



CONCORDIA
FORMULA RACING

The logo features a stylized white line drawing of a race car's front end, including the hood, grille, and headlights. Below the drawing, the words "CONCORDIA" and "FORMULA RACING" are written in a bold, white, sans-serif font.

Sponsorship Package
2024-2025

About Concordia Formula Racing



Concordia Formula Racing is an organization with a rich history of over 30 years of undergraduate competition with SAE International and over 100 other teams from around the world. The 5th year electric team is now producing high-performing electric vehicles at a pace to compete with the very best teams.

Why we do it

The team offers students an opportunity to work in an environment focused on collaboration and developing one's engineering skills with the goal of preparing them for the challenges they may encounter in the workforce. The goal of the team is to bring together a diverse set of engineering backgrounds and to allow them to work together. This allows students to work together on a multidisciplinary project and develop communication and problem-solving skills.

What we do

Concordia Formula Racing will be participating in Formula SAE Michigan and various other competitions held throughout the year to put our prototype to the test against other schools.

Past Results

- In 2022, Concordia Formula Racing placed 26/58 overall and 24th in design
- In 2023, while we only managed to place 35/69 overall and 42nd in design, we secured 6th place in the cost event
- In 2024, we made Concordia history by completing every dynamic event, finally letting our car race against other schools. The result?
 - We shot up to the **77th percentile** in the overall rankings securing 19th place out of 79 teams
 - Placed 22nd for design
 - 5th in cost
 - 7th in efficiency



Message from the coordinator



Thank you for considering Concordia Formula Racing for sponsorship. By choosing to sponsor our team you are supporting us in our competition with the very best teams in the North American Formula SAE series.

Concordia Formula Racing competed in Formula SAE Electric Michigan 2024, our car, CFR24, participated in and completed all dynamic events. While this prototype is a massive step up for the team, the goal for this year is to take our competitiveness even further with an iteration of the CFR24 platform to create CFR25. With chassis optimizations, performance tuning, overall

mass reduction, and the addition of a performance aero package, CFR25 is set to discover the true capabilities of our platform.

Furthermore, our team of talented and dedicated students is poised to take on the new competition year. We are ready to use the knowledge and experience of last year to reach new heights and make Concordia Formula Racing history once again.

On behalf of the entire team, we look forward to achieving incredible feats with your help.



Sponsorship Tiers

Why sponsor us?

While we're partially funded by Concordia University, our project would not be possible without the backing of our amazing sponsors.

- 65% of our funding is generated through sponsorship agreements secured by team members.



With your help and support, we are confident that our team will be able to achieve our goals and make you proud. By sponsoring us, you are promoting:

- Learning and growth
- Furthering student initiative and innovation
- Encouraging creativity and passion

This interdisciplinary project provides Concordia students with exceptional experiences, opportunities, and the opportunity to be part of a driven and passionate team.

Sponsorship Benefits

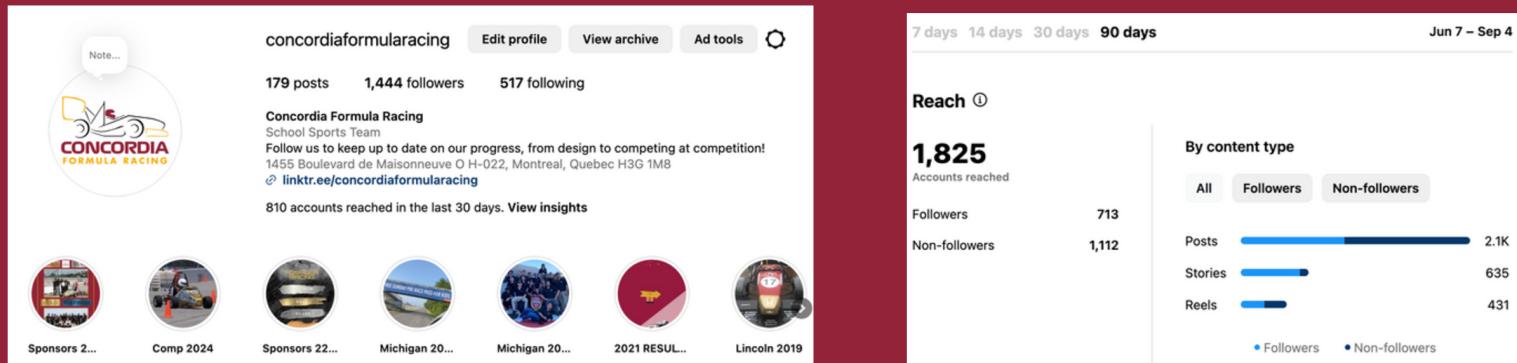
Tier	Platinum	Gold	Silver	Bronze	Sponsor
Amount	\$15,000	\$7,500	\$2,500	\$1,000	\$500
Logo on team uniform	X	X			
Logo on website	X	X	X	X	X
Logo on car	X	X	X		
Individual social media post	X	X			
Grouped social media posts	X	X	X	X	X
Team CV package	X	X			
Team attends company event*	X				
Team Plaque	X	X			
Logo on sponsor banner	X	X	X		
Company promotion at team events	X	X			
Invite to Concordia SAE AutoX	X	X	X	X	

