

# FORMULA SLUG

## SPONSORSHIP PACKET



# OUR MISSION

Formula Slug is dedicated to empowering the next generation of engineers by providing hands-on experience through the design and development of electric vehicles as part of the Formula SAE competition.

We strive to foster innovation, teamwork, and technical excellence, preparing our members for successful careers in engineering and beyond.



# THE COMPETITION

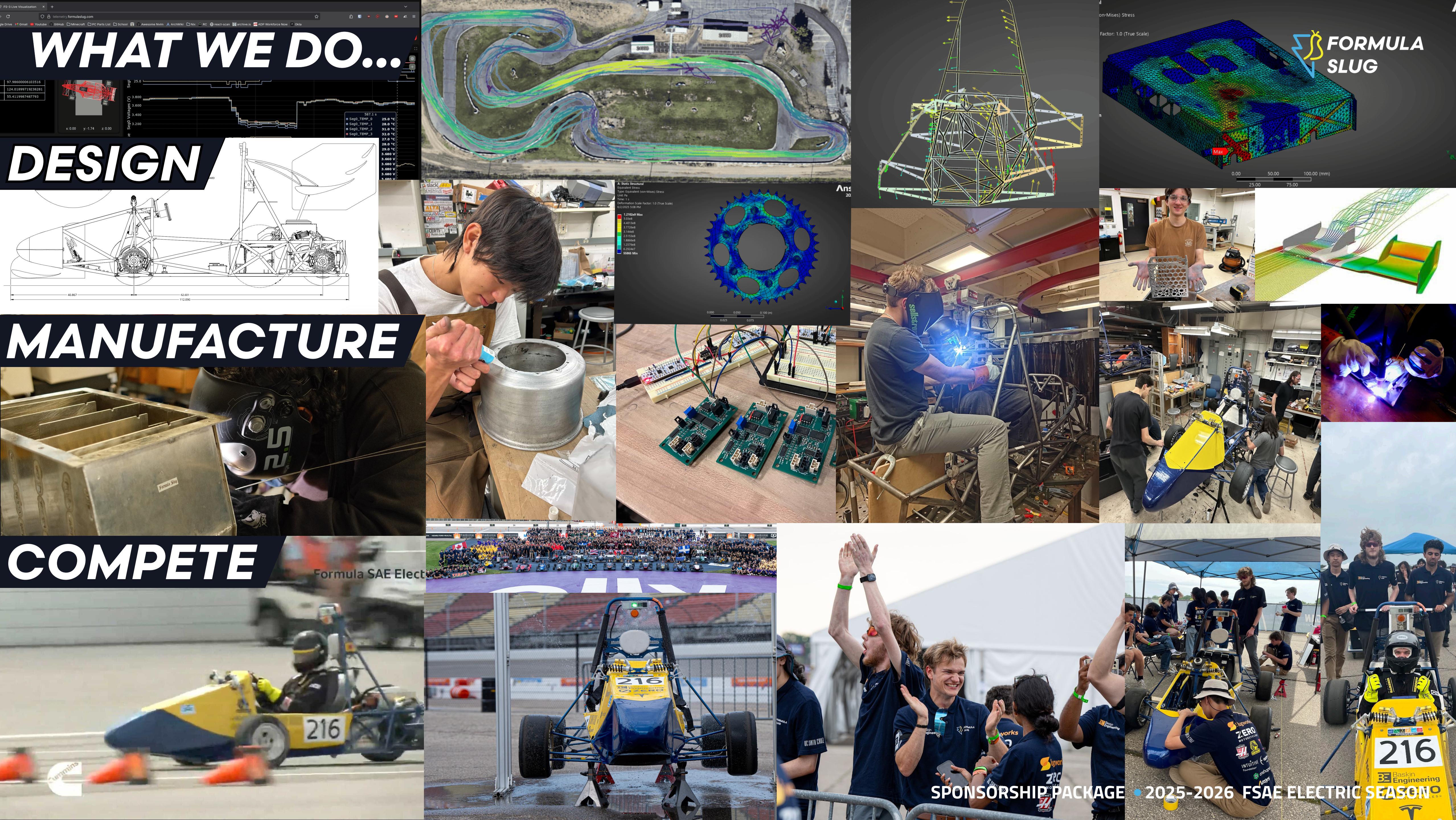


Formula SAE Electric is a collegiate design competition that challenges teams from universities across the globe to design, build and compete with their formula style racecars.

