



Wichita State University Baja SAE Team



2010-2011 Sponsorship Brochure



Wichita State University 2010-2011 Sponsorship Brochure: *Shocker Racing*

Introduction to Baja SAE

Baja SAE is an international collegiate design competition sponsored by the *Society of Automotive Engineers (SAE)*. The contest challenges each team to function as a small manufacturing firm whose task is to design, fabricate, market, and race an off-road vehicle prototype that will be evaluated from a variety of manufacturing angles. Each year, various SAE sections host three competitions in which teams from across the nation and around the world bring their vehicles to undergo rigorous testing. The vehicles are judged based on their ability to traverse a harsh, off-road racing course, while not succumbing to the rigors of it.

Wichita State's Baja SAE Team

WSU's Baja SAE Team, Shocker Racing, was started in 1986 and the first year to compete was 1993. Since then, Shocker Racing has competed in two competitions annually, with the exception of 1997. Last year Shocker Racing participated in two competitions:

Results of the 2010-2011 Shocker Racing Season

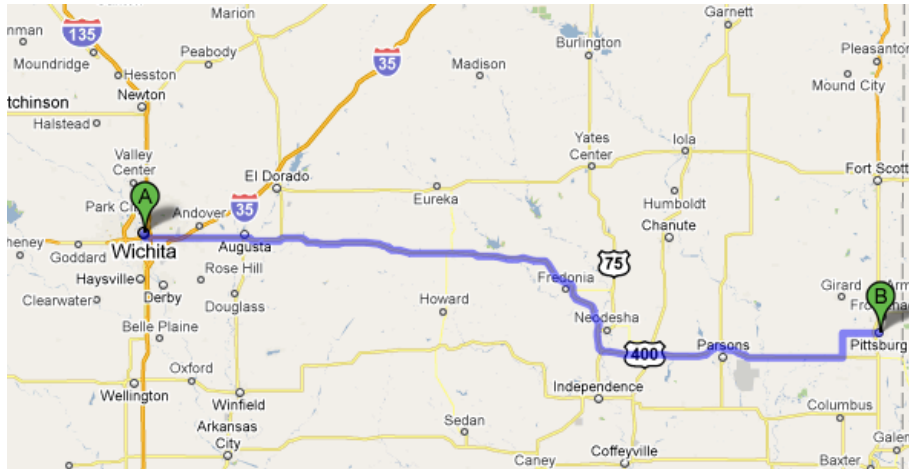
During the past year, Shocker Racing participated in two national SAE competitions. The first competition was held in Greenville, South Carolina and drew more than 100 different college race teams. We did well at this competition, bringing home an 8th place finish in the Endurance Race, 12th place in the Overall Static (which includes cost report and engineering design presentation), and an overall finish of 13th place.

Our second competition took place in Bellingham, Washington with 99 teams present. The team earned a trophy at this competition for a 2nd place finish in the Hill Climb event. We were, also, happy to finish 6th in Acceleration. These results are a great reflection of what Shocker Racing strives for in education, engineering and RACING!

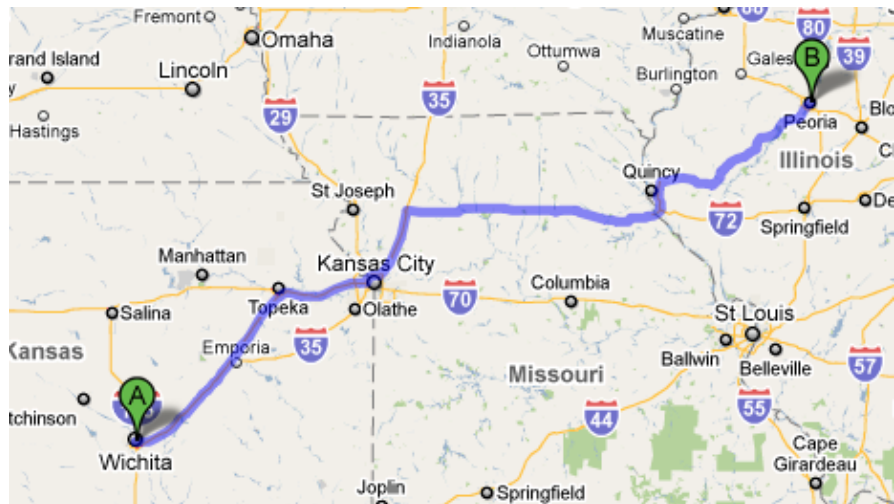


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2010-2011 Competitions



**Baja SAE Kansas
Pittsburg, KS
May 26-29, 2011**



**Baja SAE Illinois
Peoria, IL
June 8-11, 2011**

This year, the team will be competing in two events: **Baja SAE Kansas** and **Baja SAE Illinois**. The 2011 Baja SAE Kansas competition will be held on May 26-29 in Pittsburg, KS. The 2011 Baja SAE Illinois competition will be held June 8-11 in Peoria, Illinois. The competitions have a number of fixed dynamic events, including acceleration, maneuverability, sled pull, and hill climb.



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Team Goals

- Finish in the top-ten overall at both Kansas and Illinois
- Finish top-three in a single event
- Increase vehicle testing with improved data collection
- Increase awareness of Baja SAE at WSU
- Finish designing and building baja car by January 20, 2011
- Test, tune and optimize car during spring semester

How You Can Help

The endeavor of building a car is not an easy one. Team members juggle the responsibilities of participating in a year-long engineering, fabrication and testing process—all while attending classes at Wichita State. Our operational costs are in excess of \$20,000 a year, which we are tasked with sourcing ourselves. We will graciously accept a donation of any form: cash, tools, materials, or machining time.

Sponsorship Benefits

Sponsors of our team not only benefit Shocker Racing, but they also benefit their own organizations. The obvious advantages of sponsorship are greater company exposure and tax benefits. Beyond this, sponsors make it possible for aspiring engineers to learn through a hands-on experience and to participate in one of the most exciting educational opportunities of their lives. All of our sponsors are recognized on a national level, as well as on a local level. At competitions, their names are exposed to over 1,000 of tomorrow's brightest engineers and many more spectators.

Shocker Racing gains exposure both locally and nationally by competing in at least two events annually. The exposure of sponsors' company logos is second to none. We gain attention through media, such as the WSU campus newspaper, local and national publications, and local television. Along with this, we also strive to make appearances at important local events, such as the Kansas State Fair, College of Engineering Block Party, Wichita Council of Engineering Societies' Annual Banquet, College of Engineering Open House, and various other campus activities.



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Summary

Thank you in advance for your time and support. It is certain that your contribution will allow students at Wichita State University to learn through the best method possible: Experience! Your sponsorship is as beneficial for you as it is for Shocker Racing. All questions can be directed to any one of our officers. We consider all of our supporters to be members of our team, and if you would like to become a supporter of Shocker Racing, please contact Nic Hovey at (316) 218-3447 or email him at: nthovey@wichita.edu.

2010-2011 Team Contact List

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Officers:

Team Captain: Nic Hovey
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Co-Captain Tanner Lampe
(620) 384-4060
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Checks Payable to:

WSU SAE Mini-Baja Team



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Pictures from Past Events



**Greenville, South Carolina
2010**



**Bellingham, Washington
2010**



**Badlands, North Dakota
2008**



Portland, Oregon 2008



**Wisconsin Baja, Wisconsin
2008**



**Wisconsin Baja, Wisconsin
2008**