



2008-09 Sponsor Information Packet





What is Formula SAE?

Formula SAE is an intercollegiate competition organized by the Society of Automotive Engineers for students to conceive, design, fabricate, and compete with small formula-style racing cars. First held over 25 years ago, the competition has grown to include 3 US and 6 International events annually in Europe, Asia, South America, and Australia, attracting over 400 teams from nearly 50 countries. The Society of Automotive Engineers compiles the competition regulations which ensure the safety of the cars but also open enough to encourage innovation and originality. In addition to racing the car, students must present the car to a panel of industry professionals with in-depth discussions of the design, engineering, manufacturability, costs, and marketability of the vehicle.

The Competition

The competition is broken up into three static events and five dynamic events. Static events include the cost event, sales presentation and design presentation. Dynamic events focus on the cars performance on the track. The events include acceleration, skid pad, autocross, and a 22km endurance event that tests the cars durability and fuel economy. In addition to these events all cars have to go through a rigorous technical inspection to ensure the safety of the vehicle and drivers gear.



Points Breakdown

<u>Static Events</u>	325 pts
Cost Analysis	100 pts
Sales Presentation	75 pts
Design Presentation	150 pts
<u>Dynamic Events</u>	675 pts
Acceleration	75 pts
Skid pad	50 pts
Autocross	150 pts
Endurance	300 pts
Fuel Economy	100 pts



The 2008 Team at
Formula SAE West



The Team

“Western Washington University Formula SAE is committed to fostering student development in an experimental and dynamic learning environment through the innovative design and manufacture of a formula-style racecar. We believe that excellence is achieved through ambition, leadership, cooperation, professionalism, communication, and an enthusiastic approach to learning.”

The Western Washington University Formula SAE team, operating out of the world-renowned Vehicle Research Institute, has earned a reputation for producing innovative hand-built vehicles. As a consistent, top-level contender, the team has received numerous awards including:

Viking 22	1990	The first Formula car with 4-wheel steering
Viking 24	1993	1st place in Skid pad, Goodyear Performance Award
Viking 26	1995	First composite torsion-tube chassis, Goodyear Performance Award
Viking 28	1998	4th place in Methanol Class, Formula SAE Detroit
Viking 28	1999	4th place overall, 2nd Skid Pad Formula Student event, UK Pursuit of Excellence Award Demonstrated by Superb Craftsmanship
Viking 30	2001	First ever student-built 550cc V8 engine and 6-speed transaxle
Viking 43	2008	Redesigned composite monocoque chassis with side pods 6th place overall at FSAE West, 3rd in Design Event

Viking 43

In June 2008, the team competed with its latest car, Viking 43, at the Formula SAE West competition in California. The team placed 6th overall against more than 80 schools from around the world. In addition, we were selected as one of 3 teams to enter the final round of Design judging, with judges agreeing it was the best looking car of the competition. The team also placed 7th in Acceleration, 6th in Skid pad, 10th in Autocross, 9th in Endurance/Economy, 7th in the Sales Presentation and 16th in the Cost Presentation.

V43 Features:

- Carbon-fiber Monocoque Chassis
- Honda F4i 600cc Engine (85hp restricted)
- 6-speed Sequential transmission
- Traction Control
- Fully-equipped Data-logging
- 0-60 mph in 3.5 s
- 1.5 g lateral acceleration



