



**2025-2026**

**Sponsorship Package**





# About Formula SAE

## 20+ Events Worldwide

Formula SAE and Formula Student competitions take place around the globe in over 20 countries. Promoting careers and excellence in engineering as it encompasses all aspects of the automotive industry from design to manufacturing to management.

## 600+ International Race Teams

Hundreds of universities, from all over the world, gather to present their design of an open-wheeled formula-style racecar, competing in multiple events in a winner takes all battle.

## 4000+ Dedicated University Students

Students from various disciplines band together, representing their university on track. These young minds take their classroom knowledge and put it to practical use. Gaining new experiences and hands-on knowledge by tackling obstacles that arise in their cars.

## Events

### Static Events

Logistical events examining the feasibility of designs, team processes, and knowledge through presentations

#### Engineering Design

Design choices & engineering processes are evaluated by a panel of industry professionals

#### Business Presentation

Deliver a comprehensive business case presentation to investors

#### Cost Report

Vehicle components, BOM, and manufacturing techniques are evaluated on a cost basis

### Dynamic Events

On-track events that evaluate the vehicle's durability and performance using various metrics.

#### Skidpad

Evaluates cornering ability on a constant radius turn

#### Endurance

22km race against other cars, to test vehicle's reliability

#### Acceleration

Timed over a 75m length to assess performance

#### Autocross

Challenges the handling of the car on a tight track

#### Efficiency

Assesses fuel economy during endurance



# The Team

*Every individual has the potential to change the outcome of a race, but championships are won by the strongest team.*

At its core, Formula UBC is a group of talented university students. This collective of creative, versatile young professionals is joined by individuals who generously donate their time, resources, and support into making this shared dream a reality.

Coming from multiple faculties and engineering departments, members come together to fulfill one common goal: to utilize our diverse skillset in developing an open-wheel formula-style racecar to compete against other teams from around the world. This objective is coupled with our long-standing commitment to achieving a well-rounded educational experience and striving to become the next generation of leading experts in a multitude of fields.



# The Racecar

## Designing a Racecar

Our design process is an ongoing cycle, combining all our previous successes and accomplishments into a cohesive basis for next year's group. Our passionate students and sponsors from over the years have all contributed to the car that you see today.

## Engineering Analysis & Review

Computer Aided Design Software is used to perform analyses and simulations in:



*Computational Fluid Dynamics*



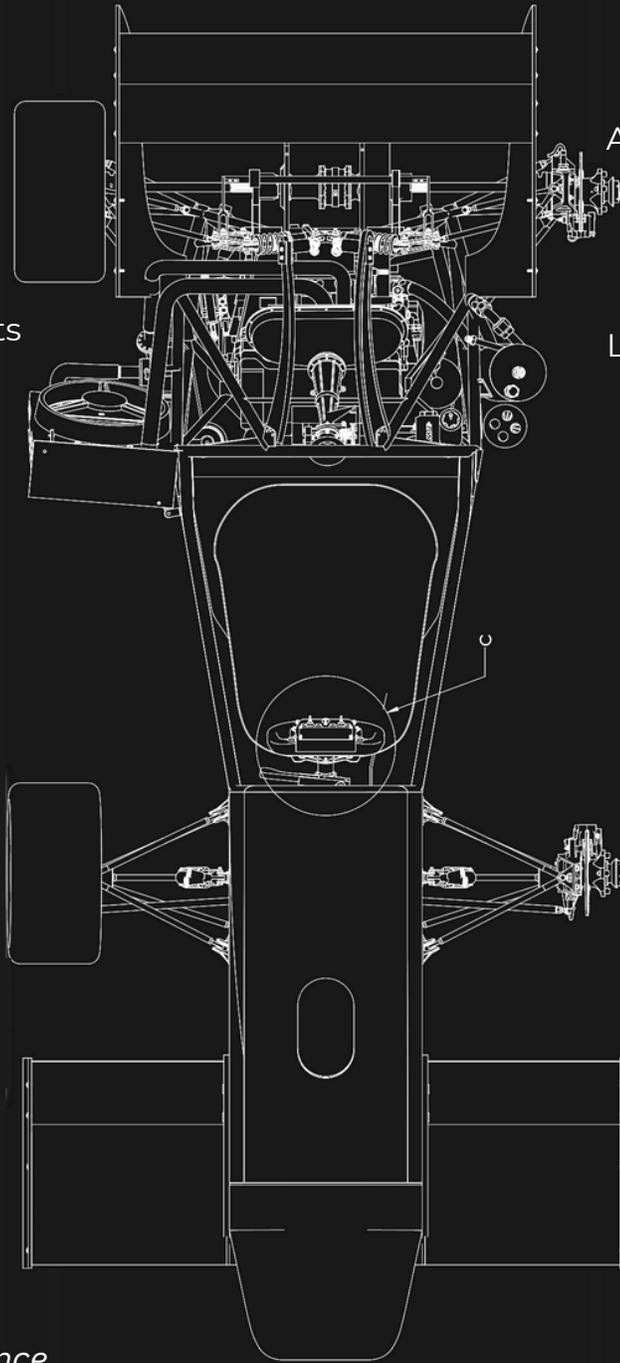
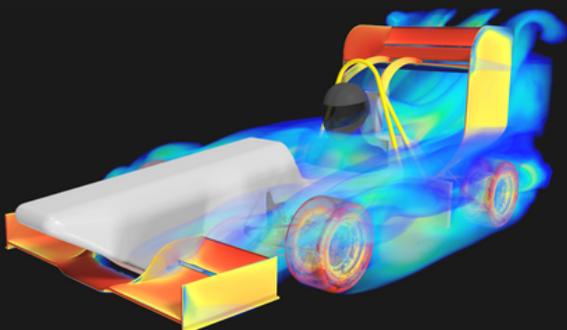
*Finite Element Analysis*



