

### SPONSORSHIP PACKET - 5/25



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## MESSAGE FROM THE CAPTAIN

Dear Supporter,

When I first joined Shocker Racing, I never imagined the impact this team would have on me. What started as a love for cars quickly became a passion for teamwork, leadership, and building something bigger than myself.

Now, as captain, I get to see every late night in the shop, every problem solved, and every breakthrough moment bring our team closer together. SR26 isn't just a car, it's the story of students learning, failing, trying again, and finally succeeding. It's our way of showing what Wichita State students are capable of.

Your support means more than just logos on a car. It means giving us the tools to learn, the confidence to compete, and the chance to represent Wichita State on a national stage. You're not just backing a team, you're investing in students who will carry these lessons into their careers and their lives.

Thank you for considering being part of this journey with us.

Sincerely,

Gavin Barnes

GAVIN BARNES
FINANCE, MANAGEMENT, ECONOMICS
CLASS OF 2027



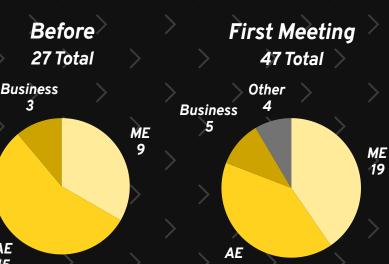
### WHO WE ARE.

Shocker Racing FSAE, founded in 2005, is Wichita State University's Formula SAE team. Students design, build, and compete with a high-performance, formula-style race car at national competitions.

Our team brings together students from engineering, business, and other disciplines to create a handson learning experience that prepares members for success in the classroom and in their careers.

Shocker Racing FSAE proudly represents Wichita State University demonstrating innovation, leadership, and collaboration on and off the track.





E T N

## FORMULA WHEAT

Manhattan, Ks



## UTA AUTOCROSS

Arlington, Tx

## MICHIGAN IC

Jackson, Mi

# GOALS & OBJECTIVES - ORGANIZATIONAL -

### **COMMUNITY PRESENCE**

We aim to expand Shocker Racing's presence in the Wichita community by showcasing our car at public events, car shows, and STEM outreach programs. By connecting with local businesses and inspiring future innovators, we want Shocker Racing to be recognized as the team that proudly represents Wichita State and the city of Wichita.





### **UNIVERSITY RELATIONSHIPS**

Strengthening our ties with Wichita State University and its departments is a top priority. We will work to increase collaboration across engineering, business, and other colleges, demonstrating how Shocker Racing is a hands-on, multidisciplinary program that reflects WSU's commitment to innovation and applied learning.

### **TEAM CULTURE**

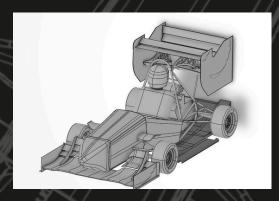
Our success depends on a strong, unified team. The goal is to improve communication, accountability, and collaboration within Shocker Racing. By fostering a culture where every member feels valued and motivated, we can ensure that students grow not only as engineers and leaders but also as teammates dedicated to shared success.



# GOALS & OBJECTIVES - ENGINEERING -

#### **AERODYNAMICS**

SR26 will feature our first full aero kit in over five years, marking a major leap forward in performance and design capability. The package will improve downforce, reduce drag, and enhance cornering stability, giving our drivers the tools to compete at a higher level.



### COCKPIT & CONTROLS

SR26's cockpit will be built around driver adaptability and comfort. Faster pedal adjustability will cut driver change time by around 30%, while a refined steering ratio reduces steering torque for smoother inputs and less driver fatigue. Clear labeling on key interfaces and improved ergonomics will make the car easier to drive consistently across multiple drivers.

### SUSPENSION & BRAKES

With a redesigned rear anti-roll bar, SR26 improves limit load transfer distribution by up to 15%, while simplified wishbone geometry boosts stiffness and adjustability. Integrated tire modeling enables more accurate simulations, giving drivers consistent lap times and faster tuning feedback



## SR24 & SR23 SR26

### **CHASSIS**

SR26's chassis will shed 8 pounds compared to SR25, improving responsiveness, weight distribution, and handling consistency. This reduction represents a key step toward building a lighter, more competitive car.

