



# HUSKER MOTORSPORTS



UNIVERSITY OF  
**Nebraska**  
Lincoln



COLLEGE OF  
ENGINEERING

2022/2023  
SPONSORSHIP PACKET



Greetings from Husker Motorsports Formula SAE. We are excited to be developing a top tier car for the race season of 2022-2023. This car will be the 12th iteration in a long line of successful cars designed and manufactured by the Husker Motorsports team. Every year we look to bring the most advanced car to competition that we can produce. We cannot do this without our sponsors and the support they provide. We strive to forge new relationships with industry partners on our road to success.

Husker Motorsports began in 2011 with only five member and a faculty advisor. Since then, we have grown to a team of over 40 students from a wide variety of disciplines. The team prides itself in the fact that we provide students with unparalleled professional experience in a university atmosphere. The members of this team build a car from scratch each year using the lessons learned from prior seasons and in the classroom. Countless hours are dedicated to this project in the pursuit of absolute performance.

The past few seasons have been seriously impacted by Covid-19 and the many complications that came with it. Our team has performed great in the face of adversity. We were proud to place 12th and 7th in the two FSAE competitions we attended. This feat has gained the team national attention from other top FSAE programs. With Husker '23 we aim to be a podium team with a high probability of success.

Husker '23 will see advancements across all subsystems, including custom engine internals, weight reduction, and advances in damping and composites technologies. These ambitious tasks will be essential on our path to being a top three team in the United States. With your help and support, we are confident we can continue making this team a national contender.

Thank you for taking the time to consider sponsoring Husker Motorsports as we continue our pursuit of greatness.

Passion. Pride. Performance.

Creighton Hughes  
Project Manager





## HISTORY & BACKGROUND

Formula SAE is a division of the SAE International Collegiate Design Series. The objective is to design, build, and accomplish business and engineering tasks centered around the creation of a one-person open-wheeled racecar. Teams must keep in mind the wants and needs of an amateur auto-cross racer. Formula SAE holds eight events worldwide including three in North America. The competition has numerous events, both static and dynamic, which measures the performance of the car and team. The competition gives students a unique opportunity to apply classroom knowledge into real-world scenarios. For more information on the competitions, please visit the Formula SAE website:

[www.sae.org/attend/student-events](http://www.sae.org/attend/student-events)



## COMPETITION CATEGORIES

### STATIC EVENTS

#### Business Presentation:

This event tests the team's ability to develop a business case convincing executives of a corporation that the team's design meets the needs of an amateur autocross racer. The presentation must prove that the team's design can be profitably manufactured and marketed. **(75 points)**

#### Design Presentation:

Team members explain and prove their understanding of engineering principles as they relate to the design and construction of the car. **(150 points)**

#### Cost and Manufacturing:

The team submits a report of the total costs of the car. Judges evaluate cost aspects of the team's design, manufacturing, and assembly. **(100 points)**

### DYNAMIC EVENTS

#### Acceleration:

This event tests the car's power generation and transmission on a 250 ft straight line track. **(100 points)**

#### Skidpad:

This event tests the car's ability to respond to lateral acceleration. The driver tests the car by navigating two adjacent 15 meter circles. **(75 points)**

#### Autocross:

The autocross event measures the car's combined acceleration, handling, and braking on a tight cone course. Two team drivers must navigate the course successfully and quickly in order to post competitive times. **(125 points)**

#### Endurance & Efficiency:

This event is a 22 kilometer race challenging both the car and driver in an autocross style course. Two drivers participate for each team, each completing half of the race. The event also measures fuel efficiency of the car. **(375 points)**



## 2021-2022 COMPETITION RESULTS

In the 2021-22 season the team attended two events, both hosted at Michigan International Speedway in Brooklyn, MI. Each of these events lasts four days and the team competes in both static and dynamic events to showcase our car and the design process. Over 100 teams attended each of these events. One of the most exciting parts of competition is networking with other teams from around the world and the numerous corporate sponsors that attend each year.

We were very excited to place 7th overall in the internal combustion division of the June competition. This was the highest overall finish in the team's history and we expect to be able to continue to perform at a very high level and improve our team's performance and depth of knowledge every year.



