


# SPONSORSHIP PROSPECTUS 2026

# A MESSAGE FROM OUR PRESIDENT

The Adelaide University Motorsport Team (AUMT) wishes to thank you for your interest in supporting our team for the 2026 season. Following the successful amalgamation of the University of South Australia and The University of Adelaide's motorsport programs, AUMT now operates as a single, cohesive team demonstrating the combined capability and experience of two successful, previously established Formula SAE teams.

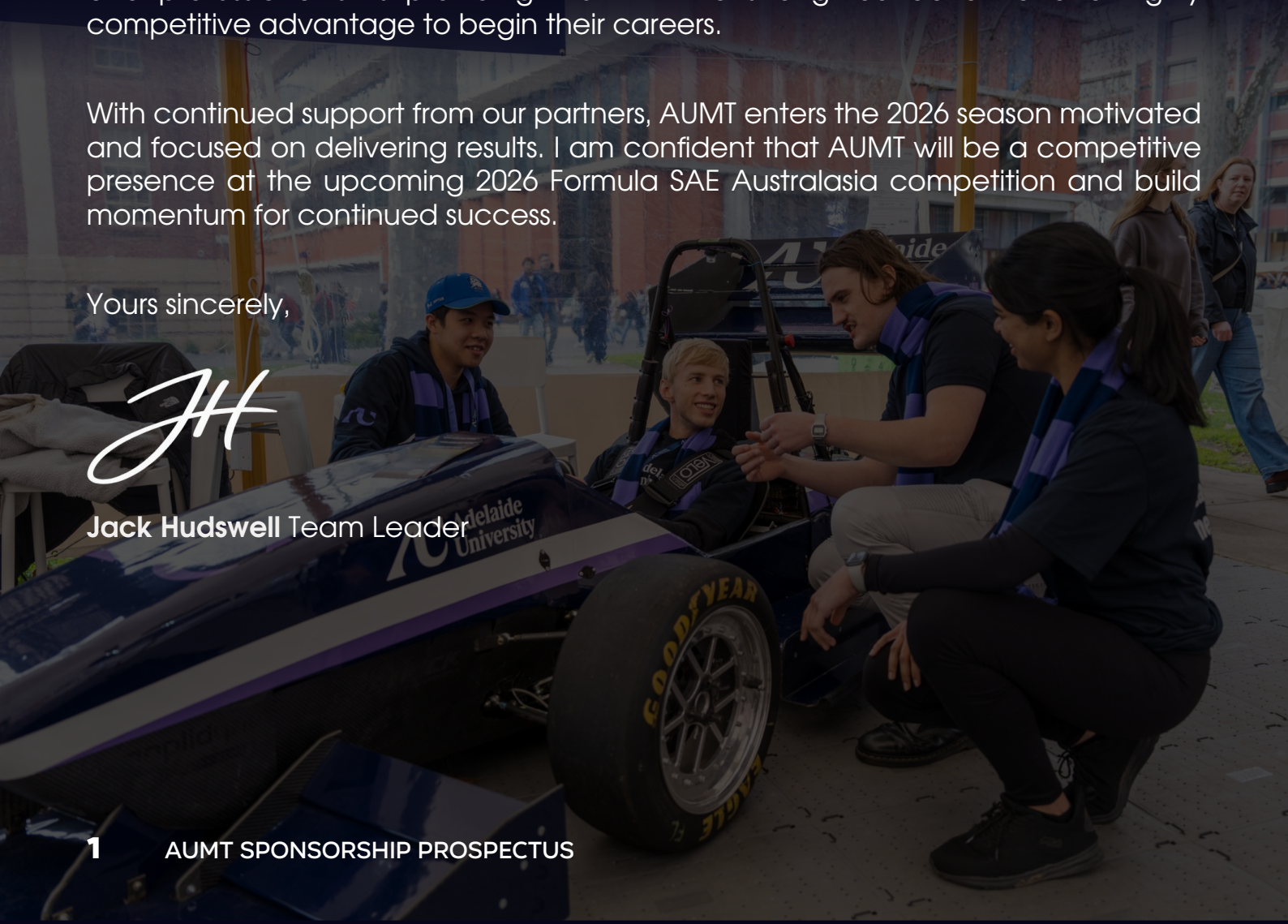
For the 2026 season, AUMT will be undertaking several engineering initiatives, defining the direction for the team moving forward. Building on the team's progress during the 2025 season, AUMT will continue the development of our carbon fibre monocoque, supporting our primary objective for this year: the transition to an AWD hub-motor powertrain. These initiatives establish a technical foundation for our team, enabling the continued development of our challenger across future vehicle generations.

