

Celebrating



Wednesday, May 16, 2012 - Ford Field

years

SAE Foundation Celebrates 25!

It was 25 years ago that a group of SAE members took it upon themselves to investigate, formulate, and generate the form and structure of the SAE Foundation as we know it today. This small group of “philanthropy pioneers” recognized the need of SAE International to have a source of funding for non-dues supported projects.

In particular, they were concerned that the conditions for the perfect storm were gathering and forming as a crisis in our country's science, technology, engineering, and math (STEM) education system. As our founders predicted, the crisis in STEM education has grown - and with it, so has the importance and relevance of the SAE Foundation.

Since its beginning, the SAE Foundation has been setting the standards for STEM education. This is no surprise coming from an organization whose members have set the standards for the industries that SAE serves since its inception.

Now - with the addition of F1 in Schools®, the Formula One technology high school challenge, and the launch of the Primary A World In Motion® activities - we may be the only STEM education provider who can make the claim to be a complete continuum curriculum provider. In addition, the scholarships and awards we fund and distribute continue to support students through their post graduate degrees and into their professional careers.

It is the generous financial support received from individuals and corporations that helped us to reach this landmark in our organization's history. As we celebrate our 25th anniversary this year and enter into a new era of our organization's history, we look forward to working together to move our mission and vision forward and to reaching even greater heights of success.

Learn more about the programs that are funded through the SAE Foundation by visiting www.saefoundation.org/supported.

2012 Industry Leadership Award Honoree



EDSEL B. FORD II
MEMBER OF THE BOARD OF DIRECTORS,
FORD MOTOR COMPANY

Edsel B. Ford II is a member of the Board of Directors of Ford Motor Company. He was elected to the Board in 1988. As a consultant to Ford, Mr. Ford is active in company affairs and corporate dealer relations.

Mr. Ford began his career at Ford Motor Company in January 1974. He was named president and chief operating officer of Ford Motor Credit Company in May 1991 and elected a company vice president on December 9, 1993.

Mr. Ford is the owner and chairman of Pentastar Aviation, an aviation services provider headquartered at the Oakland County International Airport in suburban Detroit. He is also the majority owner and chairman of Marketing Associates, a Detroit based marketing services organization. He is a Board Director of the International Speedway Corporation and also the former Chairman of the Detroit Branch of the Chicago Federal Reserve Bank.

Mr. Ford is very active in several charitable organizations and is the former chairman of the National Advisory Board of the Salvation Army. He is a Trustee of both The Skillman Foundation and The Smithsonian National Air and Space Museum. In November of 2010, Mr. Ford was awarded with the inaugural Placemaker Award by the Urban Land Institute for his dedication and role in the development of Campus Martius Park and the revitalization of Detroit.

Mr. Ford is the great-grandson of Henry Ford, founder of Ford Motor Company. His grandfather is Edsel B. Ford, company president from 1919 to 1943. His late father, Henry Ford II, was president of the company from 1945 to 1960 and chairman from 1960 to 1980.

Reservation Form

Company Name _____

Address _____

City, State, Zip _____

Contact Name _____

Phone _____ Email _____

Check Enclosed

Credit Card Number:

Expiration Date: _____

Cardholder's Name: _____

To register online for the banquet, please visit www.sae.org/banquet

TICKETS *please indicate quantity in boxes*

Individual Tickets are available for \$350, a portion of which is tax-deductible.

Company Tables are available for \$3,200 and seat 10. To recognize your support, a sign will be placed on full company tables with acknowledgment in the dinner program.

SPONSORSHIPS

please indicate quantity in boxes

OEM Elite
A gift of \$25,000 includes the following:

- 20 dinner tickets with premium seating
- 20 invitations to the Sponsors Reception
- Recognition in all print and promotional materials as well as on visual screens
- Special recognition from the podium during the event and identification as an OEM Elite sponsor
- Recognition in the printed program
- One full-page ad with prominent placement in the printed program

Supplier Elite
A gift of \$15,000 includes the following:

- 10 dinner tickets with premium seating
- 10 invitations to the Sponsors Reception
- Recognition in all print and promotional materials as well as on visual screens
- Recognition in the printed program
- One full-page ad in the printed program

General Reception
A gift of \$10,000 includes the following:

- 10 dinner tickets with premium seating
- 10 invitations to the Sponsors Reception
- Recognition in all print and promotional materials as well as on visual screens
- Special recognition from the podium during the event
- Recognition in the printed program
- One full-page ad in the printed program

Platinum
A gift of \$10,000 includes the following:

- 10 dinner tickets with premium seating
- 10 invitations to the Sponsors Reception
- Recognition in the printed program
- One full-page ad in the printed program

