



# SPONSORSHIP BROCHURE

## 2024 - 2025



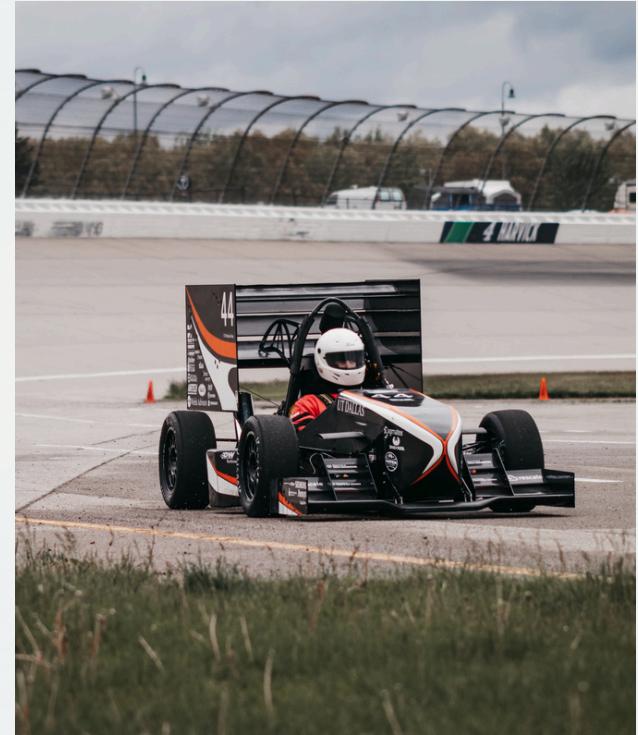
THE UNIVERSITY OF TEXAS AT DALLAS  
Erik Jonsson School of Engineering and Computer Science

# ABOUT US

**Dallas Formula Racing**, is a student-led organization founded in 2014 dedicated to providing members with unparalleled opportunities for career development through real-world application. Our team is comprised of passionate students, primarily engineers, who work collaboratively to design, manufacture, and race a vehicle each year.

Students take what they learn through this experience and seamlessly apply their knowledge in a professional setting. Additionally, we aim to inspire future generations of engineers by volunteering at STEM fairs in the DFW area and sharing our enthusiasm for STEM fields.

Our commitment to excellence and community service has enabled us to become one of the largest and most accomplished student organizations at The University of Texas at Dallas. We hope to continue making a lasting impact on our members, the university, and the community through your generous support.



2024 competition car on the banking at Michigan International Speedway

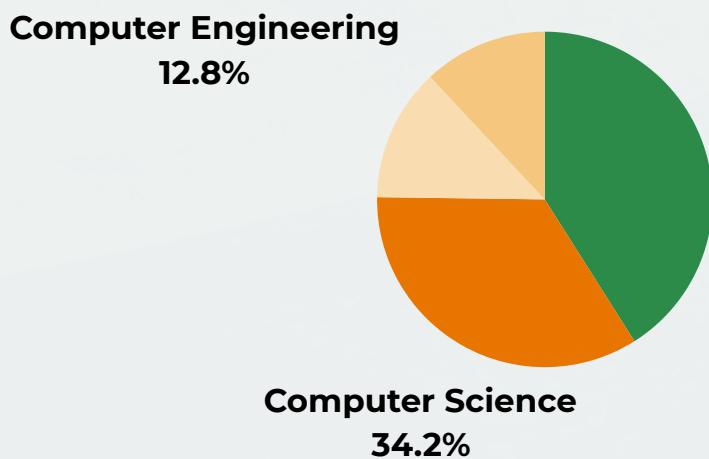
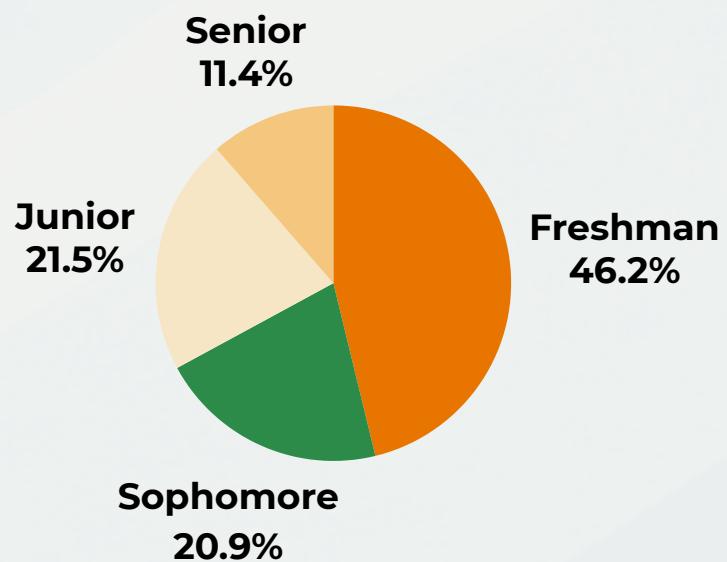
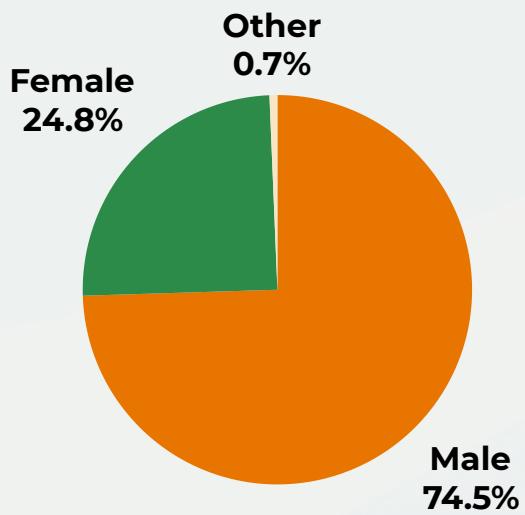
**About Formula SAE (FSAE):** Formula SAE (Society of Automotive Engineers) is a collegiate design competition that challenges university students from around the world to design, fabricate, and compete with small, formula-style race cars.

