



SPONSORSHIP PACKET

2025 - 2026



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

ABOUT US

Dallas Formula Racing (DFR), founded in 2014, is a student-led organization dedicated to preparing its members for professional success by providing unparalleled opportunities for career development through hands-on engineering experience. Each year, passionate student engineers collaborate to design, manufacture, and race a vehicle, translating classroom knowledge into real-world skills.

Additionally, we inspire future generations of engineers by volunteering at STEM fairs in the DFW area and sharing our enthusiasm for STEM fields. Additionally, we host events for our SAE chapter featuring guest speakers, design reviews, and community outreach programs.

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.

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.



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
- Promotion of company services
- Direct access to student interns developed through our organization

- 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

- 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

- 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

Platinum

>\$15,000

Gold

>\$10,000

Silver

>\$5,000

Bronze

>\$2,500



HOW TO DONATE

Steps to Donate:

1. Go to giving.utdallas.edu
2. Under "Designation", choose "Other"
3. In the Comment Section, write: "Dallas Formula Racing FSAE"



2025 Santander Bank Visit at Dallas
Formula Racing Garage



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THANK YOU!

KEEP IN TOUCH



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