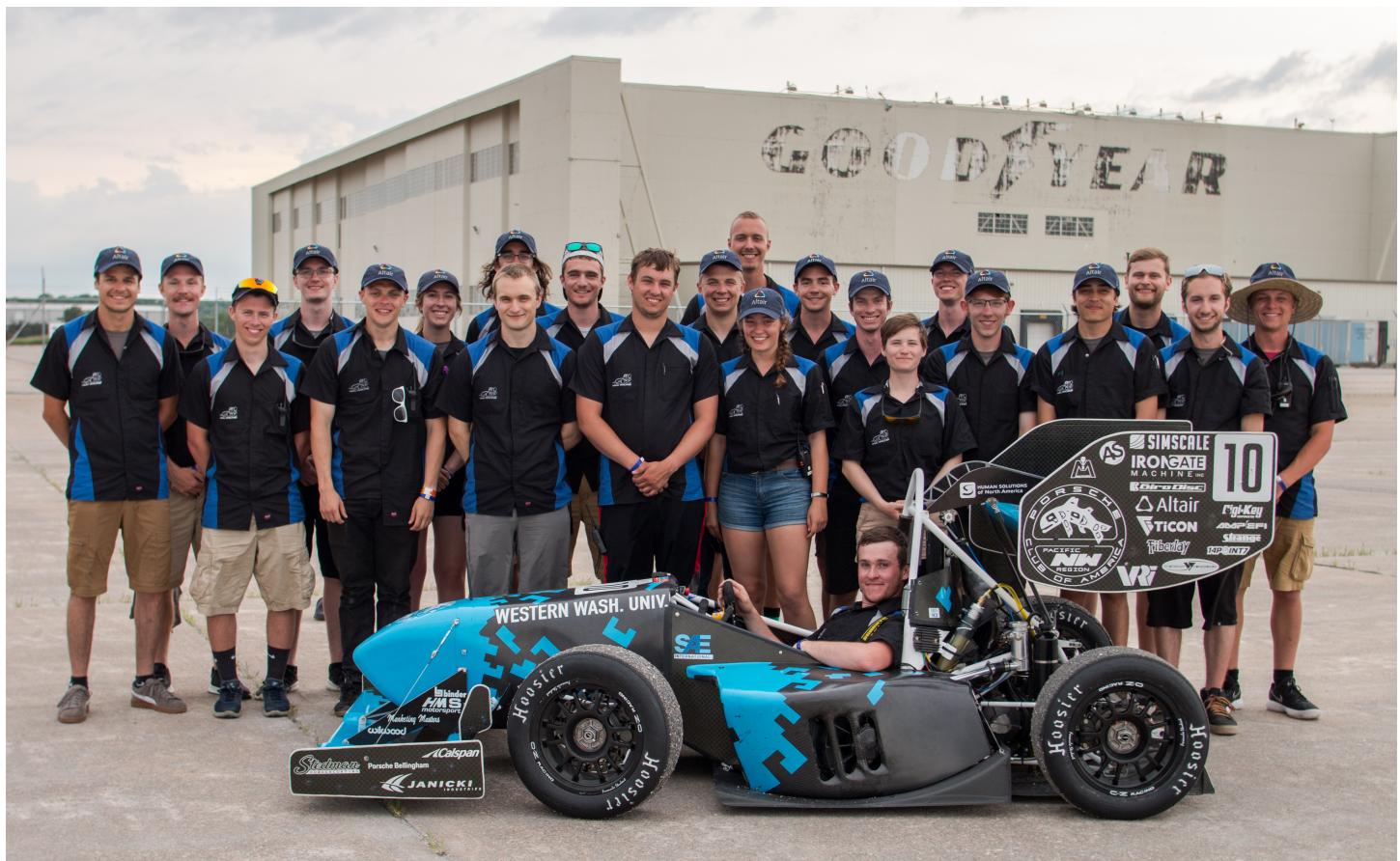


FORMULA SAE  
**WWU RACING**  
**SPONSORSHIP**  
**PACKET**  
**2020-2021**



# WHY FORMULA SAE?

Formula SAE is an international collegiate design series where students design, manufacture, and test an open-wheel formula-style racecar. Every academic year, WWU Racing's goal is to use acquired data and knowledge from prior years to perfect the current year's vehicle. The car is designed for the non-professional weekend autocross racer, which requires solid design, construction, and high performance all at low cost. Through this process, students learn engineering design, project management, business mindset and skills in a challenging, professional environment. **Western Washington University competes against an international field of 80+ teams at the FSAE West competition in Fontana, California.**

Our team is structured with three directors and six lead engineers. Each lead engineer champions a specific subsystem: ergonomics, chassis, aerodynamics, electronics, suspension, powertrain. Engineers look to build the most cohesive car possible by exercising sound design methodology and implementation. At competition, our car is reviewed by a panel industry professionals and the team must justify all design decisions. The business team administers all tasks that the team needs to sustain itself: budgeting, purchasing, marketing, sponsorship. Additionally, the system organizes the cost report and business presentation for competition use.

