SAINT LOUIS UNIVERSITY

SPONSORSHIP HANDBOOK

2024-2025

"Aim high and never surrender"

-Gene Kranz '54

PARKS RACING

Index

A LETTER FROM THE BOARD

Dear Sponsor,

On behalf of the SLU Parks Racing Team, I hope you consider being a sponsor for our 2024-2025 season.

Our journey towards competition this June began in the fall of 2024 with a completely new executive board. 7 individuals rose to the challenge and began restructuring, recruiting, and reinforcing. With our team, we set out to accomplish the feat of designing and manufacturing Parks Racing's first ever electric vehicle.

FSAE is one of the best ways for college students to gain experience in design, fabrication, and project management.

This year we are tackling the biggest challenge Parks Racing has faced yet. We are a young, small, and inexperienced team when it comes to EVs, which makes this project all the more exciting. While we receive funding through SLU, we are largely dependent on your contribution and sponsorship to be able to compete with other senior teams.

Sponsoring our team helps us grow as engineers and partnering with us helps to build connections within the industry. Sponsorship through expertise and time is equally as important.

We look forward to working with you!

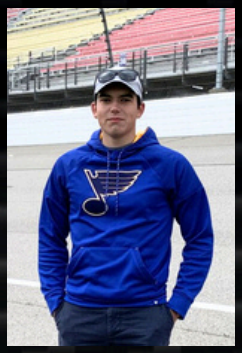
- Exec Board

Parks Racing Team

MEET THE TEAM

THE EXECUTIVE BOARD

Chuka Okeke
President



Caleb Dill
Chief Engineer

Caitlin Walling
Treasurer

Katie Pekic
Secretary
Bodywork Lead

Riley Gallivan
Suspension Lead

Finn Larkin
Chassis Lead

Jenifer Cognata
Secretary
Electrical Lead

WHAT IS FSAE?

Formula SAE (FSAE) is a collegiate engineering competition organized by SAE International where university teams design, build, and race small formula-style race cars. The competition tests teams on their vehicle's design, performance, and efficiency in various events, including acceleration, endurance, autocross, and skid-pad. It also evaluates the team's design process, cost analysis, and business presentation, providing students with practical experience in engineering, project management, and teamwork. The goal is to develop well-rounded engineers with hands-on automotive and motorsport industry skills.

STATIC EVENTS

Event Category	Points Awarded
Engineering Design	200
Cost & Manufacturing Analysis	100
Formal Presentation	75

DYNAMIC EVENTS

Event Category	Points Awarded
Acceleration	100
Skidpad	75
Autocross	125
Endurance Event	275
Efficiency	100

ACCELERATION

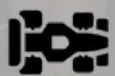
Tests the car's acceleration down a 75m straight

ENDURANCE

Measures the car's durability and reliability over 15 laps totaling 22km

SKID PAD

Analyzes the car's cornering ability around a figure 8 track



AUTOCROSS

Demonstrates the car's maneuverability over a tight course

CLUB HISTORY

2005

PR0 - #58

The first ever race car produced by Parks Racing after 3 years of hard work and dedication. The team successfully placed in competition.

PR1 - #107

Parks Racing was re-established.
5 underclassmen built a car from scratch but ultimately, the car failed the exhaust noise test.

2014

2017

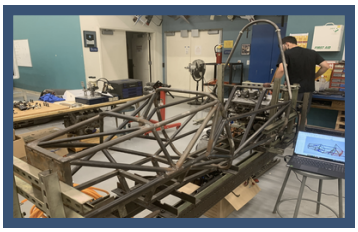
PR2 - #91

The improved upon model from 2016's #61 found great success in Michigan. PR2 earned the highest award for craftsmanship.

PR3 - #31

The club's most innovative IC car to date. PR3 saw improvements in every department, including an experimental suspension design, but failed the tilt test.

2019



2021

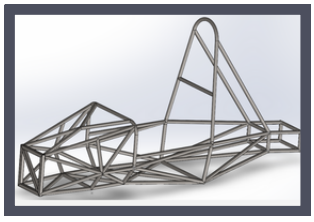
PR4

The club aimed to make improvements to 2019's design. Unfortunately circumstances did not favor the PR4, so the car did not go to competition.

TBD

The Parks Racing team set out in the beginning of 2024 to conquer the feat of designing SLU's first EV. We will compete in June in Michigan.

2025



OUR PROCESS

1 Design

Starting with a read-through of the rule book provided for the calendar year, members are divided into sub-teams and begin researching and designing respective parts for the car.

2 Design Review

Once models are produced, techniques such as finite element analysis are used to run simulations. Designs are either taken back to the drawing board or moved on to manufacturing.

3 Fundraising

Along with the funding received from SLU, the club seeks sponsorships which are vital for the development of the car. Any monetary or material donations help ensure we can continue our mission.

4 Manufacturing

Parts materialize from 2D to 3D. Countless hours are spent building the physical car. Teamwork, time, and project management are essential during the months it takes to realize the final product.

