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Welcome to the sponsorship submission portal for Toyota Motor Sales, U.S.A., Inc. (Toyota). To best provide us with a detailed proposal, we would appreciate the completion of this questionnaire. There will be an opportunity to convey any specifics about the proposed sponsorship and attach documents at the end of the form.

Before beginning, keep in mind the following:

- All questions must be answered
- All information will be treated confidentially
- Partially completed questionnaires cannot be saved, you may print a blank version of the form using the "PRINTABLE FORM" button above to preview the information requested prior to your online submission
- Proposals submitted via methods outside of this form will not be considered

Thank you for your interest in Toyota as a partner.

## Proposing Partner Information

\* Required Fields

* Partnership Opportunity Name Type in your project or event official name.	Solar Powered Car Competition - Solar Knights Racing Inc
* Organization Name Please enter the Company name	Solar Knights Racing Inc
* Organization Address	12715 PEGASUS DR
* Organization City	Orlando
* Organization Phone	8138484935
* Organization Email	solarknightsracing@gmail.com
Website URL	https://solarknightsracing.github.io/
* Is this for an existing Toyota Motor Sales (TMS) U.S.A., Inc. partnership?	No

\*How did you come across this sponsorship submission process?

Google Search

\*Are you submitting your request a minimum of 6 months prior to your need for support?

Yes

\*Proposed contract term start date

1/1/2026

\*Proposed contract term end date

1/1/2028

## DIVERSITY OWNERSHIP

\*Is your organization majority owned by a diversity group (ie. Ethnic minority, women, veteran, persons living with disability)?

- ☐ A single diversity ownership
- ☐ Multiple diversity ownership (more than one diversity group within ownership)
- ☒ Not applicable

\*Sub-sector

Motorsports

\*Partnership Type

Group (Team, Association, League)

## Investment

\*Annual Sponsorship Fee (USD)

USD25,000.00

Any proposed fees are confidential, non-binding and subject to change through the negotiation process, however are required for best assessment of partnership.

Additional comments

\*Levels of sponsorship offered with this partnership opportunity:

- ☒ Title Sponsor
- ☒ Presenting Sponsor
- ☒ Supporting Sponsor
- ☐ Category Sponsor
- ☒ Media Sponsor



Event Specific Package (i.e. uniforms, stage name)

\*Please specify (Supporting)

Recognition on our social media platforms and website, small logo placement on pit banners and car.

\*Please specify (Presenting)

Co-branded event appearances and community outreach efforts. Toyota will be featured as the presenting sponsor at public unveilings, demonstrations, and school engagement events. Logo will appear on team shirts and digital banners as "Presented by Toyota."

\*Please specify (Titre)

Top-line branding on our race car, trailer, uniforms, and all promotional materials, with the naming rights to the team (e.g., Solar Knights Racing – Powered by Toyota). Prominent media inclusion and speaking opportunity at major events. Custom content creation in collaboration with Toyota marketing team.

\*Please specify (Media)

Toyota will be featured in race recap videos, build update content, and social media campaigns. Inclusion in all press releases and media interviews as an official partner.

\*What, if any, is the deadline to participate in this partnership opportunity?

1/1/2028

**Please note that all requests submitted are required to be made a minimum of 6 months in advance of need. Submissions that do not meet this requirement will not be considered. Please resubmit well in advance of the 6 month requirement for future consideration.**

## Partner Audience

Please provide Partnership demographic information with breakout, percentages for ethnic group, gender, age and household income. Please make sure that each section equals 100%. If the percentage is 0, please enter 0 in the respective field.

