

# PENN STATE RACING

**SAE**  
INTERNATIONAL®



**PennState**



# 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, build, and compete a Formula-style race car. 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, 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 master research, design, manufacturing, development, and marketing. 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 force students to apply the theories and information they learn in the classroom to real situations, while industry gains highly experienced engineers.

At Penn State, we are family. Our students have learned and experienced unparalleled teamwork, communication, leadership, customer needs, and budgeting skills 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 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 would look forward to collaborating with you and representing your business in our pursuit of success.

Sincerely,

*PENN STATE RACING*

# THE TEAM



## **Dylan Combs, Team Captain**

Mechanical Engineering

I joined Penn State Racing in 2016, at the beginning of my junior year. Even though I had previous automotive knowledge, helping to design and build the FSAE car was unlike anything I had ever done before. I learned very quickly that everyone on the team was there to help each other learn and grow not just as team members, but as engineers. One of the most common thoughts I heard throughout the year is that it didn't matter if a new member did not know anything about cars or engineering; if they showed dedication then they would see their knowledge in both fields dramatically increase. The team does not judge by school standing or knowledge base, only by dedication and the desire to learn. Whether we are working on the car or just hanging out together, the team is a family that loves to be together and help each other. From everything that I learned to every friend that I made, I have never been a part of a program that has been more beneficial to my career and to my overall life than Penn State Racing.



## **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 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 once in a lifetime. If you are looking for people that you are proud beyond words to work with, look no further than Pen State Racing.

## LEADERSHIP

Our teams leadership, in addition to our Captain and Technical Director, consists of Leads for each subsystem including: Administration, Aerodynamics & Composites, Chassis, Design, Electronics, Manufacturing, Powertrain, and Suspension. The Leads are responsible for the design, manufacturing, 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.

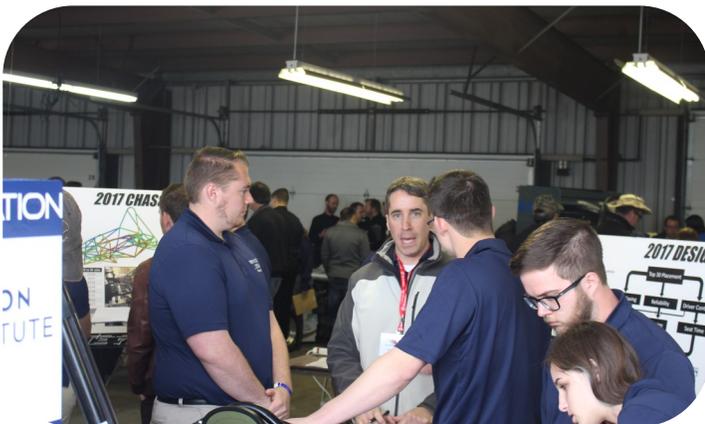
# THE COMPETITION



As the largest collegiate design series in the world, Formula SAE draws from 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. 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.



# THE CAR



## Perfection

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### ELECTRONICS

Performance Electronics PE3 ECU  
MoTeC CDL3 Dash and Data Logger  
Electronically actuated paddle shifters

### FRAME

4130 Chromoly Steel & 6Al-4V Titanium  
Fabricated fully in house  
Weight: 58 lbs

### POWERTRAIN

600CC Yamaha R6  
Drexler FSAE Limited Slip Differential  
Stock Sequential Gearbox  
Custom Designed Intake and Exhaust

## Performance

Since 1994

### SUSPENSION

Fully Adjustable Penske Shocks  
6Al-4V Titanium  
Double A-Arm

### TIRES/WHEELS

10" Hoosier LC-0  
Custom Aluminum Wheel Centers  
Aluminum Castle Nut Locks

### AERODYNAMICS

Carbon Composite Bodywork  
Single stage front and rear wing  
206 lbs of downforce generated at 70 mph

## Reliability

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# OUR HISTORY



## Perfection

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### 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

## Reliability

Since 1994

In our twenty three year history, *Penn State Racing* has established itself as a consistently strong contender, known for building a light 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*

and many others.

## Simplicity

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# 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 contributing 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 could not be achieved without external sponsorships. You can be sure that your endorsement is aiding the development of the future professional workforce.