*Engine Performance & Cooling*



*Vehicle Dynamics & Suspension Performance*



## Manufacturing & Assembly

All of the parts are fabricated by students in our team workshop and other University machine shops. Listed below are just a few of the processes we use:

*3rd & 4th Axis CNC Machining*



*TIG Welding*



*Composites Manufacturing*



*Waterjetting*



*3D Printing*



*Laser Cutting*



*Soldering*



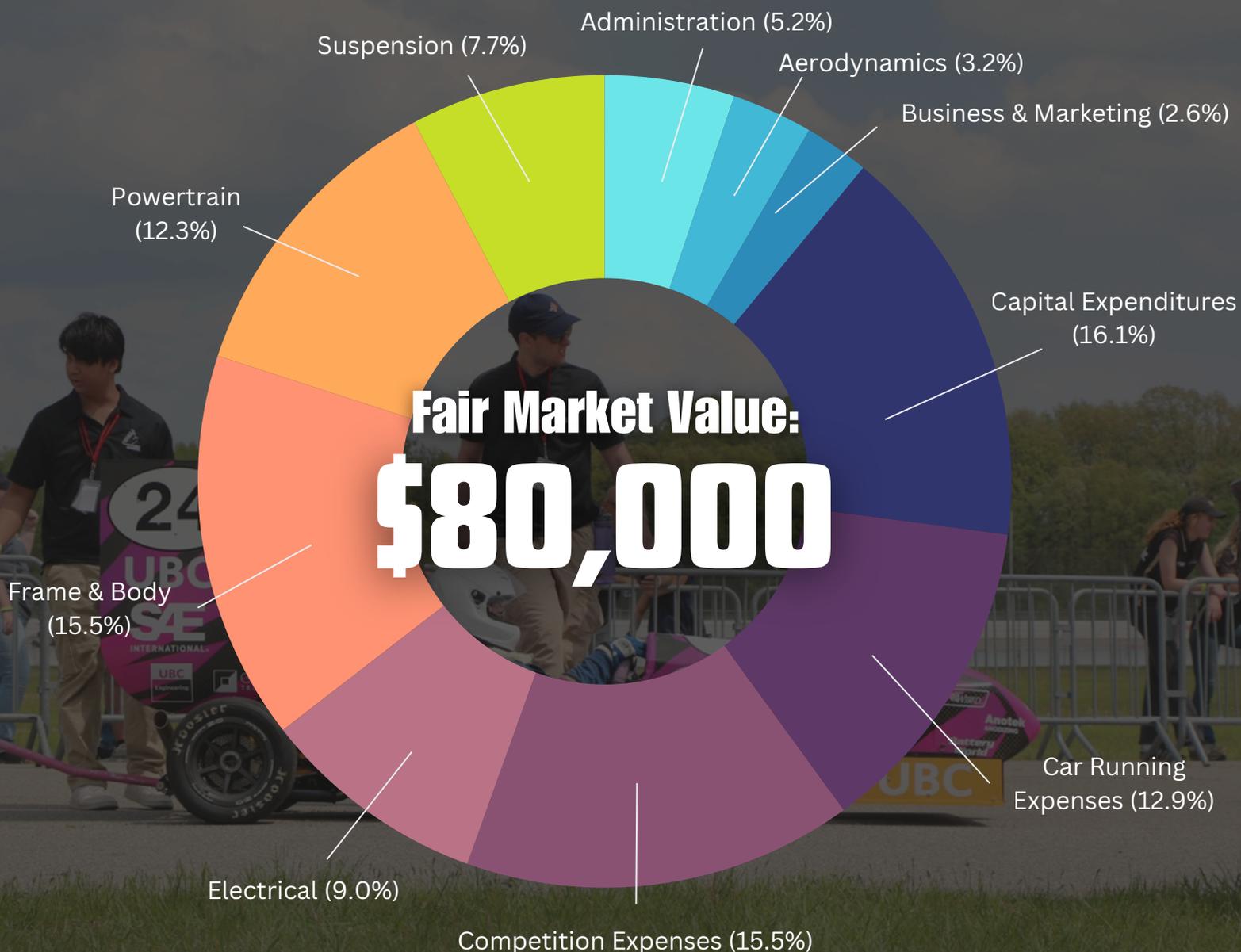
## Vehicle Testing

Testing is integrated into each stage of our design cycle, happening at the manufacturing process, single component, and vehicle level. We utilize lab equipment, a vehicle dyno, and track days to gather data and close the loop on our engineering design decisions

# About Our Budget

*When contributing to a project like Formula UBC, you can rest assured that your donations will be used responsibly to achieve maximum project impact.*

All funding passes through UBC's financial controls to guarantee proper management. Within our team, each subteam must justify their proposed budgets, which are approved by the Team Captain and Treasurer. Budget proposals are also reviewed by the entire team to further our culture of accountability. This ensures a fair distribution of funds to the various subsystems, which are all managed in detailed ledgers. We apply the same attention to detail to both our financial management and our engineering design, ensuring our cars perform on track year after year.



# Sponsor Benefits

Apart from the promotional perks listed below, all sponsors are invited to team networking events, university promotional events, and the livery unveiling. We do our best to accomodate special requests, so please do not hesitate to contact us with your ideas. We would love to work with you. The tiers below apply to both cash and in-kind support.

## 60+ Prospective Employees

Young professionals on our team seek to work with sponsors to gain industry knowledge first-hand. This gives sponsors access to a prime talent pool, creating opportunities for internships and co-ops.

## 3+ Promotional Events

We promote sponsors at public events such as our annual Livery Unveiling, UBC Engineering Events, Community AutoX Events, the Vancouver Auto Show, and more!

