

Rice Society of Automotive Engineers



One-Lap-of-America Sponsorship and Partnership Proposal



Who are we?

The Rice Society of Automotive Engineers (SAE) is a student organization that encourages the application of basic engineering principles to automobile systems.

The goals of the club are to “promote a culture that fosters innovation and creativity along with a current knowledge of automotive technologies.”

The hands-on approach of the group provides a support network for those who are interested in the engineering of automobiles for optimal performance.

The club aims to give students a first hand experience of engineering by performing projects on student owned cars such as upgrading a car’s exhaust.

Activities include helping with basic security measures during Houston dealer track days, touring dealerships, and providing volunteers for the Houston Auto Show.

The organization is the local chapter of the national society and encourages official national membership for all members.



Program Goals

The Rice Society of Automotive Engineers will be embarking on a yearlong activity that combines both educational principles and street practice.

The goal is to provide students with the engineering knowledge and practical skills relating to automotive suspension, aerodynamics and performance.

The knowledge learned in the classroom will be applied to the Rice SAE team cars. In addition, the students will learn how their engineering translates into the feel and control of an automobile.

The year's program will culminate in a student team ("Racing Owls") entering at least one car in the 2005 Tire Rack Cannonball One Lap of America. The cars are an Alfa Romeo Milano (below) and Isuzu Impulse Turbo





What is the Cannonball One Lap of America?

The 2005 Tire Rack Cannonball One Lap of America will be the 22nd edition of this famous driving enthusiasts' extreme challenge.

In the early 1970's Brock Yates, senior editor of Car and Driver Magazine created the famous Cannonball Run; a flat out race from New York City to Redondo Beach, CA.



After 5 events Mr. Yates set out to create a motor sports event that was accessible to the average driver while capturing the excitement and romance of the Cannonball.



Starting in 1992 Mr. Yates put the Cannonball One Lap of America on the format it uses today. Nearly 24 hours a day driving with competition taking place as time trials on race tracks throughout the country. The event is foremost one of endurance and vehicle preparation.

Although scoring is based on performance at the racetracks, the vehicles and their drivers must survive over 5000 miles of driving!



Where is One Lap of America 2005 Taking Place?

Tire Rack Headquarters (South Bend, IN) - Saturday April 30th

Indianapolis Raceway Park (Indianapolis, IN) - Saturday April 30th

BeaveRun (Big Beaver Borough, PA near Pittsburgh) - Sunday May 1st

Lancaster Speedway (Clarence, NY, near Buffalo) - Sunday May 1st

New Hampshire International Speedway (Loudon, NH) - Monday May 2nd

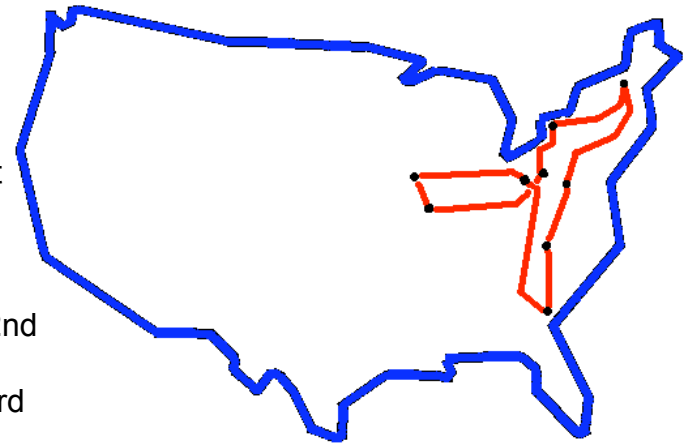
Summit Point Raceway (Summit Point, WV, near DC) - Tuesday May 3rd

Virginia International Raceway (Alton, VA, near NC state line) - Wednesday May 4th

Roebing Road Raceway (Bloomigdale, GA, near Savannah) - Thursday May 5th

Nelson Ledges (Warren, OH, near Cleveland) - Friday May 6th

Tire Rack Headquarters (South Bend, IN) - Saturday May 7th





Importance and Benefits: ***Why should this project be funded?***

What are the benefits to the students?