### EVENTS:

#### Overall Placement

#### ■ STATIC EVENTS

Business Presentation  
Design Presentation  
Cost Presentation

#### ■ DYNAMIC EVENTS

Acceleration  
Skidpad  
Autocross  
Endurance  
Efficiency

MICHIGAN  
MAY 2022  
PLACEMENT:

MICHIGAN  
JUNE 2022  
PLACEMENT:

12 of 97

7 of 56

71

12

19

35

20

16

9

28

38

6

19

7

14

5

8

18



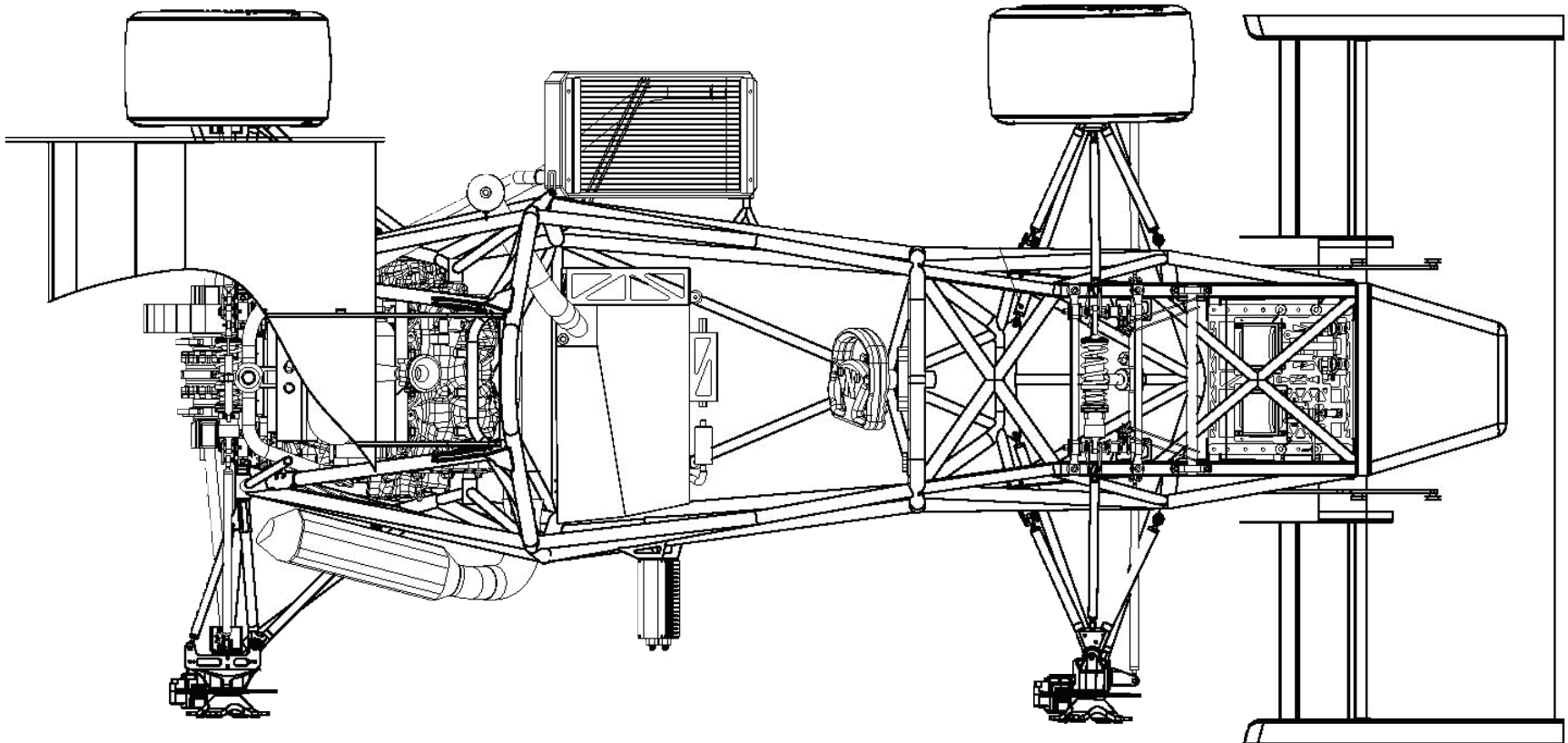
2021-2022 RESULTS



## 2022-2023 SEASON GOALS

Learning from both our previous successes and challenges from last year, the team has identified specific goals for the 2022-2023 season. These ideals drive our continued design: reliability, simplicity, and efficiency. Last year showed us that being able to test the car is one of the most valuable resources we have in improving our score at competitions.

- WEIGHT (LBS.) 470
- HORSEPOWER 84
- SKIDPAD (SEC.) 4.9
- ACCELERATION (SEC.) 4.2
- TOP 5 OVERALL PLACEMENT



2022-2023 GOALS

## RECRUITING OPPORTUNITIES

- Assist students with industry knowledge and skills not learned in the classrooms.
- Chances to meet and recruit experienced engineering and business students.

## NATIONAL RECOGNITION

- FSAE is a world wide competition and brings in industry leaders from across the globe.
- Marketing exposure at the 2023 Formula SAE competitions and other events attended by the team.

