

Cornell

Racing



SPONSORSHIP PACKET 2015

ABOUT FSAE



Started in 1979, Formula SAE (FSAE) is an international competition for student groups who design, manufacture, and race a formula-style car. Over 400 teams from universities worldwide participate in races hosted in several countries. The entrants navigate through various static and dynamic events: explaining and defending their design decisions and manufacturing processes, testing their drivers' abilities. Each team's race car must excel in multiple categories in order to win top honors at the Formula SAE Michigan competition. Competitors are judged not only on the car's performance on the track, but also its design and affordability.



The structure of the competition is as follows:

STATIC EVENTS:

Engineering Design	150 points
Cost Analysis	100 points
Business Presentation	75 points

DYNAMIC EVENTS:

Endurance	300 points
Autocross	150 points
Fuel Efficiency	100 points
Acceleration	75 points
Skid-Pad	50 points

TOTAL:

1000 points





HIGHLIGHTS



MIS World Champions:

‘88, ‘92, ‘93, ‘97, ‘98, ‘01,
‘02, ‘04, ‘05

Nine-time World Champions, Cornell Racing has become synonymous with excellence. The team has competed at the Formula SAE Design Competition in Michigan for the past 27 years, at the University of Toronto Shootout for the past 6 years, and at Formula Student Germany in 2011. In May 2015, the team will be competing for a tenth World Championship.



THE TEAM



Cornell Racing is Cornell University's Formula SAE team and one of FSAE's top contenders. From our humble origins as Rookie of the Year in 1987, Cornell Racing has grown to become one of the most formidable teams in the world. With an unparalleled nine World Championship titles at FSAE Michigan and awards from the Society of Automotive Engineers, *Road & Track* magazine, Goodyear, and Hoosier, Cornell Racing is truly dominant.

Sixty Cornell University students from a variety of engineering and business disciplines make up the 2014-2015 Cornell Racing team. Each student brings instrumental skills to the team, the union between the diverse skill and strong team work forms the core of our team. Members individually spend at least 20 hours per week designing, building, and testing the car to meet international competition standards.

During the month of January, team members forego their winter breaks and return to Ithaca, New York to manufacture the car and prepare for the upcoming competitions in the spring and summer. Additionally, over the summer months, up to a quarter of the team remains on campus to plan for the following season.

Cornell Racing provides an unrivaled learning experience, that allows engineers to integrate classroom concepts with a practical application, and compels students to overcome intellectual and collaborative challenges. The final racecar is a testament to the team's incredible work ethic and dedication.

THE CAR

This year, ARG15 will feature an improved aerodynamic package which will aid in dynamic events such as skid pad, autocross, and endurance by increasing downforce experienced by the car. For better maintenance, the 3/4 monocoque makes a return since ARG12, which would reduce down time for repairs and rebuilds, while enhancing cooling as the engine will be open-to-air. A significant rule change has prompted a large change in the flow system, putting the turbocharger before the throttle.

FRAME

- Student-designed and fabricated single-piece carbon fiber monocoque
- 3/4 monocoque, 1/4 steel space frame

GENERAL SPECS

- Predicted to be 420 lb, without driver
- 40/60 front-to-rear weight distribution



ARG15

SUSPENSION & UNSPRUNG

- 4-wheel independent double A-arm suspension
- Pushrod-actuated Penske 7800 2-way adjustable dampers
- 6.0x10" Hoosier racing slick tires
- Adjustable front and rear bladed anti-roll
- Student-designed and fabricated carbon fiber wheels

ELECTRONICS

- MoTeC M400 ECU
- Custom dash with engine and chassis data readouts
- Launch and traction control

POWERTRAIN

- Turbocharged Honda CBR600RR engine
- BorgWarner KP-35 Turbocharger with custom, laser-sintered turbine housing
- Custom internal dry sump lubrication
- Fueled by E85
- Chain drive
- Custom Gearing

PERFORMANCE

- Power: 95 bhp
- Torque: 72 ft·lb
- Top speed: 100 mph
- Lateral acceleration: 1.8 g
- Acceleration 0-60 mph: 2.7 sec

CORNELL RACING

● HISTORY ●



- 1986** Cornell Racing is founded.
- 1987** Cornell Racing's first car wins third place at the FSAE Michigan Competition and is awarded Rookie of the Year.
- 1988** Cornell Racing wins its first World Championship in Michigan.
- 1992** Cornell Racing wins its second World Championship in Michigan.
- 1993** Cornell Racing wins its third World Championship and receives awards for Spirit of Excellence, Best Engineering Design, Best Performance, and Best Prototype.
- 1997** Cornell Racing wins its fourth World Championship due to the addition of new engine electronics, inboard suspension, and innovative composite design.
- 1998** Cornell Racing wins its fifth World Championship, taking first place in several events and setting the record for most points scored at an FSAE competition (an impressive 924.62 out of a possible 1000 points).
- 2001** Cornell Racing wins its sixth World Championship.
- 2002** Cornell Racing wins its seventh World Championship.
- 2004** Cornell Racing wins its eighth World Championship with the first ever electronically controlled turbocharger wastegate.
- 2005** Cornell Racing wins its ninth World Championship and receives a perfect score of 350 points in the Endurance event.
- 2007** Cornell Racing wins its first title at the University of Toronto Shootout Championship.
- 2011** Cornell Racing competes at Formula Student Germany.

