



San Jose State University  
College of Engineering



# SPONSOR INFORMATION

SJSU SAN JOSÉ STATE  
UNIVERSITY

SAE  
INTERNATIONAL



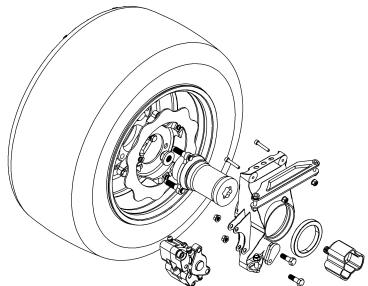
# ABOUT SPARTAN

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## FORMULA SAE RACING

Spartan Racing is the student chapter of SAE (Society of Automotive Engineers) International at San Jose State University. Spartan Racing is proud to hold a world ranking of 14 of 500+ international universities, 3rd in the USA, and 1st in California, a status we have worked incredibly hard to achieve over the team's 8 year history.

We design a new car every year, utilizing the latest computer design and analysis software, cutting edge manufacturing and fabrication processes, and in house developed testing and validation methods to close the loop on our designs. We also take time to develop our automotive engineering and tuning skills to maximize our chances at competition.

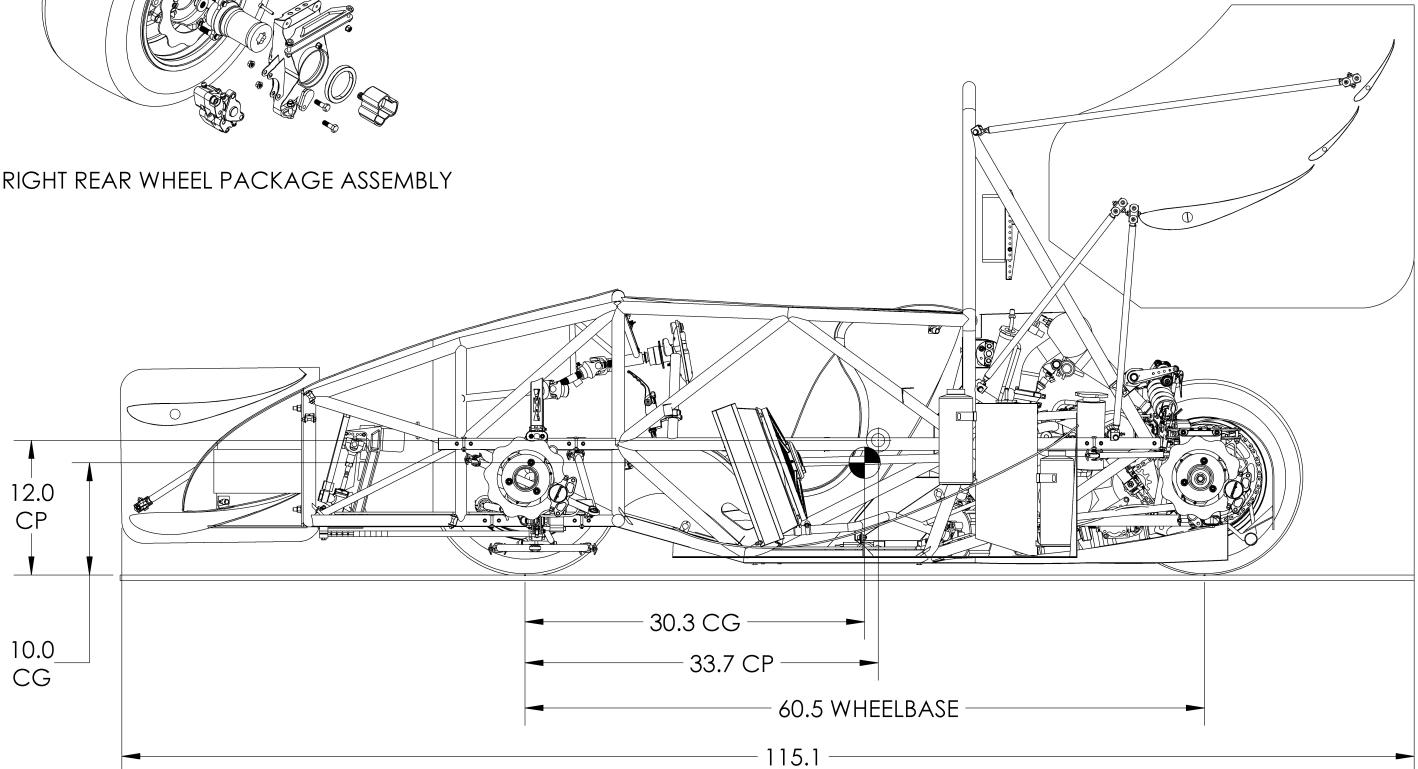


RIGHT REAR WHEEL PACKAGE ASSEMBLY

Our mission nods to that of SAE International and the goals of San Jose State University, the Charles W. Davidson College of Engineering (COE), and the Mechanical Engineering Department.