By supporting AUMT, you are enabling university students to gain hands-on engineering experience that extends far beyond the traditional classroom teachings. Through the design, manufacture, funding, and operation of a Formula SAE team, our team members develop a combination of employable technical and professional skills providing them with a strong foundation and a highly competitive advantage to begin their careers.

With continued support from our partners, AUMT enters the 2026 season motivated and focused on delivering results. I am confident that AUMT will be a competitive presence at the upcoming 2026 Formula SAE Australasia competition and build momentum for continued success.

Yours sincerely,

**Jack Hudswell** Team Leader



# CONTENTS


WHAT IS FORMULA SAE? 3

ABOUT AUMT 5

SPONSORSHIP TIERS 6

AUMT MINDSET 7

EXPOSURE AND OUTREACH 8

OUR SPONSORS 9




# WHAT IS FORMULA SAE?

Formula SAE (FSAE) is an international competition where university students engineer, design and build a prototype formula style race car ready for mass production. Started in 1981 by the Society of Automotive Engineers, the competition gives students an opportunity to put their studies into practice by working on a complex and moderate-scale project.

Formula SAE allows students to compete all over the world, with events held in the USA, Spain, Germany, the UK, Japan, Italy, Brazil, Austria, Australia, Hungary, India, and the Czech Republic. With a heavy focus on innovation, the competition involves internal combustion, electric, and a newly formed autonomous vehicle category.




The annual Formula SAE Australasia (FSAE-A) competition held at the start of December will take place at The Bend in South Australia, which is a first this year. The track hosts over 30 teams from around the world. Teams compete in two categories of events: static events, presentation events which showcase the design/business aspects of the car, and also dynamic events, where the physical performance of the car is tested over a variety of tracks and scenarios.



## JAMES ALLISON

**Chief Technical Officer**

Mercedes-AMG Petronas F1

"... Applicants who have been in Formula Student are heads and shoulders above applicants who have not..."



## ROSS BRAWN OBE

**Managing & Technical Director**

Formula One Group

"...FSAE bridges the gap between theory... learned practice at university and practice, you develop teamwork, prepare, design and make it. This brings discipline to your work..."

# FSAE-A COMPETITION

## STATIC EVENTS

Static events are about justifying the viability and operation of the team, were the car to be mass produced and sold to an amateur competitive market. The events test real world industry skills that are the cornerstone of engineering.

### BUSINESS

The team is assessed on their ability to develop and deliver a business case to convince executives the design best meets the demands of the amateur weekend competition market while being profitably manufactured and marketed.

### COST

Assuming a serial production to follow the prototype, teams justify their cost report and calculations to a jury, enabling members to familiarise themselves with the manufacturing processes of some of their car's components.

### DESIGN

The team is given an opportunity to explain and validate the engineering process which underpins the design of the car, and demonstrate how the car meets specific design goals to a panel of industry professionals.

## DYNAMIC EVENTS

Dynamic events are the culmination of the engineering behind the team's car. Split between four events, the dynamic events test every aspect of the car's speed, maneuverability and reliability.

### ACCELERATION

The car competes in a 75m standing start drag race, testing the acceleration of the vehicle.