### Ethnic Origin

*White, Caucasian, European American (%)	60
*African-American, African descent, Black (%)	15
*Hispanic, Latino (%)	7
*Asian, Pacific Islander, South Asian, Asian American (%)	7
*American Indian, Native American (%)	7
*Other (%)	4

### Gender

*Men (%)	80
*Women (%)	20
*Other (%)	0

### Age Group

*Under 18 (%)	10
*18 – 24 (%)	70
*25 – 34 (%)	15
*35 – 44 (%)	2
*45 – 54 (%)	2
*55 – 65 (%)	1

\* 66 – 74 (%)

0

\* 75 and above (%)

0

**Household Income**

\* &lt; \$20k (%)

10

\* \$20k – \$29,999 (%)

10

\* \$30k – \$34,999 (%)

15

\* \$35k – \$49,999 (%)

15

\* \$50k – \$74,999 (%)

10

\* \$75k – \$99,999 (%)

10

\* \$100k – \$124,999 (%)

10

\* \$125k – \$149,999 (%)

10

\* \$150k+ (%)

10

**Supported Audience Groups:**

- Children and youth
- Gen Z and/or Gen Alpha
- Ethnic minority groups (African American, Asian American, Hispanic or Latino, Pacific Islander, Native American)
- LGBTQIA+
- Seniors
- Women
- Veterans
- People living with disabilities
- Not applicable

\* Does the organization directly support a single or multiple groups listed above

- ☐ A single group  
☒ Multiple groups  
☐ Not applicable

\* Please select max. 3 most applicable options

- ☒ Children and youth  
☒ Gen Z and/or Gen Alpha  
☐ Ethnic minority groups (African American, Asian American, Hispanic or Latino, Pacific Islander, Native American)  
☐ LGBTQIA+

- ☐ Seniors
- ☐ Women
- ☐ Veterans
- ☐ People living with disabilities
- ☐ Other

\*Explain in more detail (Children and youth)

Solar Knights Racing engages local children and youth through school outreach programs, STEM demonstrations, and interactive events. Our team showcases the application of solar energy and engineering to inspire curiosity and early interest in science, technology, and sustainability.

\*Explain in more detail (Gen Z and/or Gen Alpha)

Our student-led team is composed entirely of Gen Z college students, who not only benefit from hands-on experience in renewable technology and leadership but also serve as relatable role models to younger generations. We use digital content and social media to connect with Gen Z and Gen Alpha audiences on topics like clean energy, climate awareness, and engineering innovation.

\*Explain in more detail (Ethnic minority groups)

We actively support diversity in STEM by providing a collaborative space where underrepresented students, many from ethnic minority backgrounds, gain real-world experience in engineering, business, and team leadership.

## Physical Reach

\*How many days a year does your partnership opportunity occur?

- ☐ Annual one day event
- ☐ Biennial (every 2 years), triennial (every 3 years) or quadrennial (every 4 years) one day event
- ☐ Annual multi-day (more than one day consecutively) event
- ☐ Biennial (every 2 years), triennial (every 3 years) or quadrennial (every 4 years) multi-day (more than one day consecutively) event
- ☒ Series of events over the course of the year or years
- ☐ Single time one day event
- ☐ Single time multi-day event
- ☐ Other

\*What is the total attendance for this partnership opportunity?

(if multiple events, please indicate the combined total attendance)

- ☒ 0 - 49,999
- ☐ 50,000 - 100,000
- ☐ 100,001 - 250,000
- ☐ 250,001 - 500,000
- ☐ 500,001 - 1,000,000
- ☐ 1M+

\*Where is your partnership opportunity taking place?

- ☒ Single state
- ☐ Multiple states
- ☐ Outside of the United States

\*In which state(s) will your partnership opportunity take place?

- ☐ Southern California
- ☐ Northern California
- ☐ Montana, Idaho, Oregon, Washington
- ☐ Wyoming, Nevada, Utah, Washington, Colorado, New Mexico, Arizona
- ☐ North Dakota, South Dakota, Nebraska, Iowa, Missouri, Kansas
- ☐ Texas, Oklahoma, Arkansas, Louisiana, Mississippi
- ☐ Minnesota, Wisconsin, Illinois, Indiana
- ☐ Michigan, Ohio, Kentucky, Tennessee
- ☒ Alabama, Georgia, Florida, South Carolina, North Carolina
- ☐ Virginia, West Virginia, Pennsylvania, Maryland
- ☐ New York, New Jersey, Connecticut, Rhode Island
- ☐ Massachusetts, New Hampshire, Vermont, Maine
- ☐ Outside of the United States

\*Of your selection(s) above, please specify which state(s) your partnership opportunity will take place

- ☐ Alabama
- ☐ Georgia
- ☒ Florida
- ☐ South Carolina
- ☐ North Carolina

\*What percentage of your attendees travel more than 60 miles to attend the event?

