

PENN STATE RACING



CORPORATE SPONSORSHIP PACKET





To Our Current and Future Partners,

Thank you for your interest in Formula SAE and in the Pennsylvania State University.

Formula SAE is an international collegiate design series in which students design and build a Formula-style race car to compete against other collegiate teams. This car is evaluated during the annual competition at the Michigan International speedway in a series of static and dynamic events. The static events include a thorough cost analysis and report, a business presentation, and an intensive design review by industry professionals. The dynamic events include an acceleration course, skidpad, autocross trials, and a grueling endurance race.

The competition is meant to test the car for its potential as a production item and the team for its competency as an engineering force. Success in FSAE requires a group of motivated and hardworking students from all disciplines to research, design, manufacture, develop, and market the car. FSAE also introduces students to real-world engineering situations and teaches project management, fabrication techniques, and design tactics used in industry. Both students and employers benefit from intercollegiate design competitions, as they allow students to apply the theories and information they learn in the classroom to real situations while industry gains experienced engineers.

At Penn State, we are family. The race team is an open and welcoming environment that allows any student who is interested a chance to see how a racecar is built. Our students develop their skills in teamwork, communication, leadership, and budgeting throughout the year in order to produce a high-performing, competitive race car. We have consistently placed in the top half of competitors in years past.

We hope that your company will consider helping us achieve our goals by becoming a sponsor of the Penn State FSAE team. In return, your company will receive exposure to our community and to the world during the annual international competitions.

The following pages will provide you with more information about the team, our current race car, and the history of Penn State Racing.

Thank you for considering a partnership with our organization. Working together, we can achieve an outstanding educational experience for our students—your future employees. We look forward to collaborating with you and representing your business in our pursuit of success.

Sincerely,

PENN STATE RACING

THE 2018 CAR

Perfection

Reliability

Simplicity

Since 1994

ELECTRONICS

Performance Electronics PE3 ECU

MoTeC CDL3 Dash and Data Logger

Electronically actuated paddle shifters

FRAME

Carbon Fiber Monocoque

Developed and Fabricated in-house

Weight: 63 lbs

POWERTRAIN

Yamaha R6

Drexler FSAE Limited Slip Differential

Semi-Automatic Sequential Gearbox

Custom Intake and Exhaust

SUSPENSION

Unequal Length Double A-Arm

Fox DPS Air Springs and Dampers

4130 Chromoly Steel

TIRES/WHEELS

10" Hoosier R25B

Custom Aluminum Wheel Centers

Aluminum Castle Nut Locks

AERODYNAMICS

Carbon Composite Elements

Cl: 1.76

Multi-element front, rear, and side wings



THE TEAM

LEADERSHIP

In addition to our Captain and Technical Director, our team's leadership, consists of Leads for each subsystem including: Administration, Aerodynamics & Composites, Chassis, Powertrain/ Electronics, Manufacturing, and Suspension. The Leads are responsible for the design, manufacture, validation, and integration of all their components. Additionally, they must effectively manage and delegate tasks to members of their subsystem. We promote an inclusive environment in which dedicated members of all disciplines and backgrounds can be put into leadership positions. Our Leads strive to be examples of character, dedication, and integrity that all of our members and supporters can look up to.



Jared Sable, Team Captain

Materials Science

I joined Penn State Racing in 2016, coming in as a freshman bent on being a part of the team. I have loved cars and racing my entire life, and PSR was my shot at building the ultimate performance vehicle. I very quickly learned that there is a lot more to building a car than I had thought. I was amazed at how so many people on the team knew so much more than I did, but each and every member sought to teach what they knew to younger members. The Formula SAE competition has taught me many things about engineering, such as how it is often difficult to produce our ideas in the real world as we imagined. In addition, the troubles that we face are the same as people run into at professional companies. Budgets are low, stakes are high, staff is limited, and yet we make things work. It is truly a gift to be a part of this team, essentially a tiny company, and advance my understanding alongside so many brilliant engineers who have become family to me.



Daniel Moore, Technical Director

Mechanical Engineering, Engineering Science

I joined Penn State Racing in 2015. A seasoned automotive mechanic during high school, and winner of many national engineering and design competitions, I thought FSAE would be more of the same competition environment. However, what I found was a setting like no other; one where everyone brings a whole new level of dedication and excellence. A humbling experience, FSAE has made me a better engineer and more importantly a better person. There are many ways to approach this competition; some try to conquer one event, and a few try to win it outright. With vigor, determination, and ingenuity, I believe this year's team is more poised than ever to achieve what we aim for. This team is ready to sacrifice, persevere, and learn. Such an environment can be found once in a lifetime. If you are looking for people that you are proud beyond words to work with, look no further than Penn State Racing.



