

HORNET  **RACING**

SPONSORSHIP INFORMATION



**COLLEGE OF ENGINEERING AND COMPUTER
SCIENCES CALIFORNIA STATE UNIVERSITY,
SACRAMENTO**

Who are we?

Hornet Racing is Sacramento State University's Formula Society of Automotive Engineers Team.

We compete with over 100 universities in the SAE Collegiate Design Series.

We combine the efforts from male and female students of all disciplines to design, build, and market a race car from scratch.

This extraordinary feat requires over 10,000 hours of design, fabrication, and testing each year to develop a competitive race car.

Students on the team are able to take the information they have learned in their discipline and apply it to a real situation.

This effectively gives our students hands on experience in their desired fields, allowing team members to tune their craft and become more prepared for the workforce upon graduation.





HERITAGE - EST 1995

The Hornet Racing team was established on Sacramento State campus in 1995 and competed in the Detroit FSAE competition.

In 1996, the team achieved their best finish of 10th place overall in the competition.

The team competed intermittently after their 10th place finish into the 2000's. The current iteration of the team dates back to 2010 in which the team competed in the Formula SAE West competition for the first time, held at Auto Club Speedway.

The team had their first endurance finish in the 2014 competition, held at Lincoln Airpark in Nebraska. That year, we achieved a 19th place finish overall in the competition.

The team ran around midpark until 2017. We achieved a 16th overall finish, 16th in design, 11th in cost, and 13th in autocross and endurance.

Hornet Racing was the fastest team without an aerodynamics package. For 2018-2019 the team redesigned their suspension, frame, and utilized an aerodynamic package in order to break into the top-level teams and earned a 12th place finish in 2019.

For 2023 we are pushing for a top-5 overall finish.

TEAM GOALS

Educational

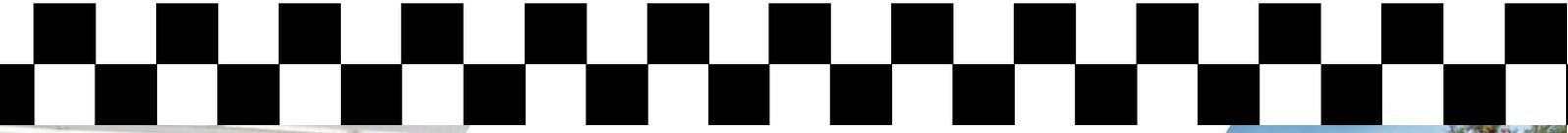
At Hornet Racing, our main goal is to ensure participation of students from Engineering, Business, Arts and other fields to learn and gain hands-on experience for their future endeavors. While it is primarily an engineering competition, through the integration of their majors, we are able to gain different perspectives and ideas. By sharing what we learn in the classroom, we can apply these concepts to help build our car, market our brand, and spread knowledge. Building a racecar from the ground up in time for FSAE teaches us to improve our business and time management skills with deadlines we must meet as well as teamwork through collaboration. With the skills gained through FSAE we can apply them to succeed in real-world career scenarios.



Technical

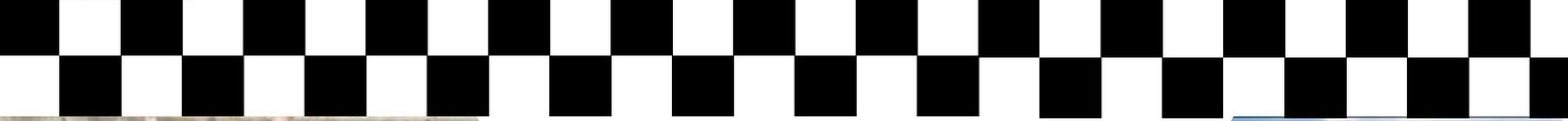
Enhancing our performance, design, manufacturing and team management all contribute to the successful completion of our racecar for FSAE. Studying cars from previous years with experienced members help students focus on strengths and opportunities for our new vehicle. Experienced members teach, lead, and motivate incoming students on building a car for FSAE. Our engineers work together with each other in regard to the components of the vehicle by communicating how each part will come together correctly. Sharing and documenting the progress of our goals to the community by effective team marketing not only helps others know more about us, but also helps develop the skills of our students creating the content. We build a strong relationship with our community and sponsors by holding events that contribute to the completion of our vehicle. With a diverse team from various fields, we are able to place top ten in FSAE.

