



UNIVERSITY OF  
CAMBRIDGE  
Department of Engineering



# *Full Blue Racing*

## *Sponsorship Prospectus*

# Foreword



DYNAMIC

This year, we are honoured to take on the privilege of leading Full Blue Racing, the University of Cambridge's Formula Student team.

The 2025 season will see FBR focus their efforts on the introduction of a full aerodynamics package and improving the performance of our most recent car, which scored the team's best results in its history in the 2024 Netherlands and Spain competitions.

Furthermore, as part of the net-zero initiative set by the university, Full Blue Racing will be transitioning to EV for the 2027 season. The team have completed initial research and system design stages, and are starting preliminary testing and the gradual acquisition of components.

We would love for you to join us and our existing partners on this exciting journey into 2025, as part of the Full Blue Racing family.

Kishan Zala  
*Team Leader*

Tasin Sayed  
*Technical Director*



# Contents

---

- 04** About Us
- 06** Our History
- 08** Publicity
- 09** Alumni
- 10** Future Investments
- 11** Sponsor Packages



# About Us

**Consistently ranked in the top 5 universities globally, the University of Cambridge has been at the forefront of academic study and research since 1209.**

Our engineering graduates are some of the most sought after across the world, with all of our students completing placements in industry prior to graduation.

The Engineering course at Cambridge is general for the first two years of study, with the ability to specialise from third year. Not only is our MEng programme accredited by the Engineering Council, but all our graduates are accredited by both the IMechE and IET, *regardless of their specialty*.



**1200+**

Undergraduate Students

**1st**

Best University outside the US



## Full Blue Racing is the University of Cambridge's Formula Student team.



Comprising of around 50 students from all years, each year we design and build a single seater racing car to be entered in international Formula Student competitions against universities from around the world.

A major difference between our team and many others is that our project is entirely extracurricular, requiring students to have excellent workload management to succeed alongside our degree.



# Our History



**2006/7** - Inception & First entry to FS Germany



**2014** - 4th in the Cost event at FS Germany



**2009** - First entry to FSUK, 2nd in the Cost event at FSG

**2016** - First time completing all Dynamic events





**2019** - Best results for the team pre-COVID



**2024** - Our most successful car to date!



**2022** - FSUK, FSA, FSG  
(Best British Team)



**2025** - Only time will tell...





# Publicity

**As our sponsor, you will be able to leverage our media presence to reach an audience of high calibre Cambridge students, as well as the broader Formula Student community.**

Within the Formula Student community, we are highly regarded and well-known for our resourcefulness, perseverance and enterprise. This was recognised with the RBS ESSA prize for Most Enterprising Society that we received in 2014.

Furthermore, we have also received the RBS ESSA Best Alumni Engagement award in 2013, and through our social media, you will be establishing your brand presence amongst our large network of over 300 alumni.

In 2024, our team received outstanding publicity from the official Formula Student commentators. They were more than impressed with our improvements over the past few years, and praised the support of our sponsors, without whom this would not have been possible.





# Alumni

**Full Blue Racing has consistently produced graduates who excel in industry from their experience with the team.**

We have numerous graduates and placement students taking up positions in top tier F1 teams, as well as consultancy, finance and other engineering firms.



**Ruth  
Buscombe**

Head of Race  
Strategy at Alfa  
Romeo F1



**Barney  
Sleep**

Head of Product  
Validation at  
Mercedes-AMG HPP



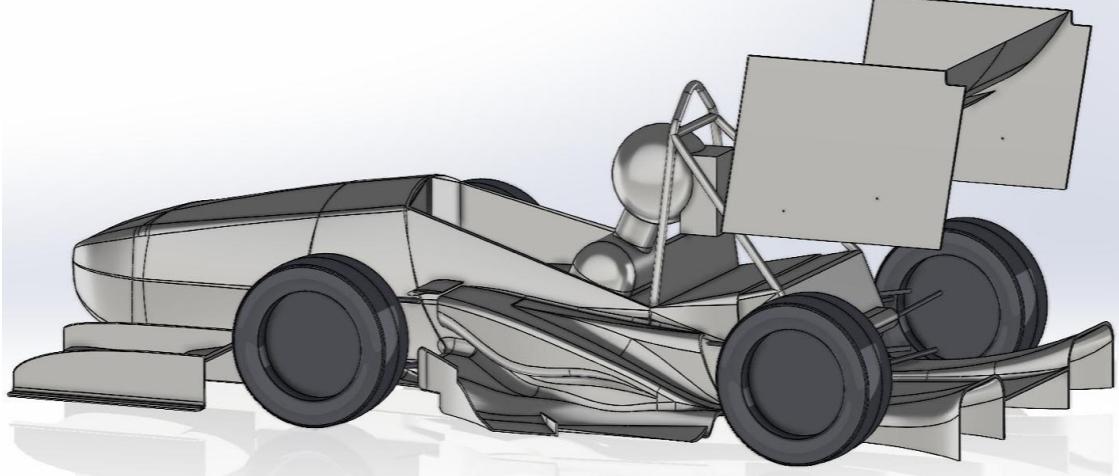
**Ryan  
Wilkins**

Junior Quant Trader  
at Chicago Trading  
Company



**Will  
Hatcher**

Senior Manager at  
Deloitte



# Future Investments

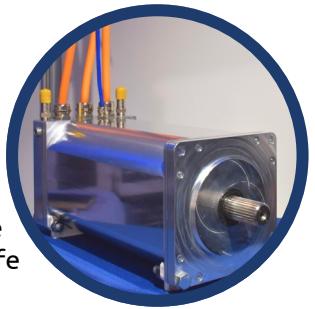
## Short Term

After three years of development, the FBR25 will feature the team's first ever aerodynamics package, complete with multi-element front and rear wings. A redesigned rear chassis, pedal box and telemetry system are among the many projects underway for improved on-track performance this season.



## Medium Term

The vehicle dynamics sub-team are underway researching, designing and modelling an overhauled inboard suspension system for the 2026 season, reducing the unsprung mass of the vehicle and complimenting our aero package with neater packaging and improved handling.



## Long Term

Significant work has been made towards our EV entry for the 2027 season, with the creation of two new EV subteams, who have already conducted essential research into components and capital needed for this transition. This includes the motors, cells for the accumulator and all the necessary training for safe working with high voltage systems.



# Sponsor Packages

Our sponsorship packages provide a framework to outline the potential opportunities for sponsors, and are subject to flexibility and negotiation.

<b>Partner Benefits</b>	<b>Bronze (&lt;£500)</b>	<b>Silver (&lt;£1.5k)</b>	<b>Gold (&lt;£3k)</b>	<b>Title (£5k+)</b>
Pit board advertising at Formula Student events				
Online promotion on social media and our website				
Branded posters in the team workshop and the Engineering Department				
1 small logo on vehicle				
1 medium logo on vehicle				
2 large logos on vehicle				
Full integrated livery in company branding and company name incorporated into team title				
Company logo on all team apparel				
Access to students via FBR organised events				
Bespoke media content featuring your company				
Invitation to our annual alumni dinner at a historic Cambridge college				



UNIVERSITY OF  
CAMBRIDGE

Department of Engineering



getmore@fullblueracing.co.uk



fullblueracing.co.uk



@fullblueracing

