO UNVEILING EVENT | ✓                                 | ✓                         | ✓                         | ✓                        | ✓                            | ✓                           |
| WEBSITE LOGO                  | ✓                                 | ✓                         | ✓                         | ✓                        | ✓                            | ✓                           |
| LOGO ON TEAM APPAREL          |                                   | ✓                         | ✓                         | ✓                        | ✓                            | ✓                           |
| HOST RECRUITING EVENTS        |                                   |                           | ✓                         | ✓                        | ✓                            | ✓                           |
| LOGO ON CAR                   |                                   |                           | SMALL                     | MEDIUM                   | LARGE                        | X-LARGE                     |
| POSTS ON OUR SOCIAL MEDIA     |                                   |                           |                           | 1x                       | 2x                           | 3x                          |
| TEAM RESUME BOOK              |                                   |                           |                           |                          | ✓                            | ✓                           |
| COMPANY PROFILE ON WEBSITE    |                                   |                           |                           |                          |                              | ✓                           |
| BRANDED BANNER                |                                   |                           |                           |                          |                              | ✓                           |

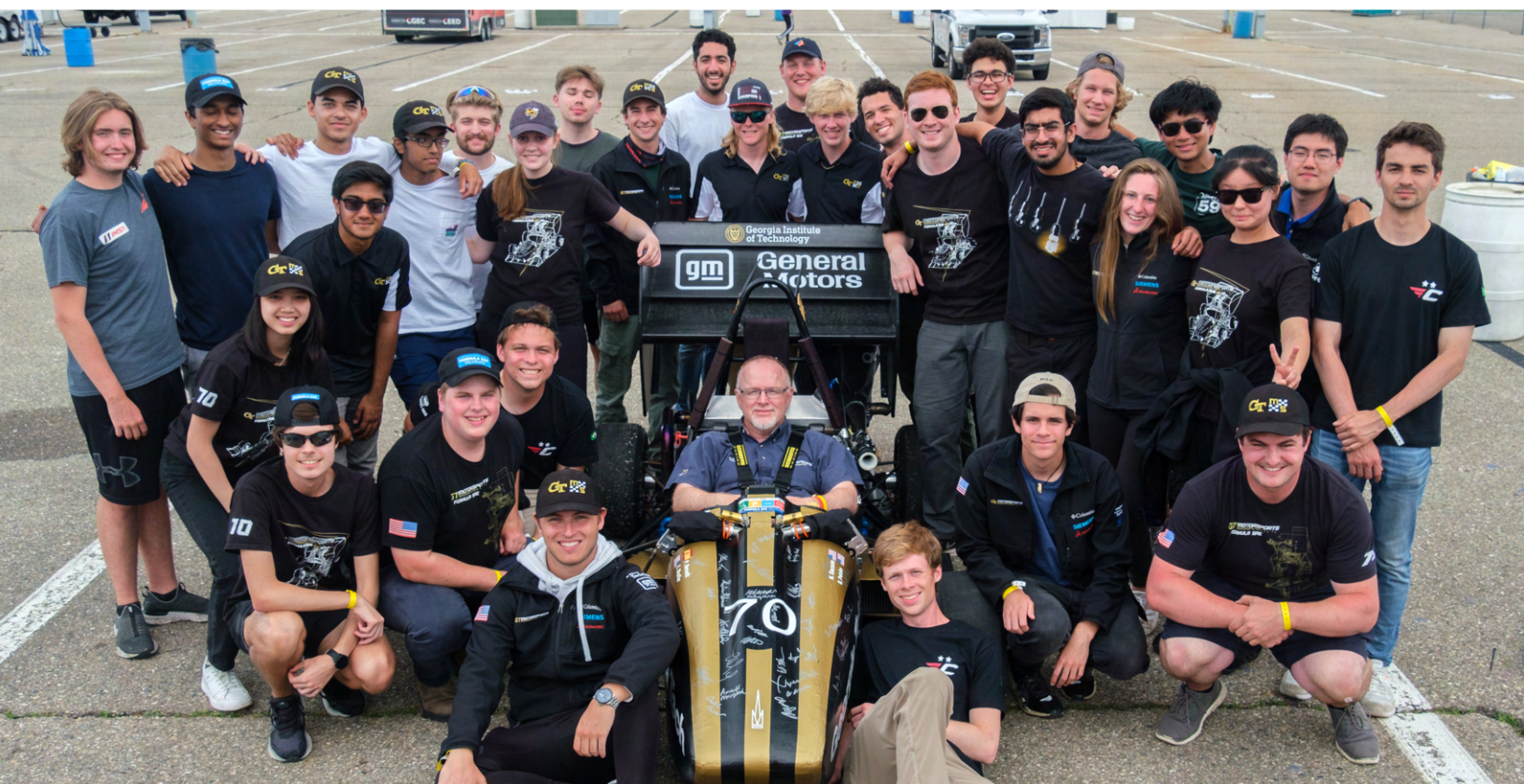
## Diamond Sponsors

Diamond sponsors are what truly drive this team. Without their incredibly generous support, we would not be where we are today. In recognition of this generosity, Diamond sponsors have the liberty to decide what benefits we may offer to best suit their objectives.

# THANK YOU



Georgia Tech Motorsports could not be here today without the support of our generous sponsors who fuel our ability to learn and innovate in ways that surpass traditional education. We hope to hear from you in the near future, and build a unique partnership with you and your company.







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