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, skid-pad, 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 Formula 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 FORMULA RACING
THE 2022 CAR

**ELECTRONICS**
Performance Electronics PE3 ECU
AIM MXS 1.2 Data Logger
Electronically actuated paddle shifters

**SUSPENSION**
Unequal Length Double A-Arm
Cane Creek DBair IL Air Springs and Dampers
High Modulus Carbon Fiber

**FRAME**
Carbon Fiber Monocoque
Developed and Fabricated in-house

**TIRES/WHEELS**
10” Hoosier LC-0
One-Piece Carbon Fiber Wheels
Aluminum Uprights

**POWERTRAIN**
Yamaha R6
Drexler FSAE Limited Slip Differential
Semi-Automatic Sequential Gearbox
Custom Intake and Exhaust

**AERODYNAMICS**
Carbon Composite Elements
Cl: 1.76
Multi-element front, rear, and side wings
In addition to our Captain, our subsystems include: Aerodynamics, CBS (Controls, Brakes, and Safety), Chassis, Drivetrain, Finance, High and Low-Voltage Electronics, Outreach, Suspension, and Systems Engineering.

The Leads are responsible for the design, manufacture, validation, and integration of all components of their subsystem. 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.

Being the largest collegiate design series in the world, Formula SAE attracts universities around the globe. The series is comprised of many events taking place in multiple countries. 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 Formula 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 capability: power, speed, balance, cornering, braking, durability, and fuel efficiency.

In the 2023 season Penn State Formula Racing will be developing our very first electric race car. The switch from IC to EV is a challenge unlike anything PSFR has ever faced. At competition we will be participating in the same events as before but alongside other EVs.
In our twenty-eight-year history, Penn State Formula Racing has established itself as a consistently strong contender, known for building a lightweight yet reliable car.

Our team members have gone to work for:
- Bell Helicopter
- Boeing
- Bridgestone
- Chrysler
- Cummins Inc.
- Ford Motor Company
- General Motors
- Goodyear
- Honda
- Honda IndyCar
- Joe Gibbs Racing
- Lockheed Martin
- NavSea
- Osh Kosh Defense
- Phillips 66
- Pratt & Miller
- Schlumberger
- SpaceX
- Wabtec Corporation
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, as well as family donations. We are proud to be partnered with world class people and are eternally grateful for their contributions. Since we were unable to compete in 2020, 2021 marked important year, as we finish our final ICE car and begin to develop our very first electric car.

BENEFITS OF BECOMING A CORPORATE PARTNER

As a corporate partner, you will not only be assisting in the development of our car, but to our team and 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 Formula 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, sponsorship boards, and the 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 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.

On top of having the most capable students, we also have the most persistent group. In 2019, we suffered a chassis failure three weeks prior to FSAE Michigan. The team then rallied, made a new monocoque and competed in all dynamic events. We know failure and we know success.

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 Formula Racing family.
Penn State Formula Racing would like to express our appreciation for any organization that provides us with a sponsorship, our team could not put a car on track without your support.

**Bronze**
- <$1,000 or equivalent in products or services
- Company exposure on the team website, Facebook, and Instagram
- Company exposure on all sponsorship boards/pages
- Smallest Logo/Name on Car

**Silver**
- $1,000+ or equivalent in products or services
- Bronze Sponsorship and:
  - Invitation to our test track
  - Larger Logo

**Gold**
- $5,000+ or equivalent in products or services
- Bronze Sponsorship and:
  - Full access to the team for recruiting
  - Larger Logo

**Titanium**
- $10,000+ or equivalent in products or services
- Silver Sponsorship and:
  - Larger Logo
  - Invitation to visit with the team.

**Platinum**
- $15,000+ or equivalent in products or services
- Gold Sponsorship and:
  - Larger Logo

**Diamond**
- $20,000+ or equivalent in products or services
- Gold Sponsorship and:
  - Team visit to company location w/ final race car
  - Largest Logo
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