- ☐ 0% - 10%
- ☐ 11% - 20%
- ☐ 21% - 30%
- ☐ 31% - 40%
- ☒ 41% - 50%
- ☐ More than 50%
- ☐ Not applicable (my partnership opportunity does not offer on-site events)

\*What was the inaugural year for your business/organization?

\*Number of years the partnership opportunity has taken place?

- ☐ 0 - 2 years
- ☐ 3 - 5 years
- ☐ 6 - 10 years
- ☒ 10+

## Digital Reach

\*Does your partnership have any of the following digital platforms?

Please select all applicable.

- ☐ Facebook
- ☒ Instagram
- ☐ X (Twitter)
- ☐ YouTube
- ☒ LinkedIn
- ☐ TikTok
- ☐ Twitch
- ☒ Website
- ☐ None of the above
- ☐ Other

**Please list all handles, followings and average engagement rates for the selected platforms.** ( Best estimates are acceptable)



## Instagram

* Handle(s)	<input type="text" value="skr_ucf"/>
* Following(s)	<input type="text" value="90"/>
* Average engagement rate	<input type="text" value="20"/>

## LinkedIn

* Handle(s)	<input type="text" value="https://www.linkedin.com/company/solar-knights-racing/"/>
* Following(s)	<input type="text" value="10"/>
* Average engagement rate	<input type="text" value="10"/>

## Website

* Website URL	<input type="text" value="https://solarknightsracing.github.io/"/>
* Website Impressions	<input type="text" value="200"/>

\* How often does your organization engage with your partnership fanbase via the platforms chosen above

- ☐ Daily  
☒ Weekly  
☐ Monthly  
☐ Quarterly  
☐ Annually  
☐ Other

\* Does your organization have a Customer Relationship Management database?

- ☐ Yes and we can share content on behalf of Toyota  
☐ Yes but we cannot share content on behalf of Toyota  
☒ No

## Exclusivity

### Contract

\* How many sponsors in total do you currently have?

☒ 0

- ☐ 1-5
- ☐ 6-10
- ☐ 11+

\*What is the level of exclusivity provided for Toyota?

- ☐ Exclusive mobility partner
- ☒ Exclusive automotive partner, no other automotive sponsors
- ☐ Exclusive automotive partner, non-luxury
- ☐ No automotive category exclusivity offered

\*Have any other automotive/mobility company purchased media in the partnership?

- ☐ Yes
- ☒ No
- ☐ Not sure

## Assets & Media

\*Select all marketing assets you are offering Toyota:

- ☒ Access to talent (i.e. meet & greet, content creation and sharing, memorabilia, etc.)
- ☒ Activation space for product display and/or consumer engagement
- ☐ Co-production
- ☐ Database marketing
- ☒ Digital marketing
- ☐ Rights to conduct test drives
- ☐ Rights to distribute premiums
- ☒ Rights to use Intellectual Property (IP)
- ☒ Signage (on-site and/or OOH)
- ☒ Social media promotion
- ☐ Tickets
- ☐ TV and/or streaming advertising
- ☐ VIP Hospitality
- ☐ None of the above

\*Please specify (Access to talent)

Toyota will have access to Solar Knights Racing team members for meet-and-greet opportunities at events, branded content creation (videos, posts, reels), and signed memorabilia for promotional use. Our student engineers can also represent Toyota's sustainability and

innovation values at community outreach initiatives and school visits.

\*Please specify (Digital marketing)

Toyota will be featured across our digital channels, including Instagram, LinkedIn, YouTube, and our official website, through regular sponsored posts, branded build updates, video spotlights, and race-day coverage. Toyota's logo and messaging will be integrated into our team content, emphasizing their commitment to green technology and youth empowerment.

