

FORMULA NORTH 2014



August 18th, 2014

On behalf of Formula North Inc., I would like to thank our sponsors for their generous sponsorship of the 2014 Formula North competition that took place earlier this May from the 22nd to the 25th. This year's event was hailed as a huge success and a great improvement from previous years according to our returning participants and volunteers.

Twenty-eight student teams from Canada and USA registered for the 2014 competition, and our furthest travelling teams were from Florida and California. Twenty teams attended the event and around 267 students and faculty participated at the 4-day competition. The top 3 winners of the Design Event were all Canadian, with École de Technologie Supérieure of Quebec, taking the first place in the finals. The overall winner of the entire competition was Université Laval of Quebec with a high score of 910.49 points out of 1000 points.

In addition to the competition itself, Formula North featured sub-events including a Motorsports and Engineering Lectureship event with speakers including the President of Honda Indy, the President of C&R Engineered Solutions, Sr. Manager of Quality Engineering and Product Regulation at Honda Canada Inc., Chief Scrutineer at ACCUS-FIA, Former Tech Director of the Chrysler-Lamborghini F1 Program and a Professor at the Micro and Nanostructuring Lab at York University. Other mini events included a Wine and Cheese Networking session for sponsors and judges, and a Cruiser Car show.

A huge student competition such as Formula North with many facets to it could not have been made possible without volunteer support. Formula North 2014 was supported by a total of 71 volunteers, including staff, judges and on-track volunteers. We were proud to receive support from Formula Student alumni, who once participated as students at the Formula North competition. Many of our volunteers travelled from as far as Ohio, USA and from Chennai, India. We were grateful to have had all this help from our peers during the course of the event.

We are thankful to our sponsors for providing us with the funds to run another successful event. Collectively, our sponsorship property in the 2014 season amounted to \$11,500 CDN. We received \$31,388.25 CDN via Registration fees and raised \$1,355 CDN at our Pub-Night Fundraiser earlier this April. Our closing budget for the 2014 season as of August 5th, 2014 was \$43,070 CDN (Please note that this amount does not include mailing of appreciation material). Our expenses were lower from 2013 as we were able to reuse most of the bulk purchases made the previous year. Formula North 2014 was able to collaborate with an external organization to purchase a new timing system for the event. In addition, we dedicated a certain amount of funds towards subsidizing volunteer accommodations during the course of the competition.

FN2014's media strategy made huge strides this year via our online media channels including Facebook, Twitter, YouTube and via our website. Our unique hashtag #FN2014 reached 78,053 individuals and made 246,317 impressions. In addition, our event was also covered by CTV Barrie and by DoubleClutch.ca magazine.

All-in-all, Formula North 2014 was a success. The event reported zero accidents and met majority of its suggested improvements highlighted in the 2014 report. All of this would have not been possible without the support of our sponsors and donors.

For more information on this report, please contact:

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