Yuichi Tsuruma
Team Leader
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RMIT Racing 2014 Team

(Top left to right)
- Paul Heywood - DAQ System Head
- Adam Mittek - Suspension System Head
- Gregory Page - Chief Engineer

(Bottom left to right)
- Jake Shuffell - Power Train System Head
- Mathew Walker - Final Drive System Head
- Lea Walton - Ergonomics System Head
RMIT University is renowned for producing graduates who not only possess the professional qualifications and aptitudes required by today's employers, but are reinforced by real world skills which stretch across many disciplines, not just those primarily studied by its students.

No more evident is this than in the engineering students from both the higher education sector and TAFE who dedicate large amounts of their own time, effort and resources outside of class commitments, to participating in the universities Formula SAE program – known as RMIT Racing.

RMIT Racing is a University based initiative that involves the conceptual design, manufacture, build and tune of an open-wheeler race car. The car is then presented at the Society of Automotive Engineers’ Formula SAE competitions nationally and globally, to complete in high intensity dynamic races and team presentation events. Through project based learning, we enhance engineering processes in RMIT University graduates, and develop strong skill set in:

- Technical Understanding
- Project Management
- Leadership and initiative
- Team development
- Practicability
- Practicality
- Professionalism

The Formula SAE competitions allows the RMIT Racing students to express their engineering creativity and ingenuity, competing against the top Australian and international universities.
What is Formula SAE?

Formula SAE (FSAE) is an engineering based competition, which involves universities designing and constructing small open wheeled Formula Style racing cars. This is designed to help undergraduate engineering students learn the abilities which will be required of them in the workplace.

The competition has been going in the United States of America for over twenty years, but has grown to include eight events, in seven countries with hundreds of universities competing annually. RMIT Racing was formed in 1999 and was an inaugural competitor of the first FSAE-Australasia event held that year which involved only six local universities.

Since those humble beginnings, RMIT Racing has become one of the leading teams of the competition worldwide. With victories which include the 2004 European Championship and the 2006 World Championship, RMIT University and RMIT Racing are household names in the Formula SAE competition. Skills are developed in practical engineering environment which drives students to go above and beyond that of a standard graduate to continue producing innovative and competitive designs within a multidisciplinary team. Members learn to work within a cohesive team filled with diverse disciplines and different cultural backgrounds.

“Design it, Build it, Break it”

– Geoff Pearson, former Faculty Adviser for RMIT Racing –
RMIT Racing welcomes all sponsors and we will endeavour to represent our sponsors at many public and university run events each year. RMIT Racing is strictly a non-profit association and has represented its sponsors through events like the Australian Formula 1 Grand Prix, RMIT Career Expo, Open Campus Day and Orientation-week within RMIT University to name a few. RMIT Racing also provides the opportunity for sponsors to receive feedback on their components and/or products via thorough testing and compiling of data into reports of high standard.

Every year the students participating in the project aim to build a new prototype based primarily of enhancements from the previous design. As such, a vast majority of the budget raised is done so through monetary donations, the donation of goods and services as well as in-kind contributions. This sponsorship provides the opportunity for ongoing development, not only for the vehicle design, but the education of our student members. Ultimately this will see the team taking on larger ambitions to produce an outstanding race car that has the ability to remain competitive both locally and internationally at events in the United States of America, United Kingdom and Germany.

- Exposure to the committed undergraduate engineers contributing to the team’s success via tours through our facilities
- Meet and greet the students partaking in the project during design review
- Corporate exposure at major events through static displays at the Australian Formula One Grand Prix, V8 Supercar rounds, Local community events, Local and international Formula SAE events
- Exposure on RMIT Racing promotional materials
- Signage on the vehicle
- Logo and profile on RMIT Racing website
- The potential to test components and/or products on the vehicle
- Company’s product/service recognition through developing future professional engineers
- Sponsorship may be tax deductible [Please check circumstances with your accountant]
At RMIT Racing we are dependent upon industry support and sponsorship to continue development. You can help us through:

- Technical advice and guidance on componentry and manufacture
- In-kind sponsorship through discounted product or machining services
- Financial support in aid of acquiring industrial materials, components and services

There are various sponsorship packages available through RMIT Racing, however each can be customized to suit your requirements. Sponsorship packages can be established as cash or “in-kind” donations.
PLATINUM PACKAGE AUD $5,000+

+ Major branding on car, promotional displays, website and Facebook.
+ Most prominent monotone company logo on team apparel.
+ Use of cars for display purposes at company functions.
+ Framed team photo with your company’s logo and certificate of appreciation.
+ Profile of company on RMIT Racing website with direct link to your company’s website.

GOLD PACKAGE AUD $3,000 - $4,999

+ Medium branding on car, promotional displays, website and Facebook.
+ Prominent monotone company logo on team apparel.
+ Use of cars for display purposes at company functions.
+ Framed team photo with your company’s logo and certificate of appreciation.
+ Profile of company on RMIT Racing website with direct link to your company’s website.
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<th>Package Level</th>
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| Silver Package | AUD $1,000 - $2,999 | + Small branding on car, promotional displays, website and Facebook.  
+ Prominent monotone company logo on team apparel.  
+ Framed team photo with your company’s logo and certificate of appreciation.  
+ Profile of company on RMIT Racing website with direct link to your company’s website. |
| Bronze Package | AUD $<1,000 | + Company name on website  
+ Framed team photo with your company’s logo and certificate of appreciation. |