### SKIDPAN

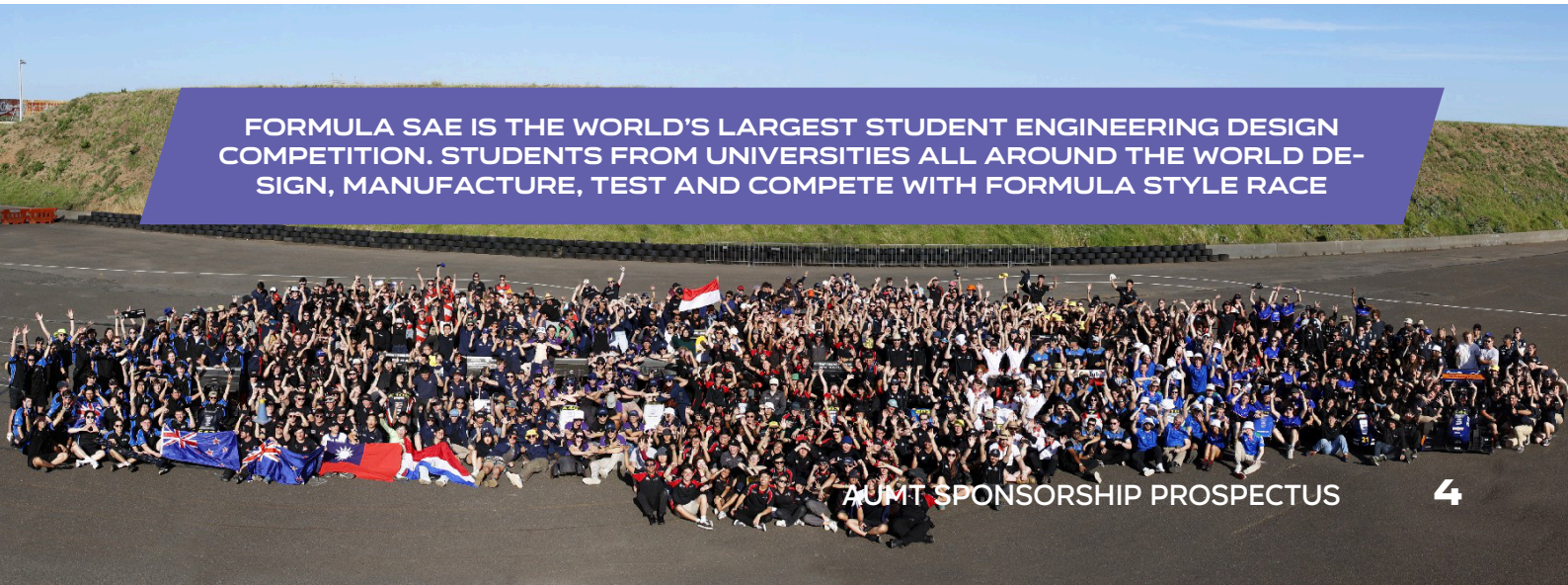
Navigating a figure-eight style track, driving each loop twice, this event tests the turning performance of the car.

### AUTOCROSS

This slalom style circuit tests all elements of car performance, including acceleration, braking and cornering.

### ENDURANCE

A 22km long endurance autocross event; performance is strongly reliant on the car's energy efficiency and reliability.



FORMULA SAE IS THE WORLD'S LARGEST STUDENT ENGINEERING DESIGN COMPETITION. STUDENTS FROM UNIVERSITIES ALL AROUND THE WORLD DESIGN, MANUFACTURE, TEST AND COMPETE WITH FORMULA STYLE RACE

# ABOUT AUMT




**70+**

MULTI-DISCINPLINARY STUDENTS

**12 MONTH**

DEVELOPMENT CYCLE

## STUDENT DRIVEN

## SUBSYSTEMS

AUMT is structured into Engineering and Business divisions working collaboratively to design, build, and compete. Engineering focuses on technical development, while Business manages partnerships, media, and team operations.

### ENGINEERING

AERODYNAMICS
ELECTRICAL
POWERTRAIN
STRUCTURES
VEHICLE DYNAMICS

### BUSINESS

MEDIA & COMMUNICATIONS
SPONSORSHIPS
EVENTS
TREASURY
GRAPHICS DESIGN

# SPONSORSHIP TIERS

AUMT offers a variety of sponsorship packages to those interested in supporting our team. Below, you will find a general description for each package, accompanied by a baseline of what we can provide in return for your support. We are open to your suggestions and would love to discuss any further details with you, in order to tailor a partnership to your business.

| Sponsorship Packages | Title $30,000+ | Platinum $15,000+ | Gold $10,000+ | Silver $5,000+ | Bronze $2,000+ | Supporter $500+ |
|---|---|---|---|---|---|---|
| Team logo and colour scheme based on company brand | ✓ | | | | | |
| Input into car livery and apparel design | ✓ | | | | | |
| Invitation to multiple private track days with the team | ✓ | ✓ | | | | |
| Appearance at company event(s) with the car | ✓ | ✓ | ✓ | | | |
| Article for company to use on website and posters in workshop | ✓ | ✓ | ✓ | ✓ | | |
| Promotion of company events on AUMT's social media and events | ✓ | ✓ | ✓ | ✓ | | |
| Advertising graduate programs in our team and at events | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Appearance at sponsor company's event(s) with presentation | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Logo on car, website and apparel | Main | Primary | Large | Medium | Small | |
| Social Media collaboration | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Certificate of appreciation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Invitation to team Launch Night and other team events | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |



# AUMT MINDSET

## INNOVATION

Innovation is central to both industry progress and Formula SAE. The competition challenges students to think beyond conventional solutions, experiment with new ideas, and push the boundaries of what a student team can achieve. With Formula SAE introducing autonomous vehicle categories and rapidly evolving EV technology, AUMT is committed to staying at the forefront of automotive engineering. Our long-term vision includes developing advanced electric and autonomous capabilities alongside our core vehicle program.