* Team may bring vehicle depending on time

** Title sponsorship to be discussed

*** FundOne: Tex receipts only available through donation, no sponsor perks given for donations apart from AutoX invite and social media thanks

Sponsorship Benefits



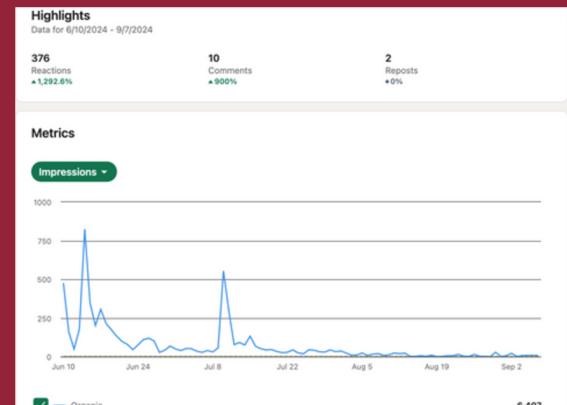
We offer many forms of visibility and promotion to our industry partners

- Our sponsors benefit from exposure to a bright and young audience consisting of:
 - Engineering students & faculty, both at Concordia and many other universities
 - Industry workers judging & volunteering at competitions across North America

Our sponsors also benefit from promotion on the team's website, mentions on our social media platform and on printed promotional material, from competition apparel to banners dependent on sponsorship tier. For the duration of one year:

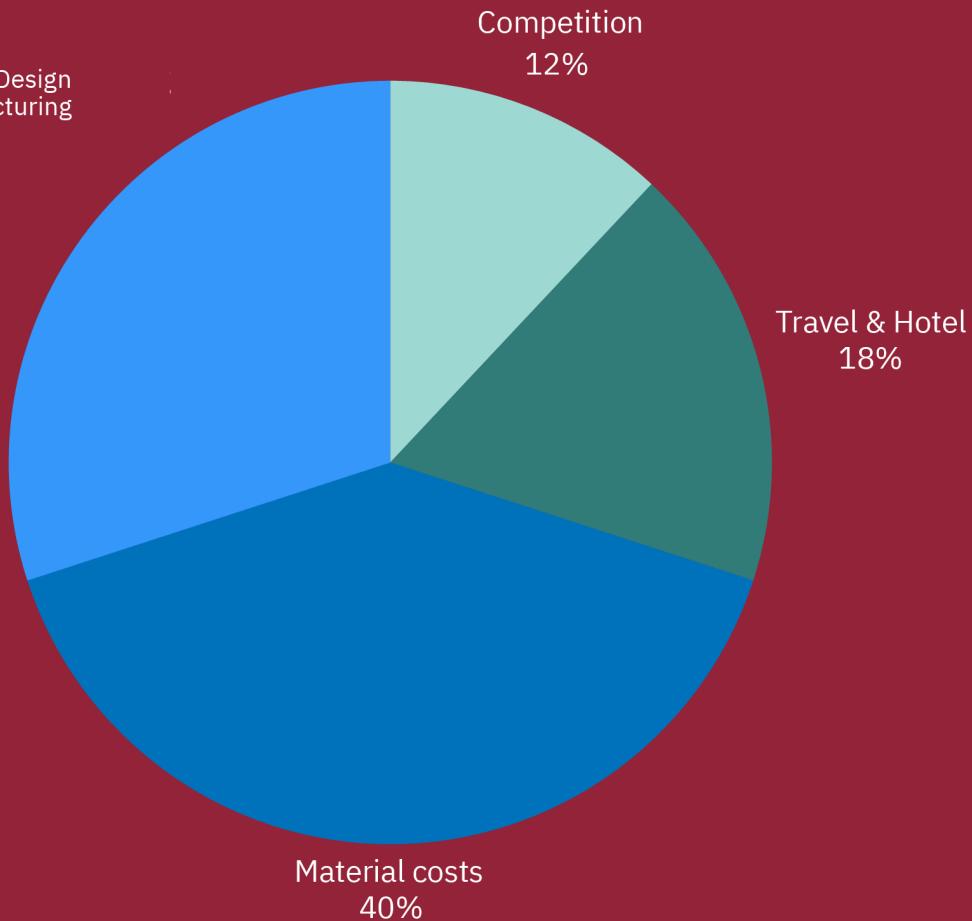
- September to September
- Logo sized proportionally as per number of sponsors and their respective levels