**Spartan Racing strives to:**

- Build ties between the SJSU COE and companies in Silicon Valley
- Enrich engineering education by
  - A. Providing practical supplements to theoretical coursework.
  - B. Broadening the learning experience by covering a wide range of engineering material
  - C. Generating internship and job opportunities for students via team sponsorship and networking
- Have fun



<b>SJSU</b> SAN JOSÉ STATE UNIVERSITY  <a href="http://WWW.SJSUFORMULASAE.COM">WWW.SJSUFORMULASAE.COM</a>	DRAWN:	R. SHARP	TITLE:	SR-7 VEHICLE ASSEMBLY			UNLESS OTHERWISE SPECIFIED: DIMENSIONS ARE IN INCHES	
	DATE:	2/26/15		DIMENSIONAL TOLERANCES	ANGULAR TOLERANCES			
	CAR #:	18	MODEL NO:	07-0-00-000	MACH: XX	±10 DEG	X.XX	±.125
			VIEW:	SIDE	BEND: X.X	±1.0 DEG	X.XXX	.010
	WEIGHT: 430 LBS	REVISION: 43	SHEET 1 OF 3	SHEET SIZE: A	BREAK ALL EDGES: 0.015			
					THE INFORMATION CONTAINED IN THIS DRAWING IS THE SOLE PROPERTY OF SPARTAN RACING. ANY REPRODUCTION WITHOUT PERMISSION IS PROHIBITED.			

# OUR TEAM



Spartan Racing is embarking upon our eighth consecutive year of competition in the Formula SAE series. Since our establishment in 2008 we have consistently improved our technical skills to both elevate the team's knowledge and skills, as well as develop a better performing vehicle for competition. Our team is currently comprised of over 40 members from various engineering and business related majors.

During last year's SR-7 (2015) season, Spartan Racing performed the best it ever had since its formation. We placed 1st of 80+ competitors at a competition in Formula SAE Lincoln, Nebraska; SJSU's best ever finish at an official Formula SAE event. The vehicle that achieved these results was the most advanced vehicle the SJSU team has ever built. It incorporated a student-designed and manufactured aerodynamic wing package, A student-developed E85 fueling system, a student-designed electro-pneumatic shifting system, as well as numerous improvements over previous years designs. The increase in technical advancement was paralleled with a pristine fit and finish.

SR-8 for 2016 is designed based upon the success and failures of its predecessors. By focusing on these factors we assess that SR-8 will be the most advanced car built by the Spartan Racing team.

In conjunction with vehicle performance, the team is also focusing upon management, documentation, and membership advancement. By putting standardized procedures in place the team can be more efficient

as well as mold students to become more prepared for their future careers. The team is also continuing to implement their "internship program" which allows new team members to more fluidly integrate with the team; this allows them to become significant members of the team and also create a strong base for their professional career.

Supplementary to internal management, an energetic public relations campaign has been in action over the last several years. This effort has been boosted by the support of local businesses, SJSU alumni, and SJSU College of Engineering & Mechanical Engineering departments. As a result, our public exposure has multiplied through presentations at professional organizations and businesses in the Silicon Valley, attendance at local events, print and televised news, YouTube videos, and event exposure during ESPN College Football.



# WHY WE NEED SPONSORS

Thank you for your interest in the Spartan Racing team. Due to the nature of the competition the cost to build a Formula SAE car adds up quickly, and as seen below is over \$100,000. In order to meet our design goals and stay competitive we need funding to purchase materials and supplies. We also encourage sponsorship of materials and services that are required to complete the vehicle.

By donating to the Spartan Racing team our sponsors are given a unique opportunity. The program teaches students the fundamental skills needed to perform their daily tasks. In addition to fundamental skills, team members also learn soft skills such as time & deadline management, critical thinking, and dedication to go above and beyond what is required of them. Our sponsors have direct access to this talent as their support and involvement, leads to less time

invested in looking for employees and more time focusing upon growing your business. Graduates of Spartan Racing now work at prominent engineering companies including Tesla Motors, Cisco Systems, KLA Tencor, and SpaceX. Sponsors also have their company exposed to professionals throughout the Bay Area as sponsors' company logos are placed on the race vehicle. This leads to company exposure whenever the vehicle is at outreach, race, and corporate events.

Spartan Racing is a close knit community that not only helps to promote your own business, but also gives students the opportunity to excel. All donations made are tax deductible under our 501c(3) organization. Please reach out today to discuss a customized sponsorship opportunity. We look forward to hearing from you.

