2016-2017
Information Packet.
Who We Are.
Crimson Racing.

Crimson Racing is a student design team under The University of Alabama’s College of Engineering. Our mission is to design, build, and compete with a formula style car that furthers the university’s reputation as a top engineering school.

Crimson Racing consists of members from all different backgrounds and majors. Despite these differences, we all have one thing in common: a driving passion to design, engineer, and race an innovative Formula SAE car.

The CR-16, our greatest car... yet.

This passion from our team members is necessary because we must design, build, develop, and compete with a brand new car every year. To put that in perspective, a car company will spend multiple years developing a single model!

Little Car. Big Stadium.

The team leads were all smiles this year!
The Challenge.
Formula SAE.

Each year SAE International sponsors numerous Formula SAE competitions that take place all over the globe. With such a global platform, it’s no surprise that over 500 universities from across the world take part in this incredible competition. FSAE Michigan is the largest competition and is traditionally the one that Crimson Racing attends.

Competition consists of dynamic events such as Skid Pad, Acceleration, Auto Cross, and a 22 km (13.66 mi) Endurance session. There are also static events such as Cost Report, Business Logic, and the Design Presentation. At the latter event, every aspect of our designs are scrutinized and we are questioned to determine how much we know.
The Car.
“Simplify, then add lightness”
-Colin Chapman

<table>
<thead>
<tr>
<th>Crimson Racing Advantage</th>
<th>CR-17</th>
<th>Porsche 911 Carrera S</th>
<th>Mazda Miata</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$20,000</td>
<td>$103,400</td>
<td>$24,915</td>
</tr>
<tr>
<td>Weight (Lbs)</td>
<td>450</td>
<td>3,175</td>
<td>2,332</td>
</tr>
<tr>
<td>Cylinders</td>
<td>4</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Displacement (cc)</td>
<td>610</td>
<td>3000</td>
<td>1998</td>
</tr>
<tr>
<td>Peak Horsepower (@RPM)</td>
<td>80 (@12000)</td>
<td>410 (@7000)</td>
<td>155 (@6000)</td>
</tr>
<tr>
<td>Redline (rpm)</td>
<td>12,500</td>
<td>7,500</td>
<td>6,800</td>
</tr>
<tr>
<td>Horsepower Per Ton (Hp per ton)</td>
<td>298</td>
<td>265</td>
<td>133</td>
</tr>
<tr>
<td>0-60 Acceleration (s)</td>
<td>3.3</td>
<td>4.0</td>
<td>5.9</td>
</tr>
</tbody>
</table>

The 2016 season has been the most successful in Crimson Racing’s history. Last year, our goal was just to crack into the top half, yet against fierce competition from around the world, we were able to place 42nd out of 120 teams. While we are thrilled to set a new school record, we are not satisfied. Next year we are aiming to be among the top 25 teams in the world. However, to reach this goal we need your help. Whether it is monetary, donation of services, or even material donations, we cannot achieve this without our sponsors’ support.

2016 was a record season, we want to make 2017 one too!

Here are some of the areas your donations will fund:

- Using more high-strength, low-weight materials like carbon fiber and aluminium which allow for a lighter yet more robust car.
- Data acquisition to validate designs.
- Higher level software to accurately model race conditions.
- Going to additional competitions such as FSAE Lincoln.
Crimson Racing racing believes that it is important to get kids interested in engineering. This belief is so strong in our team that we have made several trips to schools across the state in order to get kids excited about STEM. When we go on these trips, kids are allowed to get in the car and take pictures. Current Crimson Racing team members are also on hand to answer any questions as well as to talk about why we got into engineering. Our goal is to demonstrate that while engineering is not easy, its applications make it a worthwhile career to pursue.

The team drove to Huntsville in order to support a high school design competition.

Crimson Racing teamed up with 57 Miles to go to Marion’s Turner Elementary School.

The CR-15 was quite the attraction at Hillcrest Middle School.
The Racing Life.
Benefits of Sponsorship.

To us, you are so much more than a nameless wallet. From our standpoint, you are the single most vital member of our team. If it were not for our sponsors’ support we would not be able to buy a single bolt, let alone design, manufacture, and race a car that meets the high standards set by The University of Alabama.

Here is how you can benefit from joining our team:

- Crimson Racing is a 501(c)3 organization, so your donation is tax deductible.
- By donating to Crimson Racing, you are showing the world that you are committed to developing better and more experienced engineers. Engineers that just might change the world.
- Your corporate logo will be seen in front of an international audience of current engineers as well as tomorrows innovators.
- Crimson Racing will keep you in the loop by sending you our monthly newsletter.
- Photo-shoots with your products and bringing the car to corporate events are also a possibility.

Crimson Racing appreciates all sponsorships, regardless of their form.
**Fund Success.**  
**Sponsorship Levels.**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Bronze Sponsor</th>
<th>Silver Sponsor</th>
<th>Gold Sponsor</th>
<th>Platinum Sponsor</th>
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<tbody>
<tr>
<td></td>
<td>$500-$999</td>
<td>$1,000-$2,499</td>
<td>$2,500-$4,999</td>
<td>$5,000+</td>
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<tr>
<td><strong>TAX DEDUCTABLE</strong></td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Sticker Size on Car</td>
<td>Company Name</td>
<td>Medium Color Logo</td>
<td>Large Color Logo</td>
<td>Extra Large Color Logo</td>
</tr>
<tr>
<td>Logo on Website and Posters</td>
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<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Photos with Product</td>
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<td>✅</td>
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<td>✅</td>
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<tr>
<td>Logo on Team Pit-Cart</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Logo on Team T-Shirt</td>
<td>—</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Will Bring Car to Special Events</td>
<td>—</td>
<td>—</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Logo on all Promotional Material</td>
<td>—</td>
<td>—</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Invitation to Drive at Sponsor Drive Day‡</td>
<td>—</td>
<td>—</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Logo on Team Trailer</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>✅</td>
</tr>
</tbody>
</table>

*We also accept material donations and will assign sponsorship level based on value of material.*  
**Personal donations are also welcome.*  
‡ Schedule permitting, at least one drive day in the Summer or Fall.
Make it Official.
Become Part of our Team.

If you would like to be a part of Crimson Racing, then follow these steps:

• Contact us via e-mail.
• Send in your corporate logo.
• Then either*:
  • Donate online:
    • Visit the contact page on our website, http://fsae.eng.ua.edu/contact-us/
    • Then click on the link labeled “Instructions to make Crimson Racing Online Donation” for instructions on how to donate online.
    • If you donate, please do not forget to send us an email detailing your donation information. Otherwise we will not receive your donation.
  • Make out a check to...

*For material donations, please contact us for alternate instructions.
Get in Touch.
Contact Info.

E-mail us at: alabamafsaef@gmail.com

Don't get stuck in the pits! Follow us on social media to stay on pace with our progress!

@alabamafsaef
alabamafsaef
Crimson Racing
#RaceTideRace
#CrimsonRacingUA
#42NotThrough

fsae.eng.ua.edu