WHAT STUDENTS ARE SAYING



Connor Archard

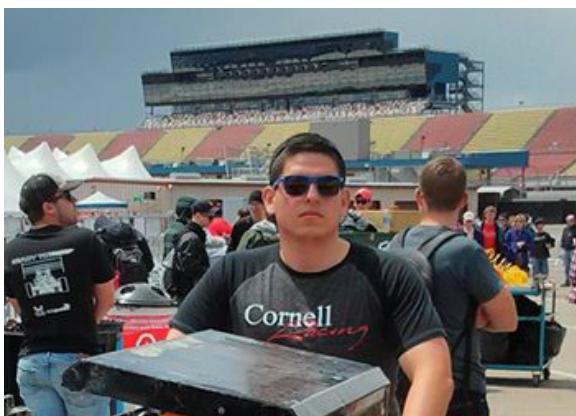
Hometown: Ardmore, Pennsylvania

Year: Senior, class of 2015

Major: Electrical and Computer Engineering

School: College of Engineering

“I chose to be on Cornell Racing because I wanted hands on experience to compliment the theory offered by Cornell’s curriculum. I have always loved cars and want to end up working in the automotive industry, so this seemed like a natural stepping stone. Getting the opportunity to drive a race car every weekend helps!”



Nicholas Carrillo

Hometown: Riverside, California

Year: Junior, class of 2016

Major: Independent Major Engineering

School: College of Engineering

“Cornell Racing has provided me with experience that will last a life time. Being part of a group of individuals that enjoy building, designing, and driving cars is incredibly rewarding. I look forward to learning more and continuing my path on a career in the automotive industry.”



Sarah Behringer

Hometown: Old Lyme, Connecticut

Year: Junior, class of 2016

Major: Electrical and Computer Engineering

School: College of Engineering

“I joined Cornell Racing because I wanted to gain hands on experience in the shop. Since then I have learnt about much about electronics and their importance in automotive engineering. I believe that I have gained project management and problem solving skills that class experience doesn’t even come close to. Being on the team reminds me everyday why I wanted to go into engineering!”

BENEFITS OF SPONSORSHIP



Cornell Racing FSAE is a completely sponsor-based organization and could not have achieved its success without the support of its partners. While Cornell University provides the team with laboratory space and testing facilities, the team's budget comes entirely from sponsors. Without such support, the team would not be able to produce a car.

VISIBILITY

Cornell Racing has been featured in magazines such as *Road & Track*, *Winding Road*, and *Race Car*, and has been highlighted in a Discovery Channel special. The team and car, and therefore our sponsors, are constantly promoted across Cornell's campus and make regular appearances at national and international Formula SAE competitions. Our team also works on several social media platforms helping reach out to Cornell students and alumni.

NETWORKING

Cornell Racing reaches out to all our alumni through regular newsletters that prominently feature our sponsors, and provides a channel for your business to be marketed to the immense Cornell University alumni network. Your business will gain recruitment access to top engineering and business students at Cornell University – an Ivy League school with a long history of distinction and a reputation that speaks for itself.

Cornell University was ranked 8th Best Undergraduate Engineering School in the United States (*U.S. News*)

Cornell University is a 501(c)(3) organization. All donations are tax deductible.

SPONSORSHIP LEVELS



TITLE \$10,000

Platinum Sponsorship plus:

- Extra-large company logo on the car
- Large company logo on official team apparel
- Promotional team visit with the car
- Other custom benefits upon request

PLATINUM \$5,000

Gold Sponsorship plus:

- Large company logo on the car
- Large company feature on the team website
- Large company feature in the team's alumni-network newsletters
- Full access to the team for recruitment purposes

GOLD \$2,000

Silver Sponsorship plus:

- Medium company logo on the car
- Company logo on official team apparel
- Private sponsor driving days with photo sessions

SILVER \$1,000

Bronze Sponsorship plus:

- Company logo on the car

BRONZE \$500

- Company feature on the team website
- Company feature in the team's alumni-network newsletters

DONATION FORM

Cornell Racing provides one of the most exciting and rewarding educational opportunities available on campus: the chance to design, build, and drive a high-performance racecar. This experience not only expands the academic knowledge of our team members, but also encourages the development of real world engineering and project management skills. While Cornell University provides the team with laboratory space and testing facilities, the team's entire budget must come from sponsors and individual donors. Without contributions like yours, the team would not be able to make design advancements, or even produce a car.

If you are interested in making a donation to the Cornell Racing team, please fill out and return this form to the address listed below. Cornell Racing welcomes and greatly appreciates donations of any amount. Please do not hesitate to call or email us with questions. Thank you for your support!

Name / Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Email: _____ Website: _____

MONETARY What is the amount of your gift? _____

DONATION (Please make checks payable to Cornell Formula SAE and attach to this form.)

or What is the nature of the gift in kind? _____

GIFT IN What is the fair market value of the gift in kind? _____

KIND How was the fair market value of the gift of kind determined? _____

Cornell University is a 501(c)(3) organization and all donations are tax deductible.

Is an income tax receipt required? Yes No

Signature

Date

Please return this form to:
Cornell Formula SAE
Attn: Albert R. George
258 Upson Hall
Ithaca, NY 14853

Contact us with any questions:
Kern Sharma
Business Team Leader
email: ks869@cornell.edu

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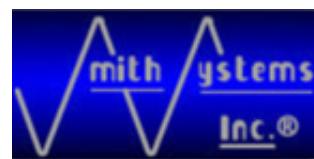
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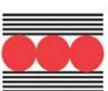
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