

**HUSKER**  
**MOTORSPORTS**



UNIVERSITY OF  
**Nebraska**  
Lincoln



# 2015 RESULTS

Husker Motorsports attended two competitions this season, Formula West in our home town of Lincoln, NE as well as our 1st competition on the road as well as internationally in Barrie, Ontario Canada. The Canadian competition was prior to the one in Lincoln, and we believe attending it gave us the experience to perform better at Formula West than our previous year by 6 positions. We are especially proud to have completed our 1st endurance race ever at Formula North in Canada. Our results at both competitions are:

## Formula North

Overall	16
Design	14
Autocross	16
Endurance	11

## Formula West

Overall	41
Design	41
Autocross	34
Endurance	23



# 2016 GOALS

Learning from both our previous successes and challenges from last year, the team has identified several specific goals for the 2016 season. Three ideals drive our continued design: **reliability**, **simplicity**, and **cost-effectiveness**. By adhering to these tenets, we believe that we can continue to grow in our success as a race team.

<450	Weight (lbs.)
95	Power (horsepower)
50	Torque (ft-lbs)
<3.5	0-60 mph (seconds)
20+	Fuel Economy (mpg)
1.8+	Skid Pad (g-force)

# SPONSORSHIP

Our budget of \$65,000, modest by comparison to the top Formula SAE teams (whose annual budgets exceed \$200,000), requires us to enlist the support of sponsors such as you. Your support helps to provide the resources, materials, and services necessary in order to field a top-level team and racecar.

Becoming a sponsor of Husker Motorsports provides businesses with a unique opportunity. Sponsors receive many benefits including:

- > **NATIONAL RECOGNITION**
  - Multiple FSAE competitions are held worldwide which bring in industry leaders from around the globe.
  - Marketing exposure at the 2015 Formula SAE West competition held in Lincoln, NE in June 2016, and other competitions in North America.
- > **MARKETING EXPOSURE**
  - Sponsors receive advertising on our website, merchandise, and name/logo placement on our racecar.
  - National events are typically covered by local, regional, and national television and print media.
- > **RECRUITING OPPORTUNITIES**
  - Assist students with industry knowledge and skills not learned in classrooms.
  - Chances to meet and recruit experienced engineering and business students.
- > **COLLABORATION WITH THE UNIVERSITY OF NEBRASKA—LINCOLN**
- > **OPPORTUNITY TO "GIVE BACK" TO THE COMMUNITY**
- > **FINALLY, YOUR DONATION IS TAX DEDUCTIBLE! YOUR CONTRIBUTION QUALIFIES AS A NON-PROFIT DONATION**

Husker Motorsports welcomes various types of sponsorship contributions. Your financial support not only allows the team to procure the necessary materials, systems, and tools for fabrication, but also permits the team to cover marketing, competition, and travel expenses. Material, labor, and component contributions allow businesses to provide sponsorship without direct financial outlays.

Husker Motorsports offers several sponsorship tiers allowing you to choose your desired level of support.



# SPONSOR LEVELS

- > **Lil' Red Level (\$100—\$999):**
  - Name printed on racecar.
  - Name/Logo on Husker Motorsports website with link to your website.
  - Name/Logo on all printed sponsorship and promotional material, including 2016 t-shirts.
  - One Husker Motorsports 2016 Season t-shirt of your choosing.
- > **Red Level (\$1000—\$2499):**
  - All Lil' Red level benefits, plus:
  - Company Logo on racecar (approximately 3" x 5")
  - One additional Husker Motorsports 2016 Season t-shirt of your choosing (total of 2)
  - Framed picture of finished 2016 racecar showing company logo.
- > **Big Red Level (\$2500—\$4999):**
  - All Red Level benefits, plus:
  - Company Logo on racecar (approximately 5" x 7")
  - Company logo on team banner present at all events
  - One additional Husker Motorsports 2016 Season t-shirt of your choosing (total of 3)
- > **Blackshirts Level (\$5000—\$9999):**
  - All Big Red Level benefits, plus:
  - Company Logo on Husker Motorsports Trailer
  - One 3D printed scale replica of racecar
  - One additional Husker Motorsports 2016 Season t-shirt of your choosing (total of 4)
- > **Premier Level (Highest Value: \$10,000 and above):**
  - All Blackshirt level benefits, plus:
  - Company logo on racecar nosecone and Sidepods (approximately 8" x 10")
  - Two Husker Motorsports "Official Sponsor" polo shirts
  - Personalized teardrop flag with company logo present at all events



# CONTACT US

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## THANK YOU TO OUR 2015 SPONSORS!

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With special thanks to Jay Steinman, Ben Dean, and Jim McNeil for their generous donations.