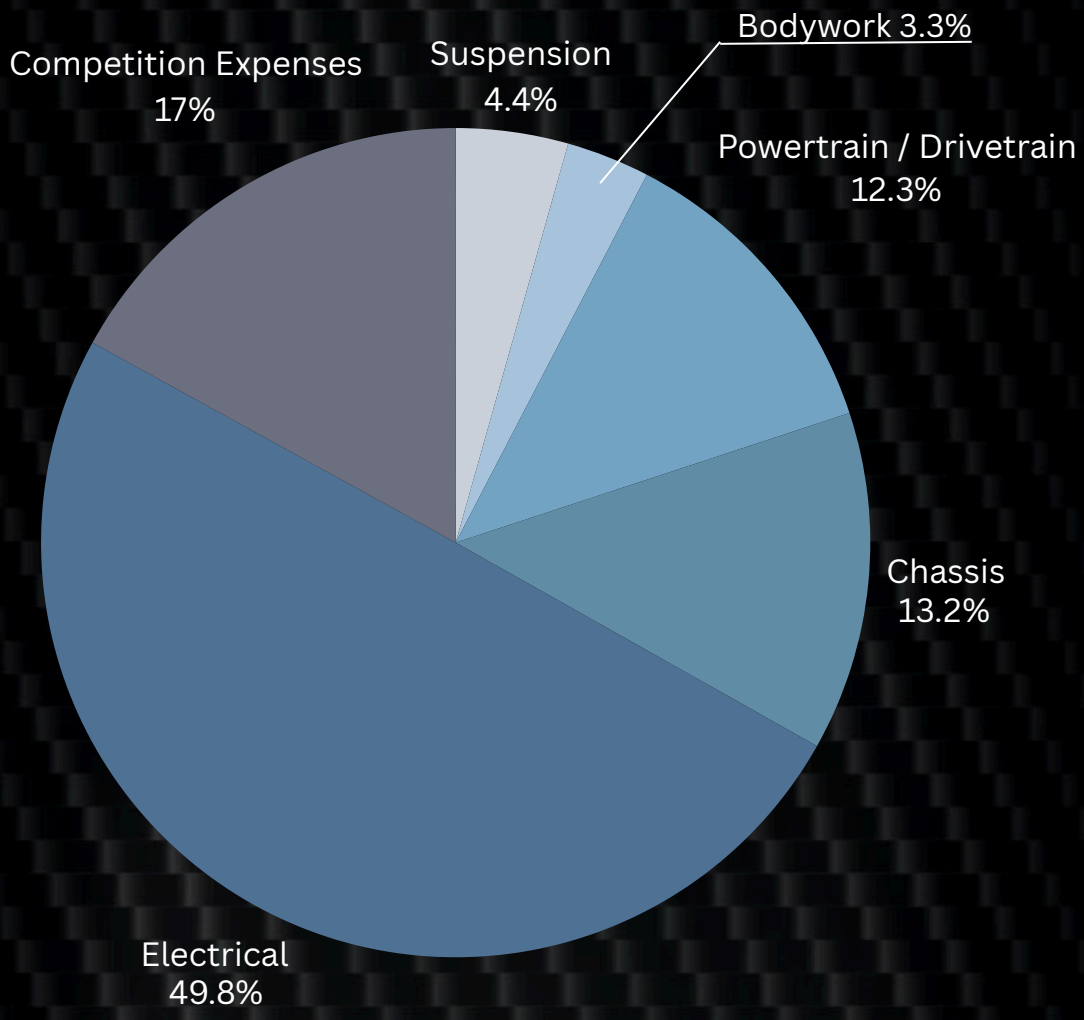
5 Testing

The car is finally ready for a racetrack. Various tests are conducted in preparation for the events of the competition. Any flaws or errors aim to be amended before the car heads to Michigan.

6 Competiton

After a year of designing and developing, the team travels to Michigan. The car goes through physical tests while the team presents everything from drawings to sales pitches to a panel of judicators.

COST BREAKDOWN



Total Cost Projection: $41,000

Received from SLU: $19,000

Start

$22,000

SPONSORSHIPS

1. Financial contributions are tax deductible
2. Funds received from SLU are not enough to compete with more experienced teams
3. Opportunity to network and recruit skilled students from Parks Racing
4. Multiple different advertising opportunities

SPONSORSHIP TIERS

Sponsorship Level	NAME DISPLAYED		LOGO DISPLAYED				MONTHLY NEWS UPDATE	GIFT		
	Banner	Trailer (2 ft²)	Car (8 in²)	Car (20 in²)	Helmet (4 in²)	Team T-Shirt (4 in²)		3D Printed Replica	Team T-Shirt	Team Picture Print
Bronze ($25-$99)							X	X		
Silver ($100-$499)							X	X	X	
Gold ($500-$999)		X	X			X	X	X	X	
Platinum ($1,000-$4,999)	X	X	X			X	X	X	X	
Diamond ($5,000-$9,000)	X	X	X	X	X	X	X	X	X	X

CONTACT US

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