



CHALLENGER

Sponsorship Proposal



호서대학교
HOSEO UNIVERSITY

SINCE 1997 IN HOSEO UNIV.

CONTENTS



01

About CHALLENGER

- History
- Awards & Achievements

03

Contact

- Contact Information

02

Sponsorship

- Collaboration Case (1)
- Collaboration Case (2)
- Promotion & Marketing

CHALLENGER - “Overview & History”



Founded in 1997, CHALLENGER is a student automotive engineering team where undergraduate students design and manufacture Formula-style race cars and compete annually in KSAE Formula Student Korea (FSK).

Building upon the Formula car that competed in Formula SAE Michigan in 2005, the team has continuously developed vehicles up to the current DF-26.

CHALLENGER consistently maintains top-tier results through a highly specialized division of roles, maximizing individual expertise and operating under a systematic development structure.

In response to global eco-friendly automotive trends, CHALLENGER currently competes in the E-Formula category.

CHALLENGER - Awards & Achievements

1997: CHALLENGER Founded

2005: Competed in Formula Student Michigan

2014: KSAE Formula - Encouragement Award

2014: 1st KIC University Formula Competition - 3rd Place

2016: KARA Gymkhana Championship (Student Car) - 2nd Place

2017: KSAE Formula - Overall Bronze Award

2018: KSAE Formula - Overall Bronze Award

2018: PAMS Automotive Competition - E-Formula Presentation Award

2019: KSAE Formula - Encouragement Award

2019: Formula Student Japan - Overall 43rd

2019: University Formula Presentation Competition - Excellence Award

2020: KSAE Formula - Silver Award

2020: KSAE Dassault Systems 3DEXPERIENCE - Excellence Award

2021: KSAE Formula - Encouragement Award

2022: Jeonnam Motor Festival University Formula - 1st Place

2022: KSAE Formula - Silver Award

2022: University Formula Presentation Competition - Excellence Award

2023: University Formula Presentation Competition - Grand Prize

2025: AMF University Formula - Grand Prize

2025: FSK E-Formula - Gold Award & Best Acceleration Performance

2025: University Formula Presentation Competition - Excellence Award



CHALLENGER - Collaboration Case (1)



Corporate Support

- Case study involving support of automotive sensors from Company
- Collaborative validation of sensor performance and usability
- Promotion of supported technologies via SNS and technical reports

Technical Application

- Real-time driving data acquisition and analysis
- Vehicle dynamics analysis and setup optimization
- Creation of derived data from sensor fusion and display integration

Results

- **Grand Prize at Industry-Academia Capstone Design Competition**
- **2025 FSK Gold Award & Best Acceleration Performance**
- **Successful example where corporate collaboration directly translated into real vehicle performance and external recognition**

CHALLENGER - Collaboration Case (1)



Real Vehicle-Based Technology Exhibition & External Validation

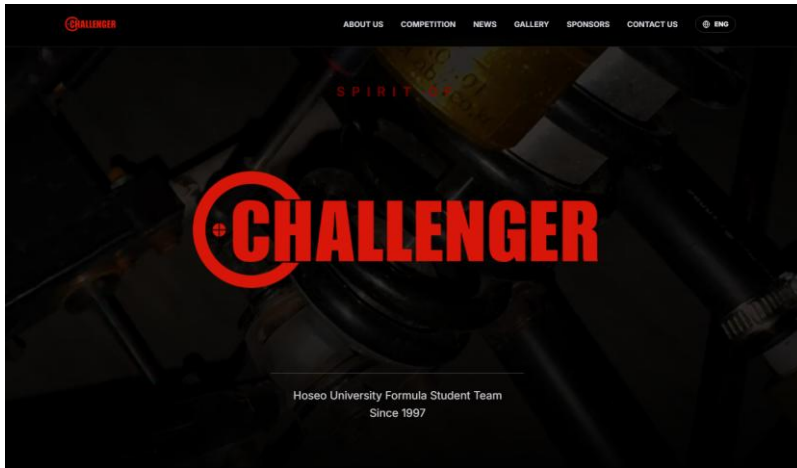
- Exhibition of real vehicles and applied technologies at corporate expos
- Public promotion of technology reliability in real operating environments
- External validation of industrial technologies and brand exposure

