

RICE ***RACING***

2025–2026 SPONSOR GUIDE



RICE UNIVERSITY

1.7K+

Students interested in engineering out of 4,500 undergraduate.

#5

Ranked engineering school: George R. Brown School of Engineering and Computing

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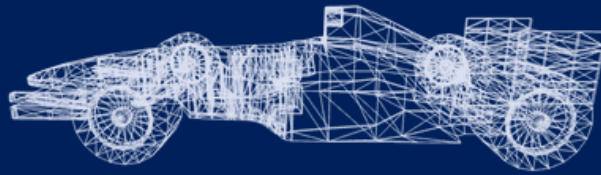
Motorsports presence: For years, Rice has been dominated by a singular aerospace club.

Students wants another avenue to explore engineering, and the **Rice Formula SAE team is set on filling that void.**

OUR VISION

Rice Racing is a team of highly driven students that designs, manufactures, tests, and competes a **formula-style racing car** at Society of Automotive Engineers (SAE) events.

We decided to take the initiative and build this engineering team from scratch to represent Rice on a national stage.



With the support of our sponsors, we hope to enable students to pursue success both on and off the track by:

- **Applying classroom learning** to real-life engineering and industry challenges on a world-class race team
- **Fostering** a supportive and welcoming community open to all
- **Transforming students** into practical engineers by providing hands-on experience in critical engineering disciplines

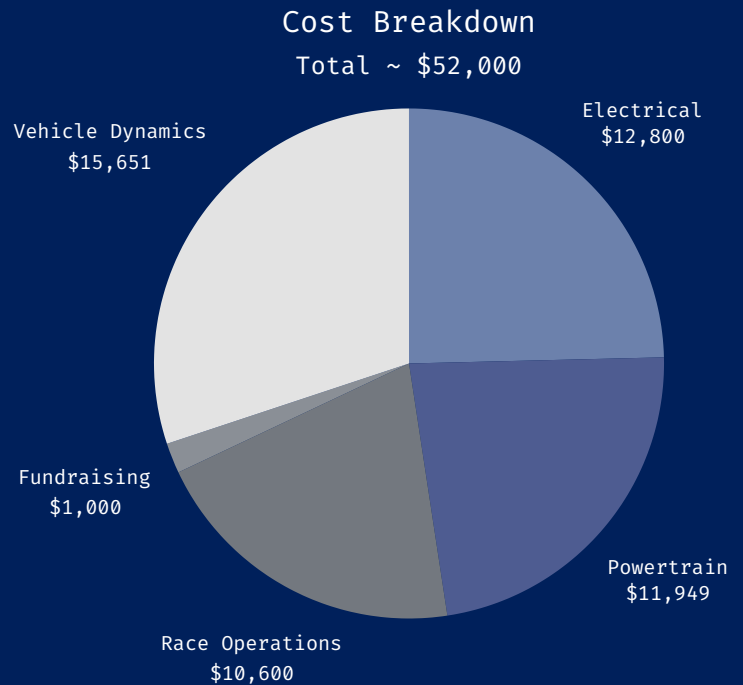
WHY SUPPORT US?

OUR MISSION

Formula SAE (FSAE) is an engineering competition where students organize, manage, and fund a team that will design and race an open-wheeled prototype racecar. The car is not only judged on its engineering merit and track performance, but also on our ability to analyze costs and market the car.

WE NEED YOUR HELP

Formula SAE transforms students into practical engineers by providing hands-on experience in critical engineering disciplines. As a student organization that doesn't charge dues, we heavily rely on the generous support of sponsors to provide students with the meaningful experience of participating in Rice Formula SAE



COST BREAKDOWN

Our cost to build a winning race car is over **\$52,000** a year to source parts, test designs, pay competition fees, and build the final product

Mechanical Expenses	\$28,220	Competition & Others	\$12,850
Powertrain	\$12,000	Registration	\$2,250
Suspension	\$4,500	Transportation & Lodging	\$8,400
Aerodynamics	\$870	Business Operations	\$2,200
Chassis	\$5,850		
Electrical	\$5,000		
Testing Expenses		\$11,550	
Wheels & Controls		\$9,550	
Driving Simulator		\$2,000	
Total Cost		\$52,620	

SPONSOR BENEFITS

As one of the first sponsors, you gain early access to **shaping** our team's growth, deeper **brand visibility** as we expand, and **recognition** as a foundational partner whose contributions enabled Rice Racing's launch.

BRAND IDENTITY

- Name exposure at FSAE and local events
- Logo placement on website, car, and apparel
- Rice Racing logo use for your marketing
- Sponsorship announcements across social media platforms

ACCESS TO FUTURE ENGINEERS

- Networking opportunities with the most passionate and dedicated future engineers and leaders at Rice
- Workshop visits
- Opportunities to host exclusive recruiting events

CORPORATE SOCIAL RESPONSIBILITY

- Demonstrate your brand's commitment to advancing education and innovation
- Enhance corporate social responsibility initiatives

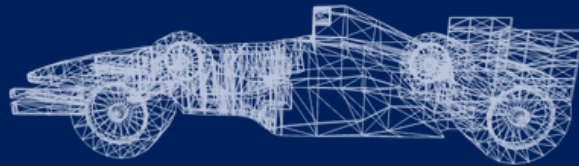
SPONSOR TIERS

We welcome cash, in-kind materials, equipment donations, or software. The sponsorship tiers below are not set in stone; therefore, if you are looking for something specific or custom-tailored, please do not hesitate to reach out to us

Benefits for You	Affiliate \$1,000	Bronze \$1,000+	Silver \$2,500+	Gold \$5,000+	Platinum \$10,000+
Logo & Link on Website	X	X	X	X	X
Social Media Post	1/year	1/year	2/year	2/year	3/year
Logo on Team Apparel	S	S	M	L	XL
Logo on Car		S	M	L	XL
Recruitment Visits			X	X	Custom

THANK YOU

The Rice Formula SAE team is poised to become a premier engineering club on campus. We want to lay the foundation for a long-lasting program that transforms students into practical and skilled engineers. By supporting our team, you are investing in the future of engineering and empowering the next generation of leaders to thrive on the national stage. Rice Racing thanks you for your consideration. Please don't hesitate to reach out!



CONTACT US

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