

SPONSORSHIP PACKET

2024-2025

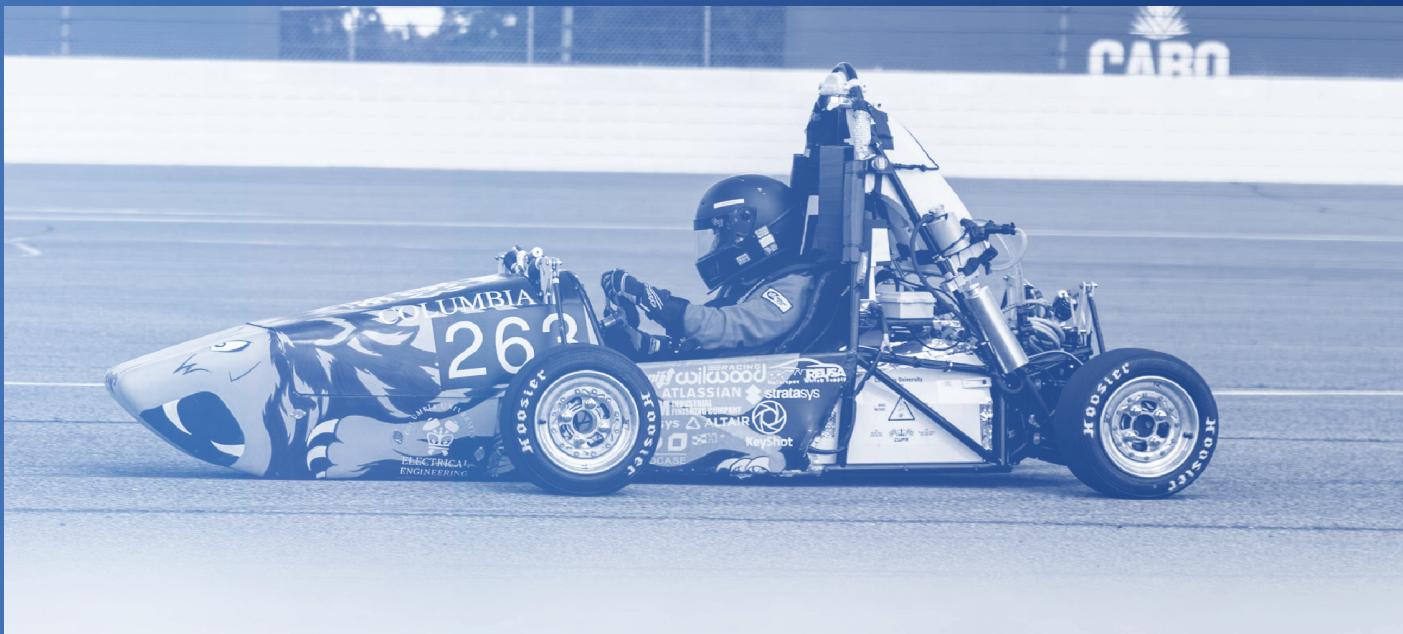


COLUMBIA UNIVERSITY
FORMULA RACING

FSAE

Formula SAE (FSAE) is an international competition hosted by the Society of Automotive Engineers where students design, fabricate, and compete with formula-style race cars. From explaining and defending the vehicle's design processes to testing the car's performance, over 400 teams compete worldwide in a series of static and dynamic events both on and off the track. Entrants are not solely judged on performance, but also their design decisions, aesthetics, and marketability.

Ultimately, FSAE fosters students' professional engineering and business skills including research, design, manufacturing, testing, developing, marketing, management, and finance.



Columbia University Formula Racing (CUFR) has been designing, building, and testing competitive race cars every year since 1997. This past 2023-2024 season marks the 27th year CUFR competed in Formula SAE, and the second year of transitioning from creating an internal combustion (IC) vehicle to an electric vehicle (EV).



