Formula SAE is a worldwide competition in which university students work in teams to design, manufacture, and compete with a small formula-style race car. The scope of the project draws over 40 students from multiple fields of study to pool their talents and work together.

These students are what make Wichita State University’s Formula SAE team one of the foremost contenders in competition today. Shocker Racing would not be this successful without pushing the application of classroom knowledge and innovation to its limits.

As such, sponsorship is a crucial aspect of the team’s success. In partnering with us, our sponsors extend the team’s capabilities beyond all previous limits and allow us to stay competitive. Formula SAE promotes careers and excellence in engineering as it encompasses all aspects of the product life-cycle including, research, design, manufacturing, testing, development, marketing, management, and finances. Your sponsorship plays an important role in supporting professionalism, collaboration and integrity that is shaping tomorrow’s engineers and business leaders today—right here at Wichita State University.

Please flip through the following pages to further understand the Formula SAE experience and our story. We are extremely proud to represent Shocker Racing, and we hope you will feel the same as well. Your support means a commitment to excellence as we look forward to representing your business on our journey to reaching our goals this year.

Sincerely,
Nic Wentling
2012-2013 Team Captain
The concept behind Formula SAE is that a fictional manufacturing company has contracted a design team to develop a small Formula-style race car. This race car is evaluated for its potential as a production item targeted towards non-professional weekend autocross racer. Each student-led team designs, builds and tests a prototype based on a series of rules that engages them in problem solving and encourages innovation.

Shocker Racing competes in two types of events:  
**Dynamic events** test the car’s ability to perform on the track. From how quickly it can accelerate in 75 meters, to its ability to endure a 13.67 mile endurance race. These events are designed to push the car to its limits.

**Static events** test the team’s ability to create well-functioning business model around the product. These events promote quality design, insightful product presentations, and lean manufacturing techniques.

THE CHALLENGE

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Shocker Racing began to design their first car in 2005. After establishing the team’s foundations, Shocker Racing debuted with an outstanding, first year finish of 48 out of 80 during the 2007 national competition. In 2008 we modified the car and moved up in the ranks to place 36 out of 104 teams. SR-10 finished its season by placing 22 out of 80 teams. SR-12 is the latest product of the team’s dedicated work. The team worked hard to manufacture a top 15 car and up until the last dynamic event they were on track to meet this goal. Unfortunately, an electrical issue prevented the team from acquiring the desired top 15 finish. Nonetheless, the team pulled through the remainder of the competition by placing 32 out of 80.
There are over 40 students involved in Shocker Racing. These students possess a variety of talents that contribute to Shocker Racing’s success. The team is comprised of engineering, business, and graphic design majors. It requires students to utilize a variety of skills in order to ensure a successful finish. Shocker Racing is currently building its 2013 car. SR-13 is expected to place in the top 15 at FSAE Michigan and top 10 at FSAE Lincoln this year.

THE NEED (FOR SPEED)

Creating such a high performance vehicle requires extensive resources. Although Wichita State supports us graciously, the university cannot afford to cover all the costs of building a highly competitive formula race car. This is why sponsorship is so important to Shocker Racing. Community support will significantly contribute to maximizing Shocker Racing’s potential. Donations can come in a multitude of forms—parts, materials, time, funds and discounts are all highly appreciated.

**TOTAL: **$65,960

- Driver Gear: $2,650.50
- Vehicle Expenses: $39,191.79
- Competition Expenses: $11,559.35
- Consumables: $7,235.11
- Maintenance: $5,323.25

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**SPONSORSHIP REWARDS**
(Tiers are based off of monetary donations or equal value contributions)

<table>
<thead>
<tr>
<th>Signature: $50+</th>
<th>Bronze: $250+</th>
<th>Silver: $1,000+</th>
<th>Gold: $2,500+</th>
<th>Platinum: $5,000+</th>
</tr>
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</table>

- Recognition link on team site
- Listed in packets and flyers
- Small logo on team trailer
- Picture of vehicle and team
- Small logo on team car
- Large logo on trailer
- Promotional use of car
- Large lettering on car
- One drive day with the car

Interested in sponsoring? Contact Jessica Crumrine
(316) 215-4803
jrcrumrine@wichita.edu

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- MID AMERICA TOWARDS-ITE
- MPM
- TW METALS
- SCA
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