## WHY SUPPORT US?

### PROVEN PERFORMANCE

Shocker Racing has achieved record-breaking success at competition, including a perfect cost scenario score and completing every event for the first time in 15 years.

### STUDENT DEVELOPMENT

Your support equips over 40 WSU students with hands-on experience in engineering, business, leadership, and teamwork to prepare the next generation of industry leaders.

### **COMMUNITY IMPACT**

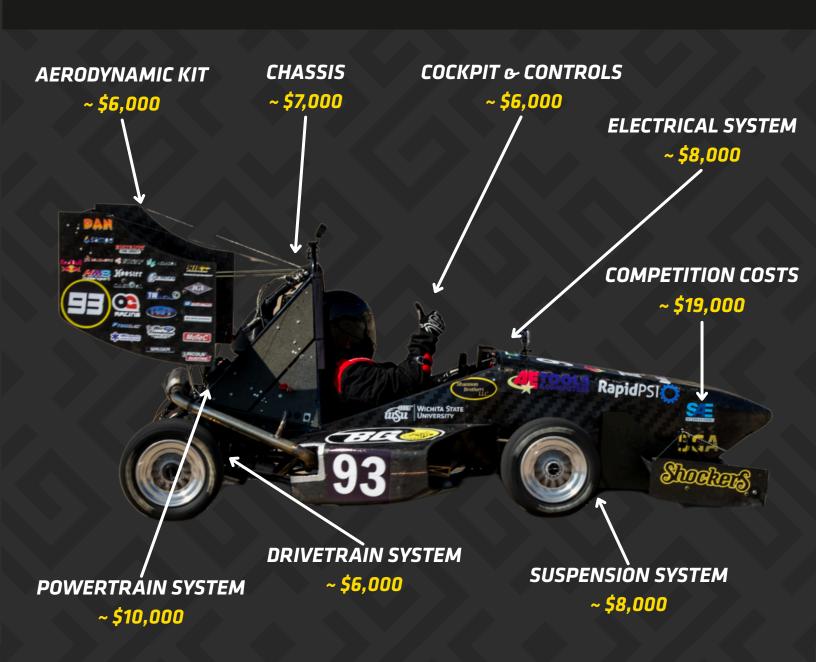
We proudly represent Wichita State University at national competitions, STEM expos, and campus events, inspiring future engineers and building strong ties with the community.

### **BRAND VISIBILITY**

Sponsors receive exposure through our car, team apparel, social media, and outreach events – reaching students, faculty, alumni, and thousands of competition attendees nationwide.



## BUDGET OVERVIEW



Total: ~ \$70,000

## SPONSORSHIP TIERS

OUR COMMITMENT TO YOU

**BRONZE** 

**SILVER** 

GOLD

**PLATINUM** 

\$500+

\$1,000+

\$2,500+

\$5,000+

TAX DEDUCTIBLE





LOGO ON WEBSITE









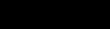
SOCIAL MEDIA FEATURE







SHOCKER RACING SHIRT





INVITE TO DESIGN REVIEW



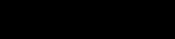


ACCESS TO TEAM RESUMES





LOGO ON SHOCKER RACING SHIRT





SMALL LOGO ON CAR



**MEDIUM LOGO ON CAR** 

LARGE LOGO ON CAR







DIAMOND SPONSOR \$10,000+

Diamond sponsors will receive all of the above benefits, along with prominently displayed logos on our trailer, and two team polos.



## CURRENT & PAST SPONSORS

































**Calspan** 

**SendCutSend** 

















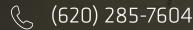


WALSER



### Torque & Power

### **TEAM CAPTAIN - GAVIN BARNES**



gabarnes1@shockers.wichita.edu

### **CHIEF ENGINEER - PEYTON ENSEY**

(620) 382-2340

ptensey@shockers.wichita.edu

### **SHOCKER RACING**

FSAE-Racing@wichita.edu

- O SHOCKER.RACING
- in Wichita State University Formula SAE
- **f** WSU Shocker Racing
- **№** @Shocker\_Racing