THE TEAM

CUFR aims to nurture the next generation of world class engineers and dedicated leaders. Our team understands the value of collaboration and camaraderie to accomplish our goals. We welcome anyone and everyone who shares our love of building and racing. We proudly boast a high percentage of female members, students across a vast array of majors, and members who hail from 23 countries.

42%

Female members



23

Countries



18

Majors



OUR MANTRAS

Our EV25 Goal

- + Develop a performance-focused single-motor FSAE vehicle by optimizing weight, leveraging data-driven engineering principles, and testing its reliability

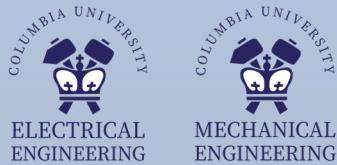
Our Mission

- + To educate and empower the next generation of engineers and leaders by providing hands-on experience to design, build, test, and finance an all-electric Formula-style race car. We are committed to fostering innovation, teamwork, and sustainability, while creating an inclusive environment that welcomes all students passionate about engineering and motorsports.

Our Vision

- + To be a leading collegiate engineering organization recognized for excellence in electric vehicle design and competition, inspiring students to drive advancements in sustainable mobility. We envision a future where our collaborative spirit and engineering prowess contribute to a cleaner, greener automotive industry, while cultivating a diverse community of engineers and leaders.

CURRENT SPONSORS



HOW YOU CAN HELP!

Whether it be financial contributions, raw materials and hardware, or product discounts – all donations are greatly appreciated!

SPONSORSHIP VALUE

Join in on the success of CUFR

- + As a sponsor, you'll become a vital part of our team, contributing to our present and future achievements. You'll stay informed about all team activities and events, with opportunities to actively participate in them. Our dedicated public relations team is active in highlighting the team's progress and the value of your contributions through weekly newsletters and social media updates.

Gain valuable brand exposure

- + CUFR will proudly display your logo on our vehicle at large scale university summits and recruiting events. Our annual Design Review offers an incredible opportunity to network and curate brand exposure to industry professionals and our talented students. Your logo will also be featured on our team t-shirts, worn by 200+ students across campus and around New York City, further increasing brand awareness for your organization.

Opportunity for tax deduction

- + CUFR offers a 501(c)(3) tax receipt for financial contributions. Sponsors should contact fsae@columbia.edu prior to making any contributions, as tax deductible contributions must be made through the Columbia University Gifting pathway.

All sponsorships will be categorized into tiers. For more information please see the next page.



SPONSORSHIP TIERS

SAPPHIRE

\$10,000+

Sapphire Benefits include:

- + Student Success Story/Presentations
- + Custom Website Feature on our Sponsorships Page
- + Gold benefits

GOLD

\$5000+

Gold Benefits include:

- + Dedicated Social Media post & photo
- + Team led tour of the shop
- + Silver benefits

SILVER

\$2500+

Silver Benefits include:

- + Donor Logo on Team Shirts
- + Social Media Shoutout alongside Silver Donors
- + Bronze benefits

BRONZE

\$1000+

Bronze Benefits include:

- + Donor Name or Logo on Team Car
- + Team Shirt
- + Friends & Family benefits

FRIENDS & FAMILY

\$500+

Friends and Family Benefits include:

- + Donor Name or Logo on our Website
- + Access to our Team's Resume Book
- + Thank You Poster

TEAM GALLERY



CONTACT US



Columbia University Formula Racing
500 W. 120th St.
Room 220 Mudd
New York, NY 10027

Reach out to us!

Team Email:
fsae@columbia.edu

Business Director: Grace Zhang
gz2319@barnard.edu

Website:
www.fsae.engineering.columbia.edu

LinkedIn:
[columbia-university-formula-sae](https://www.linkedin.com/company/columbia-university-formula-sae)

Instagram, Facebook, & TikTok:
[@columbiafsae](https://www.instagram.com/columbiafsae)