The screenshot shows the Facebook page for Concordia Formula Racing. It features a profile picture of a racing car, a cover photo of a driver in a helmet, and a bio: "Concordia Formula Racing Motor Vehicle Manufacturing - Montreal, Quebec - 89 followers - 11-50 employees". Below the bio, it says "Leo follows this page". There are buttons for "+ Follow" and "Message".



Budget

The team's main expenses are manufacturing, materials, competition expenses including travel and mobilization:



- Quality tools
- Annual testing events
- Machining

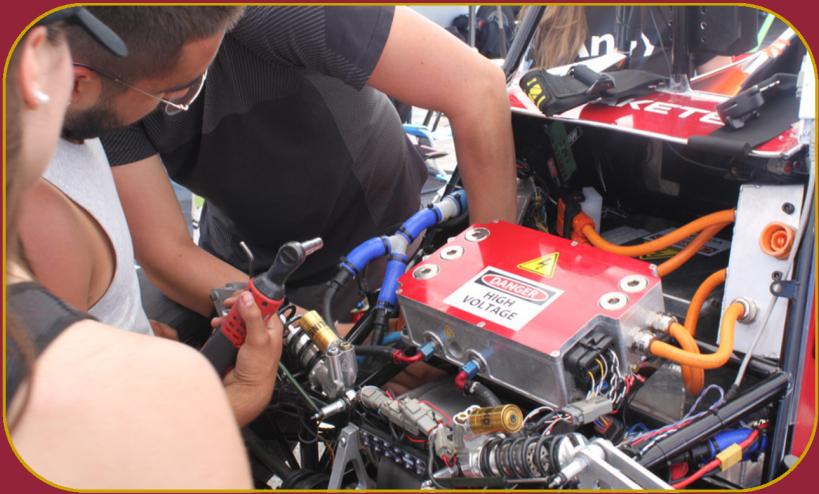
- Registration fees
- Team apparel with sponsors' logos on it

- Raw materials
- Parts
- Race mandatory équipement

- Gas
- Hotels
- Vehicle rentals

Our goals for the 2025 season

Concordia Formula Racing is fueled by the talented, ambitious, and extremely dedicated students that aim for nothing other than excellence.



Over the past three years, the team has accelerated from a non-running EV team to pushing to the front of the North American Formula SAE series. This momentum will propel our growth into a larger team that is more involved with the SAE community as well as well our sponsors. As they increase our support for us, we will do the same in return with increased social media presence for better representation of our sponsors.



Together, we'll go against the top 10 most competitive teams and secure a place among the very best.

Team Testimonial



I joined FSAE in my last year of studies and my biggest regret is not having joined sooner! Having completed my Capstone project with FSAE which consisted of designing a new steering system for the car, I gained invaluable knowledge on tire performance, vehicle dynamics and performance optimization. FSAE allows students to practice and complete the engineering design cycle: research, design, manufacture, test. It does this by allowing students the freedom to do work in the machine shop, designing parts in SolidWorks, and work amongst Concordia's brightest and most driven students who share the same goal of designing an entirely student built car and competing in Michigan every year. Ultimately this experience in FSAE helped land me a career in motorsports where I now work for Wayne Taylor Racing, competing in the highest class of IMSA endurance racing with the Acura ARX-06 LMDh. All of the skills I learned in FSAE, I put into practice every day and they have helped me immensely in working in my dream job in racing!

Tomas Fresco Guilione

Contact us

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THANK YOU FOR YOUR
CONSIDERATION



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