Key Outcomes

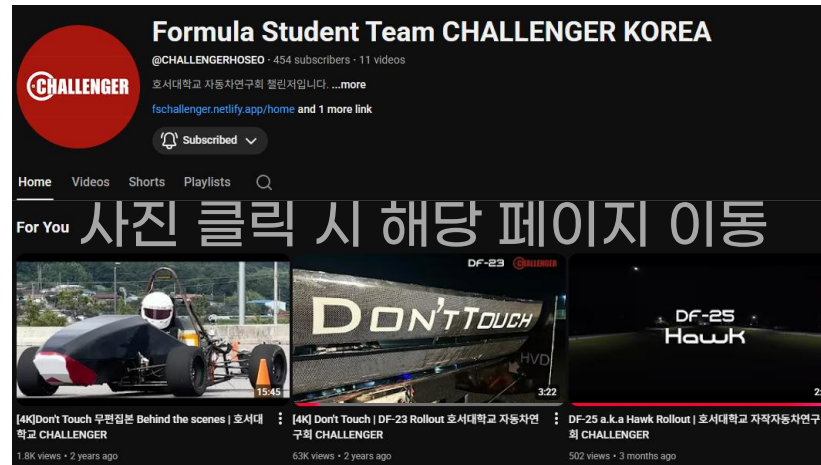
- More than **3 real vehicle exhibition** events
- Exposure to over **3,000 visitors and industry professionals**
- Validation of 2+ applied vehicle technologies

Functioning not as a student project,
but **as a real-world validation platform for industrial technologies**

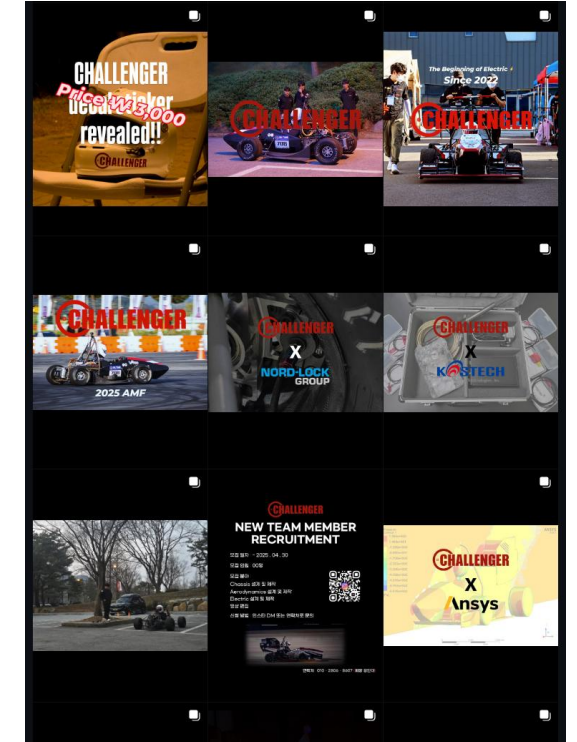
CHALLENGER - Promotion Activities (1)



Official website Updates



Youtube



Instagram

CHALLENGER - Promotion Activities (1)



**Sponsor logo placement
on team uniforms**



**Sponsor decals applied
directly on vehicles**

**We aim to prove your technology on the
fastest-evolving Formula Student stage.**

Thank You

Contact Information

Name: Jeon JinWoo [Chairman]

P: 010-4561-8947

E-mail: 20212241@vision.hoseo.edu

Name: Minsoo Park [Project Manager]

P: 010-4705-3671

E-mail: 20212192@vision.hoseo.edu

Name: Heo ChanWoong [Assistant Manager]

P: 010-3336-3428

E-mail: 20222315@vision.hoseo.edu