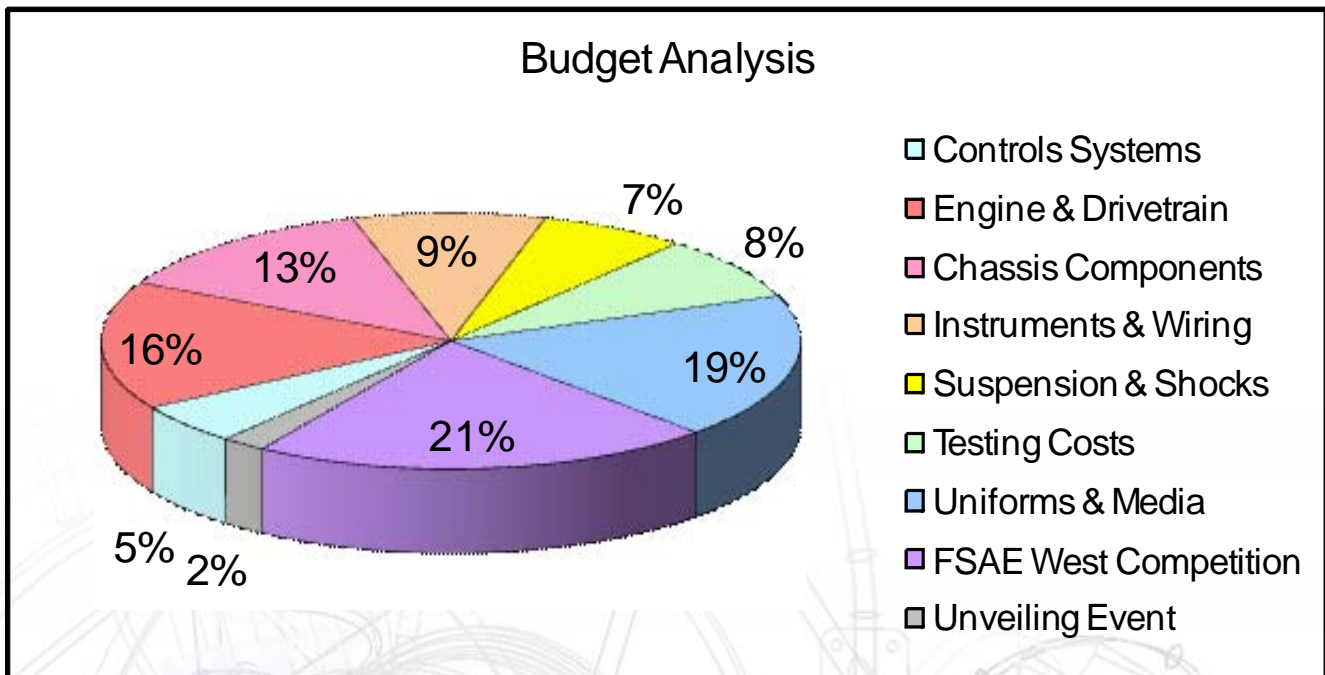
Viking 43

2008 Expense Summary



Western Washington University Viking 43

Area	Sub-Total	Total
Controls Systems	\$ 2,120.56	\$ 2,120.56
Engine & Drivetrain	6,701.29	6,701.29
Chassis Components	5,314.96	5,314.96
Instruments & Wiring	3,672.60	3,672.60
Suspension & Shocks	2,806.81	2,806.81
Testing Costs	3,330.00	3,330.00
Uniforms & Media	7,583.00	7,583.00
FSAE West Competition	8,800.00	8,800.00
Unveiling Event	950.00	950.00
Total Expenses	\$41,279.21	\$ 41,279.21



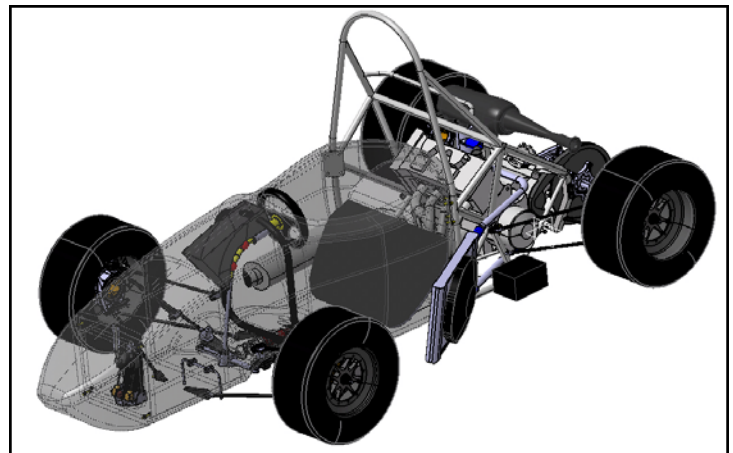
Sponsorship Benefits

Sponsors can have a wide range of publicity including website & forums, presentation boards, promotional videos, apparel, trailers, competitions, local events, and autocrosses. The competition draws industry professionals and a host of students that will be entering key roles in engineering, manufacturing and business fields. Viking cars have been featured in international magazines like Road & Track, Race Tech, and Viking 43 made the front cover of the September 2008 issue of the UK published Racecar Engineering. The cars are also displayed at a number of local events each year including the PACCAR Tech Center Open House, the Kirkland Concours d'Elegance, and other local trade and auto shows.



Formula SAE provides the groundwork for students to develop necessary job skills including:

- Leadership
- Cooperation
- Time Management
- Budgeting
- Marketing
- Communication
- 3D modeling and FEA
- Design for Manufacturing
- Applied learning



CAD Model of Viking 43

How to Support the Team

Become a sponsor! WWU Formula SAE relies almost completely on support from sponsors and private donors in order to build our cars. Without the help of our sponsors, we would never be able to get our ideas off the ground, let alone produce a successful race car.

Make an invaluable impression on the students and help to build a relationship with the University by donating to the team.



Sponsorship Levels

Platinum Reserve Sponsor* \$12,000+

- Paint scheme created in cooperation w/ company
- Only one Platinum Reserve Sponsor per year
- Other negotiable terms

Gold Sponsor* \$5,000-\$11,999

- Large Logo on car in prominent position
- Large Logo on team apparel
- Use of car at company functions
- Promotions at public appearances
- Large framed team photo with company's logo

Silver Sponsor* \$1,499-\$4,999

- Small Logo on car
- Name & Logo on Presentation Boards
- Medium Logo on back of Apparel

Bronze Sponsor \$100-\$1,499/Discounts

- Name & Logo on website
- Small logo on back of apparel

*includes all lower-level benefits

Past Sponsors



In addition, sponsors will receive a quarterly newsletter, a thank-you letter, a framed photograph of the car, and a special invitation to the next car's unveiling event in the Spring. Each sponsor will have logos displayed on our website with a direct link to the page of their choice.

Become a Sponsor

Private donations in the form of a check or pledge can be sent to our account at:

The Western Foundation
Western Washington University
516 High Street
Bellingham, WA 98225

Contact:

Jason Merrifield, Business Director
Jason.Merrifield@wwufsaе.com
Cell: (425)417-2391

For more information, visit:

www.wwufsaе.com
www.sae.org