Gold
A gift of \$8,000 includes the following:

- 5 dinner tickets with preferred seating
- 5 invitations to the Sponsors Reception
- Recognition in the printed program
- One half-page ad in the printed program

Silver
A gift of \$5,000 includes the following:

- 2 dinner tickets with preferred seating
- 2 invitations to the Sponsors Reception
- Recognition in the printed program
- One quarter-page ad in the printed program

Bronze
A gift of \$2,500 includes the following:

- Recognition in the printed program

Mentor
A gift of \$10,000 supports a table of five (5) of your company executives and five (5) Collegiate Design Series (CDS) students who would be most appreciative of the opportunity to share a table and dinner with industry executives. Your company will receive:

- 5 dinner tickets with preferred seating
- 5 invitations to the Sponsors Reception
- Recognition in the printed program
- One full-page ad in the printed program
- An engraved memento to commemorate your sponsorship

Valet
A gift of \$7,500 underwrites the cost of valet parking for banquet attendees. Your company will receive:

- 4 dinner tickets with preferred seating
- 4 invitations to the Sponsors Reception
- Recognition at the valet drop-off area
- Recognition in the printed program
- One half-page ad in the printed program
- Opportunity to placing leave-behind items in each vehicle

Stefan Pischinger Young Industry Leadership Award
A gift of \$25,000 includes the following:

- Sponsorship of the awards
- 20 dinner tickets with premium seating
- 20 invitations to the Sponsors Reception
- Recognition in all print and promotional materials as well as on visual screens
- Company name on awards
- Opportunity to have company representative participate in the award presentation to the awardees
- Recognition in the printed program and in the news release announcing the award recipients
- One full-page ad with prominent placement in the printed program

VIP Sponsors Reception
A gift of \$10,000 includes the following:

- 10 invitations to the Sponsors Reception
- Recognition in all print and promotional materials as well as on visual screens
- Special recognition from the podium during the event
- Recognition in the printed program
- One full-page ad in the printed program

For more information, please call the Foundation at 724-772-8508 or email rhayes@sae.org.

FEV

SOLD

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SOLD

Advertisers

Full-page Ad:

- OEM Elite Sponsor
- Young Industry Leadership Award Sponsor
- Reception Sponsor
- Supplier Elite Sponsor
- Platinum Sponsor
- Mentor Sponsor

Half-page Ad:

- Gold Sponsor
- Valet Sponsor

Quarter-page Ad:

- Silver Sponsor

Standard unit sizes	Fractional		Decimal		Millimeters	
	Width (in.)	Depth (in.)	Width (in.)	Depth (in.)	Width (mm.)	Depth (mm.)
Publication trim size	8 1/8	10 7/8	8.125	10.875	206	276
Full page	7	10	7	10	177	254
Full page bleed	8 3/8	11 1/8	8.375	11.125	212	282
1/2 page horizontal	7	4 7/8	7	4.875	177	123
1/2 page vertical	3 3/8	10	3.375	10	85	254
1/4 page	3 3/8	4 7/8	3.375	4.875	85	123

COLOR All ads are 4-color.

BLEEDS Keep live matter 3/8 inch from top, bottom and both sides of trim edge.

PRINTING Printed offset; process color ink rotation is black, cyan, magenta and yellow.

DEADLINE FOR RECEIPT OF ARTWORK
April 16th, 2012

QUESTIONS?

Please direct any question regarding ad specs to:

Bill Schall, SAE International
Phone: 724-772-8581
E-mail: bills@sae.org

PRINT SUBMITTAL REQUIREMENTS

All display advertisement materials must be supplied in digital format as a press- optimized PDF file – high-resolution, CMYK colorspace with all fonts embedded – and sent via the SAE SFTP site.

Files in any other format will not be accepted. To create these files, first create a Postscript file, and then use Adobe Distiller to create the PDF.

All materials will be destroyed after one year unless otherwise requested in writing.

Send materials for advertising to advertising@sae.org by April 16th, 2012

SFTP INSTRUCTIONS

FILE NAMES File name should include the following:

- Advertiser's name
- Publication (i.e. SAE Foundation Banquet)
- Date of insertion (i.e. 5-11-11)

For sending FTP files in a browser go to URL <https://sftp.sae.org>.

We suggest compressing files to be placed on the FTP site. For PC platforms, use only .ZIP compression; for MAC platforms use only .SIT (Stuffit) compression. Place files here. Do not create any new folders in this area. Folders within the site are for internal use only.

If using an FTP Utility Program, note the following:

FTP site: sftp.sae.org

Login id: saegraph

Password: rlogiv_1

Once on the site, place your ad in the "Foundation_ads" folder.