

2025-2026

Sponsorship Packet



CLARKSON UNIVERSITY

Formula Knights Racing

ABOUT FORMULA SAE

Formula SAE (FSAE) is an international collegiate competition held by The Society of Automotive Engineers. Since 1980, it has challenged students to apply their knowledge learned in the classroom to design, manufacture, race, and present a formula style racecar that complies with a strict set of regulations. Though rigorous, these regulations promote bold and innovative designs with the use of sound engineering practices.



A series of events are designed to test the drivability, handling, fuel economy, and reliability of the racecar. Presentations that highlight the design, cost, and business aspects related to building the vehicle are evaluated by industry professionals. Formula SAE gives students the opportunity to gain real world experience in a collaborative and competitive team environment.

WHO WE ARE



Clarkson University is a small private University located in Potsdam, New York. With an undergraduate population of just under 3,000 students, Clarkson is known for producing highly versatile graduates that are driven to shape the future. Our formula team consists of approximately 20 students of various majors like engineering, project management, and business administration. Our team is organized into Seven sub-teams: Business and Administration, Aerodynamics, Suspension, Drivetrain, Powertrain, Driver Ergonomics, and Brakes. Together, we work year-round to produce a new racecar to debut at FSAE Michigan each May.

RESULTS

2025



62nd overall out of 106
Design- 54th
Presentation- 83rd
Acceleration- 61st
Skidpad- 37th
Autocross - 55th

2024

73th overall out of 108
Design- 60th
Presentation- 85th
Acceleration- 55th
Skidpad- 72nd
Autocross - 67th



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
- Instagram media posts
- 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
- Instagram media posts
- 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

Funding Supports:

- Purchasing Materials
- Paying registration fees
- Testing and Validation Costs
- Vehicle Maintenance
- Travel Costs
- Competing at a High Level

Contact Information:

Team Captain: Conor Woodson

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📷 [_clarksonfsae](https://www.instagram.com/_clarksonfsae)

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SPEED Program Director: Robert Davis

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Thank You for your Consideration!

Without the support of our sponsors this wouldn't be possible!