\*Are any marketing assets unique to your partnership opportunity?

- ☒ Yes  
☐ No

\*Please specify

As a solar racing team based at a major public university, Solar Knights Racing offers Toyota a unique brand integration opportunity at the intersection of sustainability, education, and motorsports. Toyota branding will appear on a fully student-built solar-powered race vehicle that competes in national collegiate races, showcasing Toyota's commitment to innovation and renewable energy to a Gen Z and STEM-focused audience.

\*Are Pass-through Rights available to Toyota Dealer Associations and Dealerships?

Pass-through rights: The ability to use partnership & assets at the dealer association and dealership level

- ☐ We can offer pass-through rights to Toyota Dealers  
☒ We cannot offer pass-through rights to Toyota Dealers

\*What type(s) of media does this partnership offer? Select all that apply:

- ☐ TV broadcast  
☒ Print  
☐ Radio  
☐ Streaming (all platforms, digital / tv etc.)  
☒ Social media/digital platform  
☐ Influencers  
☐ Not applicable

\*Please explain (Print)

Toyota's logo and messaging will be featured in printed event handouts, pit display signage, team flyers, and race-day programs distributed at outreach events, competition venues, and on-campus showcases.

\*What are the total expected media impressions for the proposed partnership?

50,000

\*What is the total expected media value for Toyota? (USD)

Please do not enter any symbols, numerical values only

1

## Partner Alignment

### Values

\*Please describe your organization's mission and values:

Our objective is to design and build solar-powered vehicles to compete in races across the nation, showcasing the potential of sustainable transportation.

Through this club, we aim to inspire environmental responsibility while providing UCF students with hands-on experience in leadership, engineering, business, programming, and manufacturing.

Does your partnership opportunity align with Toyota's Brand Values ?

\*Choose all that apply

- ☒ A Sustainable Future
- ☒ Culture of Discovery
- ☒ Exhilarating by Design
- ☒ Freedom of Movement
- ☒ Safety at the Center
- ☒ True Partners
- ☐ Other

## Data

\* Is your company/event able to capture, store, process, analyze and share data related to your event(s) with Toyota? (i.e. Consumer demographics, digital media performance, etc.).

[This data would not include financial metrics or PII]

☒ Yes

☐ No

\* If so, what methods/how?

Instagram post impressions, website impressions, and event attendance.

\* Is your organization able to comply with Toyota's demographic reporting standards?

See "Partner Audience" section for reference

☒ Yes

☐ No

\* Is your organization able/willing to survey your CRM database on behalf of Toyota?

☒ Yes

☐ No

## Partner Support

\* Please select the closest accurate statement as it pertains to the level of support your team would provide to Toyota for the duration of the partnership:

We do not have a dedicated plan but are open to partnership management suggestions from Toyota

## Submitter Contact Information

\* First Name

Aaron

\* Last Name

Riddle

\* Job Title

Vice President

\* Company/Organization name

Solar Knights Racing Inc

* Address	12715 PEGASUS DR
* City	Orlando
* Country	United States
* State	Florida
* Zip	32816
* Email	solarknightsracing@gmail.com
* Phone/Mobile	8138484935

## Your Comments

Use the area below to type your comments.

## Attachments

Please use the form below to attach your document. You can only upload one document (Word, PDF, PPT slide) for a maximum of 10MB.

To upload the document, please follow these two steps:

1. Click on "Choose documents"
2. Click on "Attach documents"

## Review and Submit

Your summary is now ready. You may review or print it before submitting by clicking on the link above. However, the form must be submitted in this session or will need to populate the form again as you cannot save a draft of this submission. To edit your document, please use the Previous button on this page. Please note that you will not be able to make any changes once you submit your request. Do not forget to click on the Submit button below.

Thank you for taking the time to submit a proposal for the prospect of partnering with Toyota Motor Sales (TMS) U.S.A., Inc. We will reply shortly.

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