The competition includes dynamic events such as acceleration, skid pad, autocross, and endurance races, as well as static events like design, cost analysis, and business presentations. This multifaceted challenge provides an invaluable real-world engineering experience, fostering innovation, teamwork, and a deep understanding of automotive engineering principles.



# DEMOGRAPHICS

**Diversity:** Dallas Formula Racing is proud to state that our team boasts individuals from diverse educational backgrounds, highlighting the many knowledge bases that go into the creation of a FSAE car. Additionally, we believe that our organization serves as a great connective force for students transition from K-12 to engineering focused collegiate learning, as evidenced by our immense freshman involvement.



**Mission Statement:** Our goal is to cultivate well-rounded engineers by fostering technical skills, teamwork, and business acumen through the entire engineering and design cycle. We strive to challenge and inspire students to pursue their passions while giving them a platform to showcase their abilities through participation in the Formula SAE competition.



# **2025**

- Become Finalists in the Design/Business Presentation Event
- Finish Top 5 Overall
- Be the Best Team in Texas!

# **2024**

- Overall Preliminary Placement: 29th/108
- Completed with an Aero-Package
- Finished Endurance Racing Event

# **2023**

- 40% point increase in Design
- 34% point increase overall from 2022

# **2022**

- #1 in Texas and #16 across the globe in Business Presentation
- 9.2% point increase overall from 2021