THE COMPETITION

As the largest collegiate design series in the world, Formula SAE attracts universities around the globe. The series is comprised of eight separate competitions, taking place on five continents. The competitions consist of challenging static and dynamic events. The competition is not simply won by the team with the fastest car, but by the team with the best overall package in vehicle design, cost management, sales presentation, and on-track performance.

The static events are comprised of a business presentation, cost event, and a design presentation, worth a total of 325 points of the available 1000. These static events test the team members' knowledge of engineering fundamentals, as well as planning, budgeting, and business skills. It is important to recognize the customer's needs. Penn State Racing has a history of success in the design and cost events, scoring in the top ten in both events numerous times.

The dynamic events consist of Acceleration, Skidpad, Autocross, Endurance, and Fuel Economy, worth a total of 675 out of 1000 achievable points. These events test every area of the car's driving capabilities; power, speed, balance, cornering, braking, durability, and fuel efficiency.



OUR HISTORY

HIGHLIGHTS

2005:

- 3rd place in Design
- 6th place finish overall

2006:

- 2nd place finish overall
- 1st place in Design
- 1st place in Acceleration

2007:

- 2nd place in Skidpad
- 4th place in Acceleration
- 4th place in Design

2008:

- 5th consecutive year to finish all dynamic events

2009:

- 2nd place in Design
- Lightest car in competition history (289 lb)

2010:

- 1st place in Cost Event
- 4th place in Design
- Lightest car in competition history (285 lb)

2011:

- Lightest turbocharged car in competition history

2015:

- Completed all events for 1st time in 7 years!

2016:

- Fastest in morning heat for Endurance

In our twenty-three-year history, *Penn State Racing* has established itself as a consistently strong contender, known for building a lightweight yet reliable car.

Team alumni have been recruiting for many top-level companies, including:

Bell Helicopter

Boeing

Bridgestone

Chrysler

Cummins Diesel

Ford Motor Company

General Motors

Goodyear

Honda

Joe Gibbs Racing

NavSea

Osh Kosh Defense

Schlumberger

SpaceX



SPONSORSHIP

WHY WE NEED SPONSORS

We are a student-run organization; therefore, our cars are student-designed and student-built. In order to meet our design standards and produce a top-quality race car, we seek funding, expertise, and materials from corporate and university sponsors. We are proud to be partnered with world class organizations and are eternally grateful for their contributions.

BENEFITS OF BECOMING A CORPORATE PARTNER

As a corporate partner, you will not only be assisting to the development of our car, but to our team and to our education. The thoughtful research, design, and practical experience provided by Formula SAE cannot be achieved without external sponsorships. Your endorsement will aid the development of the future professional workforce.

In return, we will carry your brand alongside the proud and passionate Penn State Racing organization. We offer advertising opportunities to expose your company to our extensive network of alumni, faculty, student, and motorsport followers. We do so through space on our monthly newsletters, website, social media accounts, and car's bodywork.

We also strive to maintain a close relationship with our sponsors, and would be more than willing to arrange visits to our machine shop on campus or even to bring our car to your facilities to share our product. Your recruiters can meet firsthand the students who they're helping to educate while collecting resumes and contact information. We firmly believe that we are cultivating the most capable and experienced engineers at the Pennsylvania State University, and that our sponsors should have the first opportunity to hire them.

We are a non-profit organization, so any contributions made will be tax-deductible. Those endorsements will be used solely to establish a competitive academic advantage, and will be transferred into real-world experience for our students. A sponsorship of our team is an investment into knowledge and the return will be a powerful, competent workforce. We thank you for your consideration and hope that we can welcome you to the Penn State Racing family.