The competition is broken down into dynamic, static and business events that test performance, engineering design and business strategy.

Beyond the design and fabrication, students must also plan and manage budgets, comply with strict regulations, and market both themselves and their car. Such skills cannot be fully learned in a classroom, yet they are crucial for professional development and long-term success.





# OUR 2025 SEASON



3<sup>rd</sup>

**Efficiency**

12<sup>th</sup>

**Endurance**

15<sup>th</sup>

**Acceleration**

18<sup>th</sup>

**Overall Placement**

**Competing against 120 teams**



# HISTORY



## **FS-0 & FS-1**

**2015-2019**

Founded in 2015, Formula Slug was built on the grounds of sustainable engineering. Although FS-0 & FS-1 did not fully compete at competition, they served as building blocks for future iterations.

## **FS-2**

**2019-2024**

FS-2 started in 2019 but work was halted until 2023 due to the pandemic. This was the first car we took to FSAE Michigan where we successfully passed mechanical technical inspection. Having placed 56th, we gained skills to propel us onto the next car.

## **FS-3**

**2024-2025**

In just our second year of competing, FS-3 successfully passed all technical inspections and competed in all dynamic events. We reached our goal of top 20 and placing 3rd in efficiency, which established our name amongst other FSAE teams leading to our ambitious goals for FS-4.

# 2025-2026 BUDGET



## ELECTRICAL \$20,000

- Battery cells
- Material stock
- Enclosures
- PCBs and components
- Wires and connectors

TOTAL COSTS:  
**\$62,000**

## MECHANICAL \$30,000

- Chassis
- Ergonomics
- Suspension
- Aerodynamics
- Drivetrain

## SOFTWARE \$2,000

- Telemetry sensors
- Perception sensors

## COMPETITION LOGISTICS \$10,000

- Transport car to competition
- Flights to competition
- Competition registration