# **2021**

- Completed Autocross
- 13% point increase overall from 2019

# **2019**

- Passed all technical inspection
- Completed 22km endurance

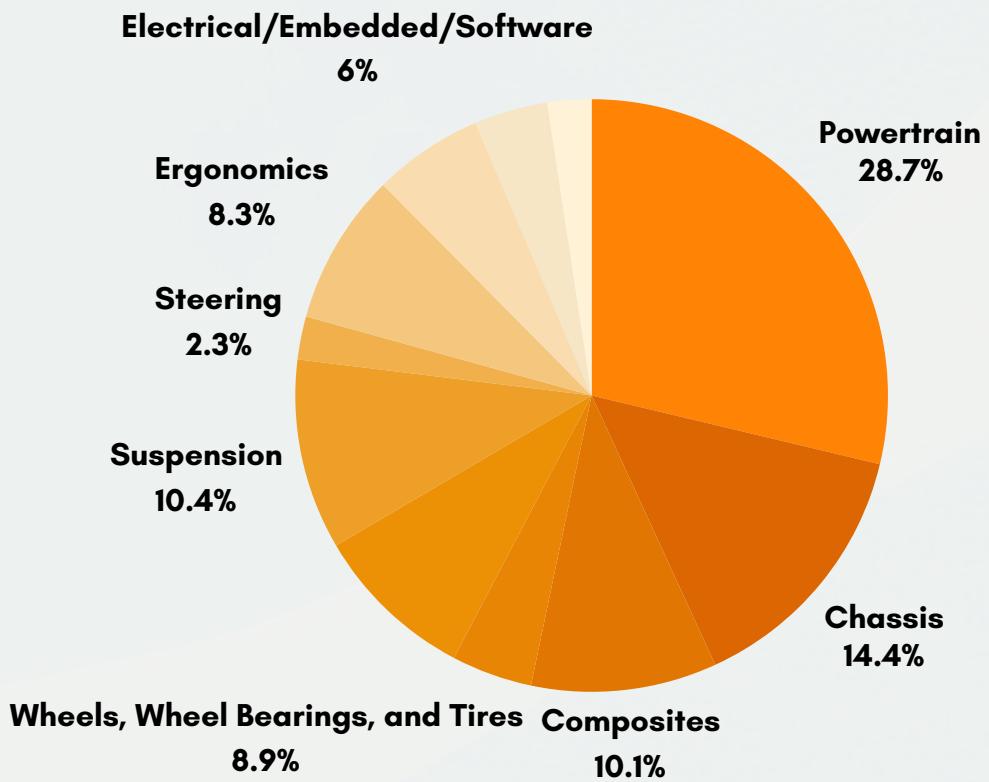
# **2018**

- Debut Competition
- Passed all technical inspection

# **2014**

Founded

# 2024 BUDGET



Powertrain	\$ 17,925.00	Engine Maintenance, Fuel Tank, Differential, Intake, Exhaust
Chassis	\$ 9,000.00	Chassis Manufacturing, Chassis Tubes, Chassis Jigs/Tube Stock
Composites	\$ 6,325.00	Carbon Fiber, Consumables, High Density Foam, Epoxy, 3D Printers
Wheels, Wheel Bearings, and Tires	\$ 5,530.00	Tires, Wheels, Tire Covers
Suspension	\$ 6,485.00	Metal Stock, Bearings, Machining, Shocks & Dampers
Steering	\$ 1,465.00	Steering Rack, Steering Column, Strain Gauges
Ergonomics	\$ 5,170.00	Brake Calipers, Pedal Box, Shifter Assembly, Seat Belt Harness
Electrical/Embedded/Software	\$ 3,750.00	Data Acquisition Devices, Sensors, Wire Harness, Batteries/CFD & FEA Software Licenses, CAD, Vehicle Dynamic Analysis
Events	\$ 1,500.00	Networking Events, Local STEM Outreach
Machine Shop Costs	\$ 2,500.00	Machine Shop Fees
Competition Fees	\$ 2,750.00	Competition Fee, Transportation, Lodging
<b>Total</b>	<b>\$ 62,400.00</b>	



# LEVELS OF SPONSORSHIP

- All benefits of Gold sponsorship
- Company logo on the car (20 to 25 sq in)
- Company logo on the team trailer
- Exclusive naming rights to a specific part of the car, e.g. the suspension system, for the competition year
- Invite to Car Unveiling
- Invite to Cars & Comets

**Platinum**

**>\$10,000**

- All benefits of Silver sponsorship
- Company logo on the car (14 to 16 sq in)
- Team plaque with photo of competition vehicle
- Team attendance at select community volunteer events hosted by your company within DFW
- Invite to Car Unveiling
- Invite to Cars & Comets

**Gold**

**>\$7,500**

- All benefits of Bronze sponsorship
- Company logo on the car (10 to 12 sq in)
- Company logo on competition t-shirt
- Team attendance and on-site display of competition vehicle to at least one event per semester within DFW
- Invite to Car Unveiling
- Invite to Cars & Comets

**Silver**

**>\$3,500**

- Recruiting opportunities to present to team members
- Company logo on the car (6-8 sq in)
- Company logo on the website
- Company logo on social media accounts
- Invitation to all events hosted by the team
- Invite to Car Unveiling
- Invite to Cars & Comets

**Bronze**

**>\$750**



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SHERWIN-WILLIAMS.  
Automotive Finishes



THINK. CREATE. INSPIRE.



Measurement & Automation



*Spread Tow Fabrics for ultra light composites*



Vacuum Bagging & Composite Tooling Materials



Welsh Advisors



# CONTACT INFO

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# THANK YOU!

## KEEP IN TOUCH



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**Instagram:** [dallasformularacing](#)

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