## 5000+ Social Media Followers

We are excited to spotlight your contributions on our team's social media channels, connecting your organization to our followers and the rest of the UBC Community.

Tiers	Website & Apparel Logo Display	Social Media Post	Social Media Video	Season End Newsletter	Priority Vehicle Logo Display	End of Season Gift Package	Racecar Logo Size
<b>TITLE - TYCROP</b> CONTACT US							<b>LIVERY THEME</b>
<b>DIAMOND</b> > \$10,000							<b>500 cm<sup>2</sup></b>
<b>PLATINUM</b> > \$5,000							<b>350 cm<sup>2</sup></b>
<b>GOLD</b> > \$2,000							<b>250 cm<sup>2</sup></b>
<b>SILVER</b> > \$1,000							<b>200 cm<sup>2</sup></b>
<b>BRONZE</b> > \$500							<b>100 cm<sup>2</sup></b>

# To Our Sponsors:

Formula UBC competes each year thanks to the invaluable support of our sponsors. The strong relationships we've built within the local community and the broader FSAE network have been essential in sustaining our 30+ year legacy at UBC.

We extend our heartfelt gratitude to our current partners and warmly invite new sponsors to join this thriving community. This year, we achieved success in the static events at competition, achieving 6th overall in design. Building on this success, this year we are unveiling our third monocoque car which offers improved aerodynamics and driver ergonomics over the outgoing vehicle. This iteration will allow us to better optimize unused space on the vehicle, and provide the necessary room to implement iterative improvements that reduce weight and improve performance.

Over the past 30 years, Formula UBC has grown from a small team of fewer than 10 members to a dedicated group of 70+ students. Supporting our team means investing in the next generation of engineers, who will drive innovation in technology, systems, and solutions to future challenges. We deeply value all sponsors as integral members of the Formula UBC community. Each sponsorship is unique, and this diversity forms the backbone of our team. Without your support, competing year after year would not be possible. UBC takes pride in its reputation as a globally recognized institution, and this commitment to excellence is reflected in our team's approach to every competition.

# 2024 - 25 Sponsors

## Title Sponsor



## Diamond



## Platinum



# 2024 - 25 Sponsors

## Gold



## Silver



## Bronze