COMPETITION HIGHLIGHTS



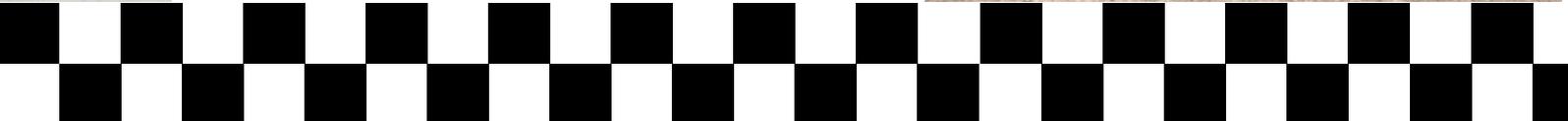
FSAE Lincoln 2019

***12th Overall
5th in Endurance
6th in Acceleration
7th in Autocross
Top California Team***



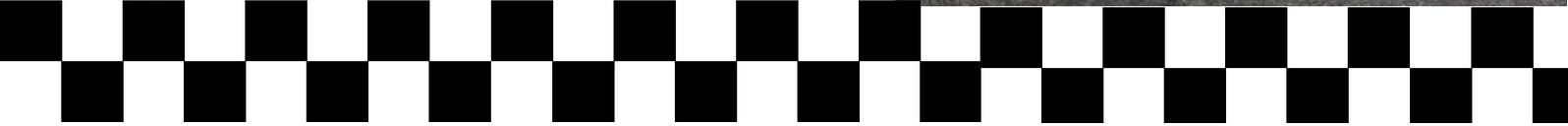
FSAE Lincoln 2018

***30th Overall
9th in Autocross
19th in Skidpad
First CSUS car with Aero***



FSAE Lincoln 2017

***16th Overall 13th in
Autocross 13th in Endurance
Fastest Non-Aero***



SPONSOR BENEFITS

In return, sponsors will be invited to attend our Sponsorship Appreciation and Demonstration Day to see the accomplishments Hornet Racing has made with your support. Each sponsor will have their name or logo represented on team materials while larger sponsors will have their logo on the race car, team shirts or social media. We would also be willing to come demonstrate specific design features at your facility or present our story to your engineers as a source of inspiration.

SPONSORSHIP PACKAGES



BRONZE
(\$500)

Small website logo (200x200px)

Invitation to Hornet Racing Sponsorship Appreciation Day



SILVER
(\$1,000)

Logo on the race car (body panel)

Logo on tee shirt

Medium website logo (500x500px)

Invitation to Hornet Racing Sponsorship Appreciation Day



GOLD
(\$3,000)

Logo on the race car (nosecone)

Logo on tee shirt

Medium website logo (500x500px)

Invitation to Hornet Racing Sponsorship Appreciation Day



PLATINUM
(\$5,000+)

Product showcase on social media

Demo race car at one or more company functions

Large logo on the race car (nosecone)

Logo on tee shirt

Large website logo (1500x1500px)



ELITE
(\$10,000+)

Product showcase on social media

Demo race car at one or more company functions

Large logo on the race car (rear wing)

Logo on tee shirt

Large website logo (1500x1500px)

AD PT-A-PART

Hornet Racing understands that there may be some questions regarding where your donations are actually going. Thus the new adopt-a-part program allows you to donate to specific parts of the race car so you know exactly where your donations are going. By sponsoring a specific part of the race car, you will not only be helping the Hornet Racing team achieve their goal of being Top 5, but you will also be given an "adoption certificate" with all of the information about how your part performed at the end of year sponsor appreciation day.

SAMPLE BUDGET

Cockpit Controls



\$1,100

Tires (2 sets slick, 1 set rain)



\$1,800

Frame



\$3,300

Competition Entry and Related Fees



\$10,000

Motor



\$1,500

Wheels



\$2,800

Intake/Exhaust



\$3,000

Manufacturing/Tooling



\$5,000

Composites (body panels and aero)



\$6,000

Data Acquisition



\$5,000

Electronic Computing Unit



\$1,000

Engine Internals (for rebuild)



\$5,000

Differential



\$3,500

Shocks



\$2,800

Brakes



\$1,000

Steering



\$1,500

Cooling



\$1,500

TOTAL: \$55,800

HOW TO DONATE

Make Check Payable to: Hornet Racing

Memo Line: CSU Sacramento - Formula SAE

Mail to: Hornet Racing - Formula SAE

6000 J Street Santa Clara Hall,

Attn: Mike Newton Sacramento, CA 95819-6023

Tax Info: Upon Request



CONTACT

Email: ecs-hornetracing@csus.edu

Website: www.hornetracing.net

Instagram: [@hornetracingfsae](https://www.instagram.com/hornetracingfsae)

Facebook: Hornet Racing - Formula SAE

Thank you for your interest in Hornet Racing !