In return, we will carry your brand along 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 and even collect resumes and contact information. We firmly believe that we are breeding 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 superior, real-world expertise for our students. A sponsorship of our team is an investment into knowledge and the reward will be a powerful 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 in<sup>2</sup> decal placed on the car side pod
- Full access to the team for recruiting

## PLATINUM

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

*Gold sponsorship and:*

- 100 in<sup>2</sup> decal placed on the nosecone of the car

## TITANIUM

(\$1000 + 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 in<sup>2</sup> decal on the car side pod

## DIAMOND

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

- 150 in<sup>2</sup> decal placed on the wing or nosecone of the car
- Team visit to company location w/ final race car

# 2016-2017 CORPORATE SPONSORS

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

## DIAMOND LEVEL SPONSORS

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

PENNSTATE



**ARL**



THE PENN STATE  
**LEARNING  
FACTORY**

Collaborate. Educate. Innovate.

**TIMET**



THE  
**LARSON  
INSTITUTE**

## PLATINUM LEVEL SPONSORS

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



**PennState**  
College of Engineering

MECHANICAL AND  
NUCLEAR ENGINEERING



**PennState**  
College of Engineering

HAROLD AND INGE MARCUS  
DEPARTMENT OF INDUSTRIAL AND  
MANUFACTURING ENGINEERING

**BRIDGESTONE**

**SIEMENS**

GOLD LEVEL SPONSORS



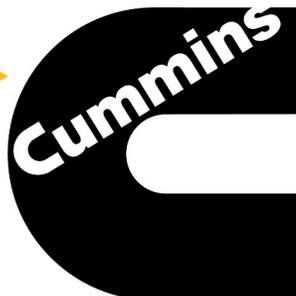
JOHN DEERE



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# 2016-2017 CORPORATE SPONSORS

## SILVER LEVEL SPONSORS



## TITANIUM LEVEL SPONSORS



Stuckeman School

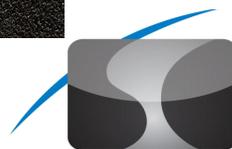


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## BRONZE LEVEL SPONSORS

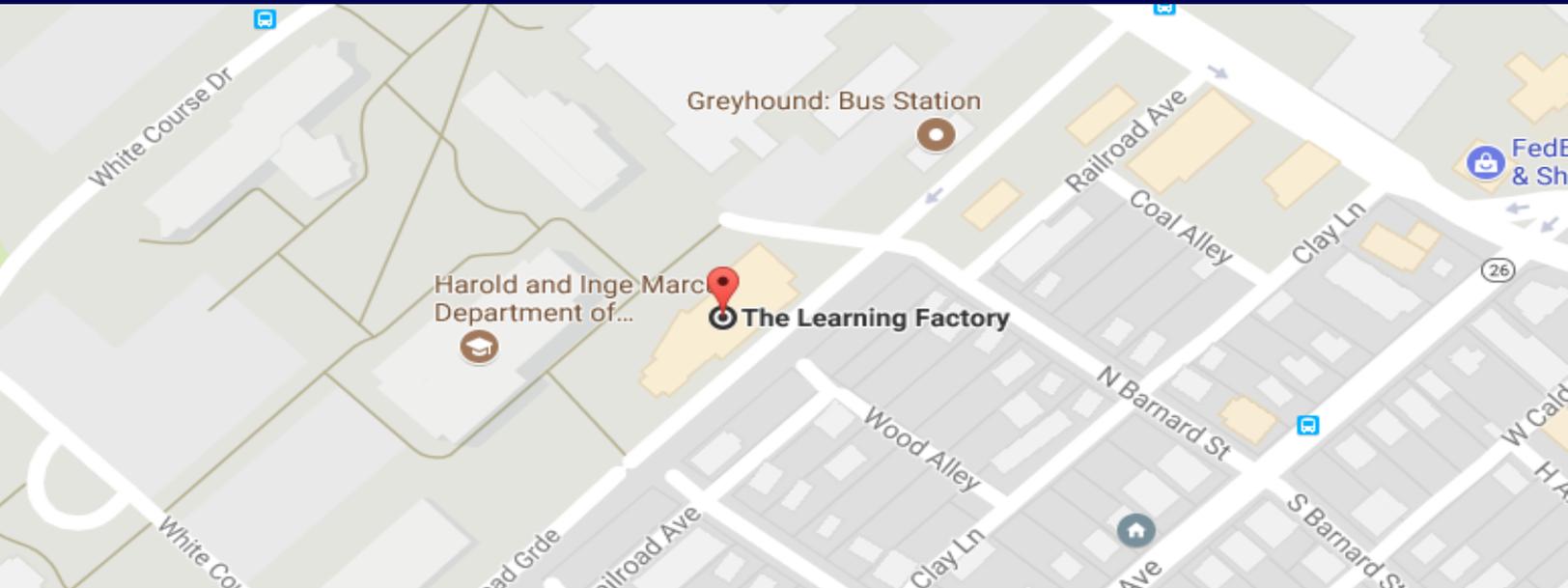
(\$500 + or equivalent in products or services)



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**Instagram**

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