## SUSTAINABILITY

Aligned with the Engineers Australia Code of Ethics, AUMT prioritises sustainability across all aspects of the team's operations. This is reflected in our transition to electric vehicle development and our focus on efficient, high-performance design. As transport accounts for approximately 19% of Australia's emissions, we believe engineering innovation in EV technology plays an important role in building a cleaner automotive future.

## COMMUNITY AND INDUSTRY PREPAREDNESS



AUMT fosters a collaborative environment built on safety, inclusivity, and professional growth. We work closely with industry partners to ensure students gain exposure to real engineering practices and standards. Our multidisciplinary team welcomes students from diverse backgrounds, encouraging innovation and knowledge sharing. Beyond competition, AUMT provides members with hands-on experience, preparing them for careers in engineering, manufacturing, and the broader automotive industry.

## ADAPTABILITY

Adaptability is key to success in the fast-moving motorsport and engineering landscape. AUMT embraces continuous learning, iterative design, and responsive decision-making throughout the development cycle. This approach allows our team to refine designs, respond to challenges, and implement innovative solutions efficiently.

## RESILIENCE

Resilience underpins AUMT's ability to overcome technical and operational challenges. From design iterations to competition setbacks, our team consistently learns, improves, and pushes forward. This resilience strengthens both our vehicle development and our members, ensuring every challenge becomes an opportunity for growth and innovation.

# EXPOSURE & OUTREACH

The Adelaide University Motorsport Team places a strong emphasis on community and engagement as an active part of the team. AUMT takes the opportunity to engage with university, state, national and international communities, by partnering with organisations that allow us to showcase our work, give back to businesses and sponsors and encourage STEM involvement.

## UNIVERSITY EVENTS

**As part of the Adelaide Univeristy Community, AUMT participates in events throughout the year to promote the team to students & academics.**

- Adelaide University Sports Village
- O'Week
- Clubs in the Hub
- Open Day
- Ingenuity




## MEDIA

**Social media provides the platform for us to promote our team and partners to the wider engineering & FSAE community with creative and engaging media. Additionally, external media outlets provide our team and partners wider exposure.**

- Instagram
- Facebook
- LinkedIn
- TikTok
- Published articles
- Local tv news; radio interviews







## COMMUNITY EVENTS

**AUMT frequently engages with local and extended communities, promoting STEM opportunities and promoting team partners.**

- Shannons Adelaide Rally
- SCCSA All Historic Meeting Mallala
- Adelaide Motorsport Festival

AUMT offers the opportunity to present, attend & engage at our partners events.



## COMPETITION EVENTS

**During competition events, partners receive direct promotion and exposure through logo visibility and word of mouth backing to the relevant F-SAE & Racing communities.**

- Australian SuperSprint Championships
- Formula SAE Australasia Competition
- Adelaide Motorsport Festival
- FS Sydney Competition

Partners are invited to attend team competition events where applicable.

# OUR SPONSORS

HATCH

KISSsoft
Gear Design Software

CENTRE LINE PATTERNS
SINCE 1993

PINNACLE COMPOSITES

ADELAIDE UNIVERSITY SPORT

Adelaide University

applidyne
ENGINEERING DESIGN

rapidHARNESS

leap australia pty ltd

DANA

Calm Aluminium

Varricchio's Crash Repairs

SOLIDWORKS

ADELAIDE RALLY 2025

AYRES
Lightweight Panel Systems

BE BROOK ENGINEERING

SONNEX

CGB

COMMAND PROPERTY

SPORTING CAR CLUB SOUTH AUSTRALIA

KENNARDS HIRE

GPA

STÄRKE

VAN LEEUWEN

LOCTITE

maddens

SKF

Hackett Foundation

wallsthattalk
creative signage commercial wall and window graphics

SOUTH AUSTRALIA
THE DEFENCE STATE

Haltech

TeXtreme
Spread Tow Fabrics for ultra light composites

JHW
MOTORSPORT GRAPHICS

DAMIANI PREMIUM HAY
Gawler River

WHITEHORSE INDUSTRIES

Hoosier

SA MOTORSPORT TYRES
.com.au




**General inquiries:** contactaumt@gmail.com
**Sponsorships & Partnerships:** mirella.willis-hell@student.adelaide.edu.au
**Phone:** 0434 577 733 (Jack Hudswell, Team Leader)

**Keep up to date with our progress!**

**@aumtfsae**

www.adelaidemotorsport.com.au