Manufacturing Total	\$84,513	Operations Total	\$12,970	Competition Total	\$12,858
Carbon Fiber & Resin	\$5,000	Tires	\$3,200	FSAE-Michigan Registration	\$2,150
Layup Tooling & Molds	\$6,600	Promotional Items	\$1,200	FSAE-Lincoln Registration	\$2,150
Frame and Safety Components	\$9,540	Shop Supplies & Tools	\$1,220	Car Shipping (Michigan)	\$5,000
Paint & Vinyl Wrap	\$6,570	Driver's Training	\$5,000	Local Truck Rental/Fuel (Michigan)	\$800
Brake System	\$2,962	Fluids & Chemicals	\$1,350	Competition Tools	\$290
Outboard Suspension	\$4,541	Local Car Transportation	\$1,000	Truck Rental & Fuel (Lincoln)	\$2,468
Inboard Suspension	\$3,675				
Driver Controls	\$1,192				
Engine & Wiring	\$6,234				
Engine Auxiliary Systems	\$3,213				
Final Drive	\$4,886				
Miscellaneous Raw Material	\$600				

\*This does not include travel for the ~ 20 students that attend each competition. Travel funds ranges from \$20,000-\$30,000 which includes airfare, hotel, passenger rental cars, and food. Each members' travel is currently covered by the individual.

# TESTIMONIALS

*"Students that are involved in team projects are much more successful and sought after by industry than students who do not have the advantages of teamwork, professional development and the hands-on skills developed by the competition."*

- Dr. Robert Woods  
Professor; University of Texas at Arlington

*"As an FSAE alumni I'm very familiar with the learning and experience that comes from participating in a top ranking FSAE program such as the Spartan Racing team at SJSU. I always look to FSAE grads for my new hire positions because of their ability to design and hit the ground running. I've hired four of them and know of several others internally, and every one of them has been an absolutely stellar hire. Contributing to and participating in the FSAE program has given us direct access to the best new Mechanical Engineering talent as they enter the workforce."*

- Paul Doyle  
Mechanical Engineering Manager  
KLA-Tencor



*"One of the keys to their success and ours at Mike Maier, Inc. is the SAE program. We in the industry all agree that the hands-on experience gets young engineers up to speed much faster. This is a key component for a company on the move. Formula SAE is a must for us when looking for new talent."*

- Mike Maier  
Owner; Mike Maier Inc.

*"One exposure/access point for SpaceX that is outside of the top schools is the FSAE competition in Michigan each year. FSAE draws teams from many different schools, and the teams basically design and build a race car from scratch. It's an amazing event; and SpaceX uses the event to pick up some of the best gear-heads in the country."*

- Dolly Singh  
Former Head of Talent Acquisition, SpaceX



*"What I find most appealing about Formula Student is the innovation that it encourages, as the competition rules give the entrants a lot of design freedom. This results in many different solutions to the same issues... Having worked my way up, I appreciate that to develop a good grounding in engineering, practical experience is essential. Formula Student combines hands-on practical applications with students' academic studies, but also gives experience in vital skills such as budgeting, project management and team work. Whether the competitors go into motorsports or a different sector of engineering...Formula Student will help towards their future success."*

- Ross Brawn  
Former Team Principal  
Mercedes AMG Petronas F1 Team



# SPONSOR LEVELS

## Title Sponsors \$15,000+

- Platinum package benefits, plus:
- Upgrade to multiple large logos in the most prominent locations
- Company name mentioned in press releases, newsletters and interviews
- Personal sponsor drive day
- Vehicle available for display at company's place of business & private events
- Up to ten t-shirts

SJSU

SJSU

SJSU

SJSU

## Platinum Package \$5,000

- Gold package benefits, plus:
- Upgrade to largest logo in a more prominent location
- Up to 7 t-shirts

## Gold Package \$2,500

- Silver package benefits, plus:
- Upgrade to large logo in a more prominent location
- Your logo displayed at all events
- Up to 5 t-shirts

## Silver Package \$1,000

- Bronze package benefits, plus:
- Upgrade to medium logo on vehicle
- Logo featured on team t-shirt
- Plaque with team photo
- 2 t-shirts

## Bronze Package \$500

- Small company logo on vehicle
- Company logo (hyper-linked) on FSAE team website
- Team photo
- One t-shirts



# THANK YOU **20** FOR YOUR SPONSORS **15** SUPPORT



**KLA Tencor** SJSU



Licari  
Manufacturing



McKeefery  
Engineering



TeXtreme



Laura Henderson  
&  
Jason Silva



Beall '60



SANTA CRUZ



ASME | BEI | CCP Composites | DIAB Group | Evonik | Harmine Management Corp | HMS  
Motorsports | IEEE | IEEE Vehicle Technology Society | Johnson Hicks Marine Electronics |  
Kundensport | M&M Jig Grinding | Pacific Heat Treat | Reliance Steel & Aluminum | SAE |  
Mid-Cal | Shoe Box Compressor | Shorai Batteries | TenCate | TTC | Wooden Nickel



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