## MARKETING EXPOSURE


























- Sponsors receive advertising on our website, social media, merchandise, and name/logo placement on our race car.
- National events are covered by local, regional, and national television and print media.

## OPPORTUNITY TO "GIVE BACK" TO THE ENGINEERING COMMUNITY!



## SPONSORSHIP OPPORTUNITIES

### SPONSOR LEVELS & VALUES:

	COMPANY LOGO ON MOTOR SPORTS TRAILER	COMPANY LOGO ON WEBSITE WITH A HYPERLINK	FRAMED PHOTO OF THE 2022-23 RACE CAR	COMPANY LOGO ON RACE CAR—+LOCATION & SIZE	HUSKER MOTOR SPORTS APPAREL	COMPANY LOGO ON ALL PRINTED SPONSOR MATERIALS
<b>PREMIER</b> \$10,000 +				 Logo printed on Race Car Nose Cone Approx. 8"x10"	 Two Husker Motorsports "Official Sponsor" Polos + Four Husker Motorsports T-shirts	
<b>BLACKSHIRTS</b> \$5,000–\$9,999				 Logo printed on Race Car Approx. 5"x7"	 Four Husker Motorsports T-shirts	
<b>BIG RED</b> \$2,500–\$4,999				 Logo printed on Race Car Approx. 5"x7"	 Three Husker Motorsports T-shirts	
<b>LIL' RED</b> \$1,000–\$2,499				 Logo printed on Race Car Approx. 3"x5"	 Two Husker Motorsports T-shirts	
<b>HERBIE HUSKER</b> \$100–999				 Name printed on Race Car	 One Husker Motorsports T-shirt	

The Husker Motorsports team is an exceptional experience for students. It serves as an excellent practical application of what is learned in the classroom, while also teaching highly valuable project management skills. The university of Nebraska-Lincoln partially supports our team, however, outside sponsorships and donations are critical to our continued success. Without contributions like yours, our work would not be possible. If you are interested in donating to our team, please fill out the form below and email it to us. If you have any questions, please do not hesitate to contact us.

***The University of Nebraska - Lincoln is a 501(c)3 organization.***

***All donations are tax deductible.***

**Please direct any questions to:**

Creighton Hughes  
Project Manager  
402-709-6961

unlformulasae@huskermotorsports.com



## SPONSORSHIP FORM

Name/Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Email: \_\_\_\_\_

☐ **MONETARY DONATION**

What is the amount of your donation? \$ \_\_\_\_\_

*Please make checks payable to UNL Husker Motorsports.*

☐ **GIFT IN KIND & COMPANY RESOURCES DONATION**

What is the nature of this gift in kind? \_\_\_\_\_

What is the value of this gift in kind? \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_



DONATION FORM

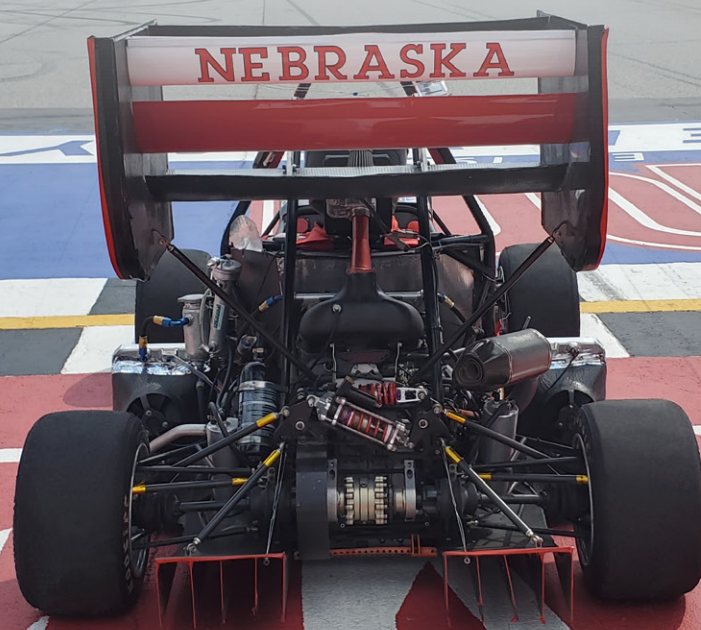




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WEBSITE: [www.huskermotorsports.com](http://www.huskermotorsports.com)  
EMAIL: [unlformulasae@huskermotorsports.com](mailto:unlformulasae@huskermotorsports.com)  
ADDRESS: W342 Nebraska Hall, Lincoln, NE 68588  
PHONE: 402-709-6961  
INSTAGRAM: [huskermotorsports](https://www.instagram.com/huskermotorsports)  
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CONTACT US