To Our Current and Future Partners,

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

<table>
<thead>
<tr>
<th>ELECTRONICS</th>
<th>SUSPENSION</th>
</tr>
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<tbody>
<tr>
<td>Performance Electronics PE3 ECU</td>
<td>Unequal Length Double A-Arm</td>
</tr>
<tr>
<td>AIM MXS 1.2 Data Logger</td>
<td>Cane Creek DBair IL Air Springs and Dampers</td>
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<tr>
<td>Electronically actuated paddle shifters</td>
<td>High Modulus Carbon Fiber</td>
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</tbody>
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<table>
<thead>
<tr>
<th>FRAME</th>
<th>TIRES/WHEELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbon Fiber Monocoque</td>
<td>10” Hoosier LC-0</td>
</tr>
<tr>
<td>Developed and Fabricated in-house</td>
<td>One-Piece Carbon Fiber Wheels</td>
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<tr>
<td></td>
<td>Aluminum Uprights</td>
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<table>
<thead>
<tr>
<th>POWERTRAIN</th>
<th>AERODYNAMICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yamaha R6</td>
<td>Carbon Composite Elements</td>
</tr>
<tr>
<td>Drexler FSAE Limited Slip Differential</td>
<td>Cl: 1.76</td>
</tr>
<tr>
<td>Semi-Automatic Sequential Gearbox</td>
<td>Multi-element front, rear, and side wings</td>
</tr>
<tr>
<td>Custom Intake and Exhaust</td>
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</table>
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 and Formula Electric 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, skid pad, 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.
Competition Highlights

**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

2019:
- Competed in all dynamic events after a chassis failure two weeks prior to Michigan
- Lightest 4-cylinder produced by Penn State (406 lbs)

2022:
- Completed all dynamic events
- 9th in Acceleration

Our team members have gone to work for:
- Bell Helicopter
- Boeing
- Bridgestone
- Chrysler
- Corning Inc.
- 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
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, 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.
## LEVELS OF SPONSORSHIP

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount or equivalent in products or services</th>
<th>Bronze Sponsorship and:</th>
<th>Silver Sponsorship and:</th>
<th>Gold Sponsorship and:</th>
<th>Platinum Sponsorship and:</th>
<th>Diamond Sponsorship and:</th>
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</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>&lt;$1,000 or equivalent in products or services</td>
<td>Company exposure on the team website, Facebook, and Instagram</td>
<td>Company exposure on all sponsorship boards/pages</td>
<td>Smallest Logo/Name on Car</td>
<td>Invitation to our test track</td>
<td>Logo Displayed on Team Apparel</td>
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<tr>
<td>Silver</td>
<td>$1,000+ or equivalent in products or services</td>
<td>Invitation to our test track</td>
<td>Larger Logo</td>
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<tr>
<td>Gold</td>
<td>$5,000+ or equivalent in products or services</td>
<td>Full access to the team for recruiting</td>
<td>Larger Logo</td>
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<tr>
<td>Titanium</td>
<td>$10,000+ or equivalent in products or services</td>
<td>Silver Sponsorship and:</td>
<td>Large Logo</td>
<td>Invitation to visit with the team.</td>
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<td>Platinum</td>
<td>$15,000+ or equivalent in products or services</td>
<td>Gold Sponsorship and:</td>
<td>Larger Logo</td>
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<tr>
<td>Diamond</td>
<td>$20,000+ or equivalent in products or services</td>
<td>Gold Sponsorship and:</td>
<td>Visit to company location w/ final race car (Monetary Donation Only)</td>
<td>Largest Logo</td>
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</tbody>
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