

# Clarkson Formula Knights

Clarkson University

Potsdam, NY



## Sponsorship Packet 2021-2022

# Team Letter

We, the Formula SAE team of Clarkson University, would like to take this opportunity to provide you with a background about our program. As a part of Clarkson University's SPEED (Student Project Engineering Experience and Design) program, the members of our team apply many technical skills in a designing/manufacturing/testing environment to develop a competition vehicle alongside their university coursework. As a student led team, we develop a vehicle every year to compete in the Society of Automotive Engineers sanctioned Formula SAE Series. With this opportunity, our members are using their classroom knowledge to solve real world engineering problems and applying themselves to learn and use design and fabrication skills in a fast-paced environment. With what our members gain from this experience, they become greater engineers and better prepared for taking on post-graduation jobs.

We have continuously competed in the Formula SAE competition in Brooklyn Michigan in early May. If it wasn't for all the support by the services, funding, and products of our generous sponsors: it wouldn't be possible for us to succeed. That is why we are asking for your help in supporting our program.

- The Clarkson Formula Knights





# About Formula SAE

Formula SAE (FSAE) is a collegiate level design series that was founded in 1979. Each year, teams from around the world are challenged with designing and building a formula style racecar that adheres to strict regulations. There are two primary categories in which teams are scored: static and dynamic events. The overall performance of a team is determined by skills in research, design, management, testing, development, marketing, and finance.

## Static Events:

Cost Analysis: 100 Points

Presentation: 75 Points

Design: 150 Points

## Dynamic Events:

Acceleration: 100 Points

Skid Pad: 75 Points

Autocross: 125 Points

Endurance: 275 Points

Fuel Efficiency: 100 Points



## About our Team

The Clarkson Formula Knights were founded back in 1991, and throughout the years we have held on to multiple core values that help to define us and our vision. We pride ourselves on our high level of craftsmanship as we put a lot of effort into perfecting all the machining, composites, welding, etc. we do to manufacture our car. As a smaller sized team, our members all have large portions to be responsible for on the car which allows us to quickly adapt/adjust with excellent accountability. Our focus is to continuously be improving as a team and the development of our car, so we don't shy from taking large technical leaps in our vehicle design or the manufacturing methods we use.

## Recent History

This year at FSAE Michigan, we are immensely proud to have placed 17th overall in the Internal Combustion class in a field of 45 teams in attendance, our team's best result since 1999.

### Category Results:

- Acceleration: 7th
- Skidpad: 14th
- Autocross: 21st
- Endurance: 18th

## Team Future

With the momentum we are carrying from our most recent result, we are heading into the new season with a bold design plan. Some massive changes are being made to the vehicle design: a new engine platform requiring a complete redesign of the powertrain system, a significantly optimized aerodynamic package, and a suspension package utilizing both front and rear ARB's and carbon tubing. In our mission to recover from the impact COVID-19 had on our team, we plan to greatly improve recruitment and member training as well.





# Sponsorship Levels

## Platinum Sponsor: \$5,000+ or Equivalent Product/Service

- Company name listed as sponsor on team website
- Extra large logo featured on the car
- Extra large logo featured on team shirts
- Special access during career fairs and on-campus events
- Listed as main sponsor at competition events
- Other custom benefits upon request

## Gold Sponsor: \$2,000-\$4,999 or Equivalent Product/Service

- Company name listed as sponsor on team website
- Large logo featured on the car
- Large logo featured on team shirts
- Listed as main sponsor at competition events

## Green Sponsor: \$500-\$1,999 or Equivalent Product/Service

- Company name listed as sponsor on team website
- Medium logo featured on car
- Medium logo featured on team shirts

## SPEED Sponsor: \$50-499 or Equivalent Product/Service

- Company name listed as sponsor on team website
- Small logo featured on car
- Small logo featured on team shirts



# Contact Information

We thank you for your time in reviewing our sponsorship material! If you have interest in sponsoring our team, please feel welcome to contact us about anything.

## Formula SAE Team Captain

Jack Pallis

[miniindy@clarkson.edu](mailto:miniindy@clarkson.edu)

## SPEED Program Director

Robert Davis

[rjdavis@clarkson.edu](mailto:rjdavis@clarkson.edu)

## Team Website

[formulaknightsracing.com](http://formulaknightsracing.com)

## Instagram

@clarksonfsae



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