# WHY PARTNER WITH US: REACH & AWARENESS

**BRAND VISIBILITY** - Work with the largest student-run engineering organization at UC Santa Cruz.

**OUR NETWORK** - Connect with engineering students and Baskin research faculty.

**RECRUITMENT** - Access to talented future engineering graduates.

## CURRENT SPONSORS:

**ZERO**  
MOTORCYCLES®



**Ansys**

**TESLA**

**UC SANTA CRUZ**

**Baskin  
Engineering**

**DigiKey**

**INTUITIVE  
Foundation™**

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JS**

  
**BLACK STALLION**



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**rapidHARNESS**

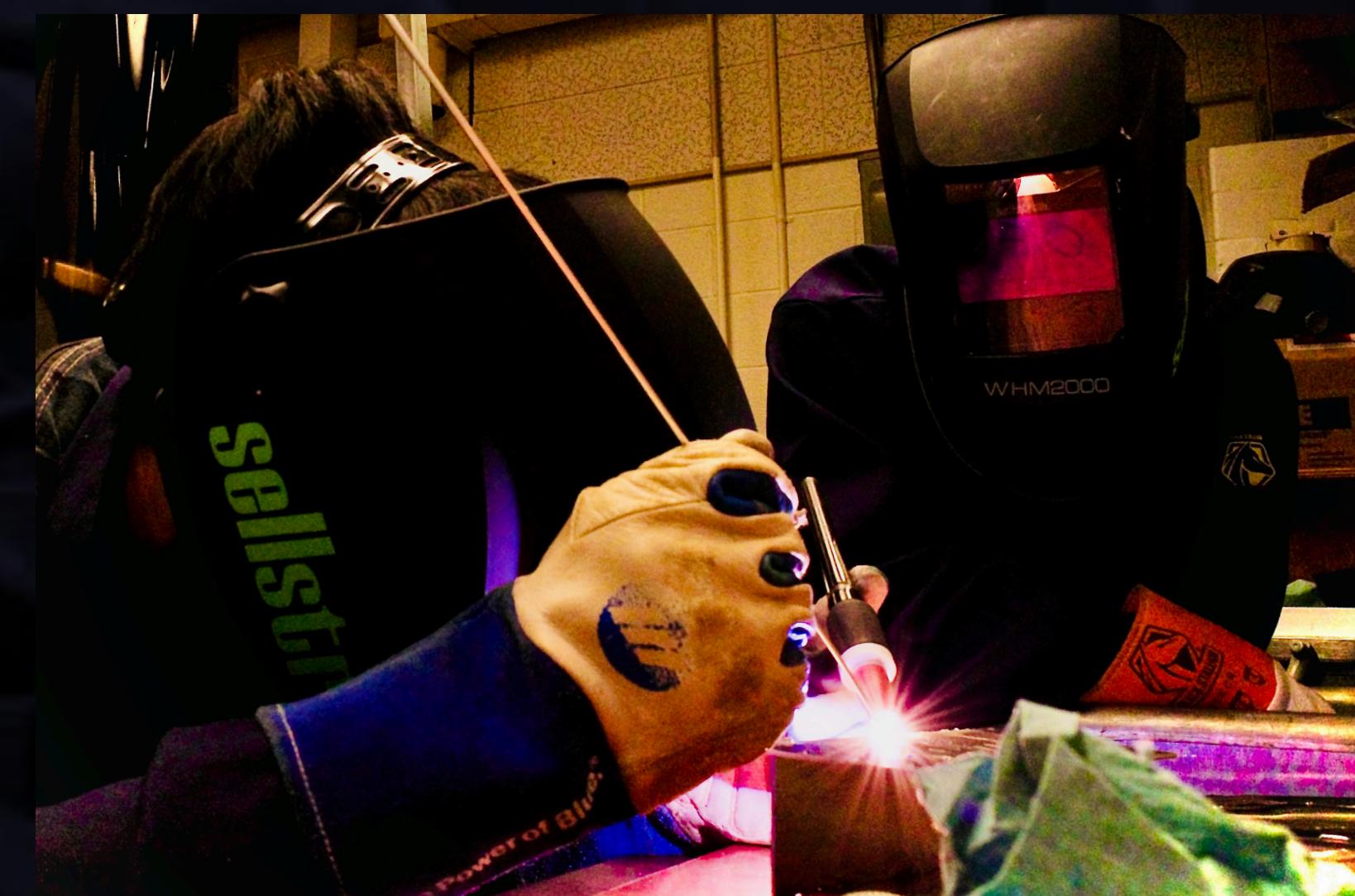
# WHY PARTNER WITH US: MAKE A DIFFERENCE



**FUNDING** - The team depends on sponsor funding to purchase the materials and components required to build our car.

**RESOURCES** - In-Kind donations such as parts and services give us the resources to turn our project into reality.

**GUIDANCE** - Working with unexplored technology creates challenges. The years of industry experience help us shape the engineers of the future.



# SPONSORSHIP TIERS



## BENEFITS

\$ **500+**  
BRONZE

\$ **2500+**  
SILVER

\$ **5000+**  
GOLD

LOGO ON WEBSITE	SMALL	MEDIUM	LARGE
LOGO ON CAR	SMALL	MEDIUM	LARGE
LOGO ON POLO	NO	SMALL	MEDIUM
INSTAGRAM POST	1 STORY	1 POST	2 POSTS
TEAM RESUME BOOK	YES	YES	YES
LINKEDIN POST	NO	YES	YES
NEWSLETTER	NO	YES	YES

**Formula Slug is a non-profit 501(c)(3) organization. Any donations made are tax-deductible.**



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