A number of tangible and important impacts can be realized through your support.

Education – automotive technologies bring together fields such as mechanical engineering, chemical engineering, materials science, chemistry, physics and mathematics.

Experience – providing real world engineering experience for students interested in pursuing careers in the automotive industry and related industries (electronics, materials, fuels).

Sponsor and media relations - providing students with training and experience for dealing with clients and customers as well as the media.



What are the Benefits to you the Sponsor?

Publicity – the Public Affairs Office at Rice University will assist the *Racing Owls* in providing maximum exposure to its Sponsors including Local and National TV and print media.

Rice University publications (*Thresher*, *Rice News* and the *Sallyport*) will provide exposure to students, alumni and University donors.

Media coverage by  magazine and 

Advertising – your logos and associated advertising material displayed on the car, on the driver's racing suits, and on the casual wear worn before, during and after the event by the *Racing Owls*.

Rice SEA's web site will feature all sponsors logos and links. The Rice SEA intends to provide a web-based log of the the year leading to One-Lap-of-America.

Tax Benefits - the tax except status of Rice University allows sponsors to treat their sponsorship as a charitable donation.



Potential Exposure: Houston, Texas, and US

Rice Thresher (www.ricethresher.org) – Weekly student newspaper with an on and off campus circulation in excess of 6,000. Feature articles (before and after the event as well as for key milestones) and promotion advertisements.

Rice News (www.media.rice.edu) – Official newspaper of Rice University produced by the Public Affairs Office at Rice University. Significant off campus readership. Feature articles before and after the event as well as for key milestones.

Rice Sallyport (www.rice.edu/sallyport) – Official Full color of Rice University. Copies sent to all alumni, parents, and donors. Feature articles before and after the event.

Houston Chronicle – Daily newspaper reaching 34% of the Houston market. Articles before and after the event from both Metro and Automotive sections.

Texas Driver – An upscale monthly magazine for the affluent automotive enthusiast with interests in fine dining, sports, entertainment and travel. Feature articles before and after the event by regular contributing author.

Local TV - Coverage by Channel 11 (CBS) during the lead-up and event.

National Media - coverage by  magazine and 



What is our need?

The Rice SAE members and participants will contribute the required membership fees as well as undertake appropriate fundraising activities. However your support is a large part of making this a successful venture.

Sponsorship – to cover the entry fees and costs not provided by in-kind sponsorship.

In-Kind Donations – this is the most important need of the *Racing Owls*.

Two vehicles - 4 seater, manual transmissions preferred, ex-lease or trade-in, mileage no issue.

Fluids - oil, gas, brake fluid, etc.

Auto parts - performance and service items.

Wireless communication/GPS - to allow real time web link during the One Lap of America.



Who are our sponsors so far?

The following have already made commitments to our program:



How can we work with your company?



Levels of Sponsorship

The Rice SAE will work with potential sponsors to achieve suitable packages for their needs. Below are listed several typical levels.

Team Sponsor

Team name to reflect sponsor, most prominent decals on car, availability of car and Team for promotion, web site, logo on team shirts, choice of team colors.

Car Sponsor

Name associated with that car, prominent decals on car, availability of car for promotion, link on Rice SAE web site, logo on team shirts.

Entry Sponsor

Decals on car sponsored with name associated with that car; acknowledgement on all Team communications.

Parts Sponsors – donation of parts and equipment.

Decals on car, link on Rice SAE web site, logo on team shirts, acknowledgement on all Team communications.



Release and Liability

Racing Owls and its team members agree to execute Sponsor's reasonable releases of liability

Racing Owls will allow the use of photographs and images of the car and its drivers in Sponsor's advertising.

Rice University do not assess value to non-cash donations. It is best for the donor to do this for their records prior to making the donation.

Rice University will provide a letter thanking them for their donation (e.g., of a 1989 BMW). No value is attached on our part.



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