LEVELS OF SPONSORSHIP



Bronze

(\$500+ or equivalent in products or services)

- Company exposure on the team website, Facebook, Twitter, and Instagram
- Company exposure in the monthly team newsletters

Silver

(\$3,000+ or equivalent in products or services)

Bronze Sponsorship and:

- Company logo on a 35 in² decal placed on the car side pod
- Full access to the team for recruiting

Platinum

(\$8,000+ or equivalent in products or services)

Silver Sponsorship and:

- 100 in² decal placed on the nosecone of the car

Titanium

(\$1,000+ or equivalent in products or services)

Bronze Sponsorship and:

- Company exposure on the car

Gold

(\$5,000+ or equivalent in products or services)

Silver Sponsorship and:

- Company logo on a 70 in² decal placed on the car side pod

Diamond

(\$10,000+ or equivalent in products or services)

Silver Sponsorship and:

- 150 in² decal placed on the wing or nosecone of the car
- Team visit to company location w/ final race car

Penn State Formula SAE would like to express our most sincere gratitude for the generous university and corporate partners who make our organization possible—it would be impossible without your continued support. Thank you!

DIAMOND LEVEL SPONSORS

(\$10,000 + or equivalent in products or services)

PENNSTATE



ARL



THE PENN STATE
**LEARNING
FACTORY**

Collaborate. Educate. Innovate.

TIMET



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College of Engineering

MECHANICAL AND
NUCLEAR ENGINEERING



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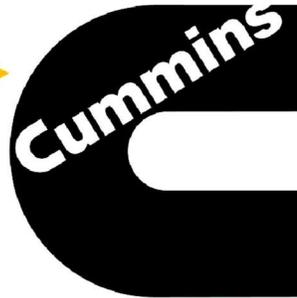


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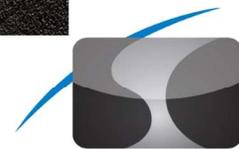


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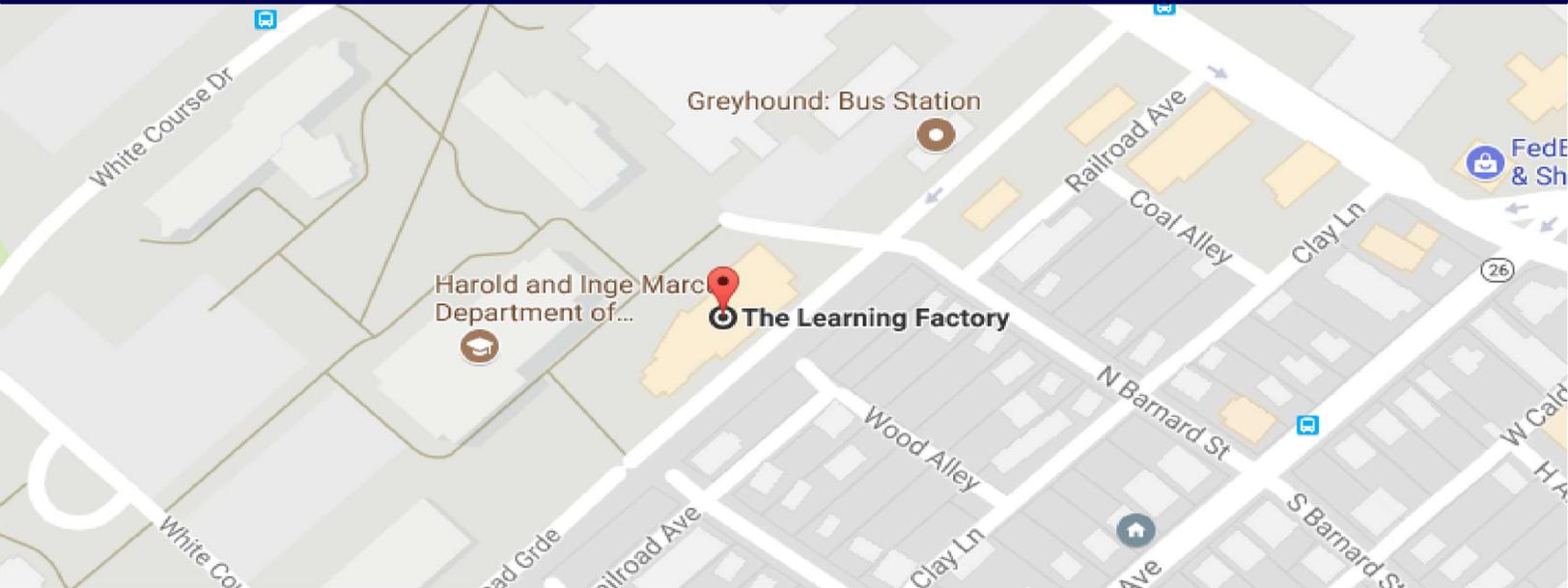
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