Students participating in the Formula SAE Collegiate Design series with our team gain experience which makes them highly prepared for any industry of interest. **The product of WWU Racing is the students being enriched through professional experience, with a racecar as a portfolio to display their efforts, development, and learning. WWU Racing strives to make the best product possible: the team.**



# WWU RACING RECENT CARS

## Viking 62 (2020)

Switch to 10" wheels

Optimized aerodynamics system



## Viking 61 (2019)

Second consecutive one year car, finished 11th overall and 4th in endurance at FSAE Lincoln



## Viking 59 (2018)

First one year car in five years, finished 10th overall and 9th in endurance at FSAE Lincoln



## Viking 58 (2017)

Finished 17th overall and 10th in endurance at FSAE Lincoln



## Viking 54 (2013)

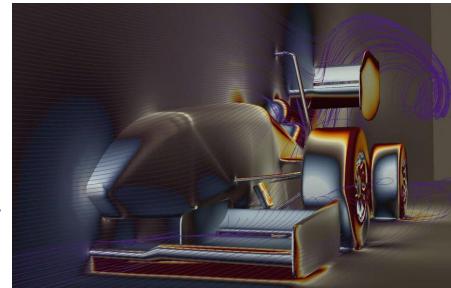
Featured a steel tube frame chassis and the first WWU Racing developed aerodynamics package in its second iteration



# STUDENT DEVELOPMENT

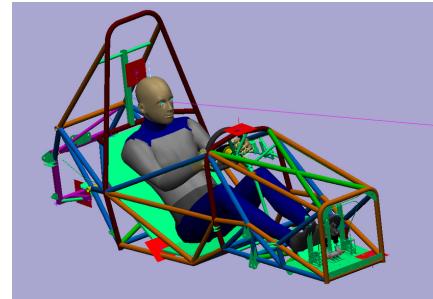
## Design

Students have applicable knowledge of programs like CATIA (Design & FEA), Ramsis, Altair, MATLAB, OptimumG, and eBOM systems



## Manufacture

In addition to knowing manual machining techniques, members perfect their skills in advanced machining such as CNC, Composite manufacturing, and Rapid Prototyping.



## Test

Students get to put their manufacturing and design skills to the test and see if their calculations were correct by putting a car on the track.



## Sponsorship Benefits

By sponsoring our team, you are becoming an extended member. WWU Racing is a club, but functions as an engineering business. Students volunteer their free time and labor to our team, but need help in acquiring the materials and resources to reach our goals. Donations in all forms (monetary/discounts, materials, or services) not only help to complete our car, but provide students an unparalleled professional environment where challenging projects can be both planned and performed. WWU Racing takes care in the relationships built between the students and businesses that we work with.



# SYSTEM COST BREAKDOWN

<b>CHASSIS</b>	<b>\$2,100</b>
<b>ERGONOMICS</b>	<b>\$2,000</b>
<b>POWERTRAIN</b>	<b>\$32,900</b>
<b>ELECTRONICS</b>	<b>\$3,700</b>
<b>SUSPENSION</b>	<b>\$10,600</b>
<b>AERO</b>	<b>\$1,000</b>
<b>GENERAL/TRAVEL/ COMPETITION</b>	<b>\$9,900</b>
<b>TOTAL</b>	<b>\$62,200</b>

# SPONSORSHIP TIERS

## Viking Platinum\* \$10000+

Logo on three prominent locations of vehicle\*\*

## Viking Gold\* \$7500+

Special shoutout at team events and in team media

Display of vehicle at company/community event (subject to team availability and distance)

## Viking Silver\* \$5000+

Large sized Logo on vehicle\*\*

Shoutout in team media coverage

Large team or car photo with sponsor logo

## Viking Bronze\* \$2500+

Medium sized Logo on vehicle\*\*

Invitation to track test day

## Viking Supporter\* \$1000+

Small sized Logo/Name included on vehicle\*\*

Team shirts & posters

Shoutout on social media platforms (Facebook & Instagram)

## Viking Friend\* \$500+

Logo/Name included on apparel\*\*

Tour of Shop

## Gift-In-Kind (up to \$250)

Logo/Name presented on thank you section of team website & newsletter

Access to team newsletter

**WWU Racing is a 501c3 non-profit educational organization.  
All donations are tax deductible.**

All values associated with sponsor tiers can be fulfilled through monetary, material, or service donations. Non-monetary donations will be discussed as needed by the team to determine the equivalent sponsorship tier.

\* Sponsor tier also includes perks of all tiers beneath

\*\*Logo configuration subject to negotiation based on sponsor level and livery space

## CONTACT

**WWURACING.COM | SPONSORSHIP@WWUFSAE.COM**

