



SPONSORSHIP PACKAGE

2021 - 2022

OUR **HISTORY**



THE **FASTEST** SPORTS TEAM IN BOULDER.

/ Founded in 2016 with the intention to provide affordable and high-level racing to the CU Boulder population, We are currently the **largest STEM based organization** on the CU Boulder campus with **over 150 active members** from all majors.

TEAM **MISSION**

/ The CU Boulder Racing Team is an organization focused on various road racing competitions. Our goals are building a racecar to compete in the intercollegiate competition known as Formula SAE, and building cars to compete in the ChampCar Endurance Series. Our club welcomes everyone, with or without racing experience. The only thing we desire from our members is the willingness to learn and enthusiasm for motorsports.



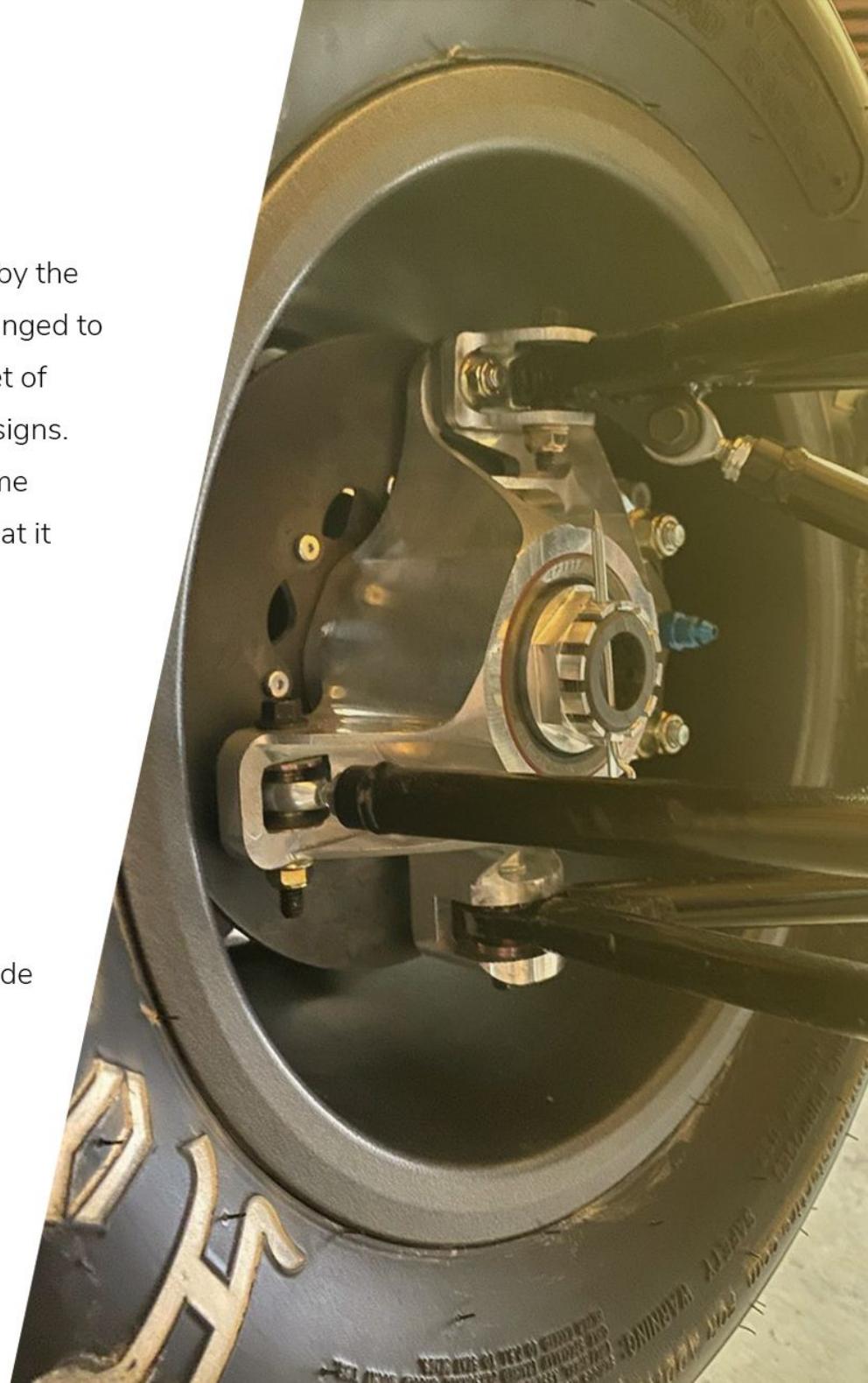
TEAM **PERSONALITY**

DETERMINED,
PASSIONATE,
CREATIVE,
EXCITING,
FUN.



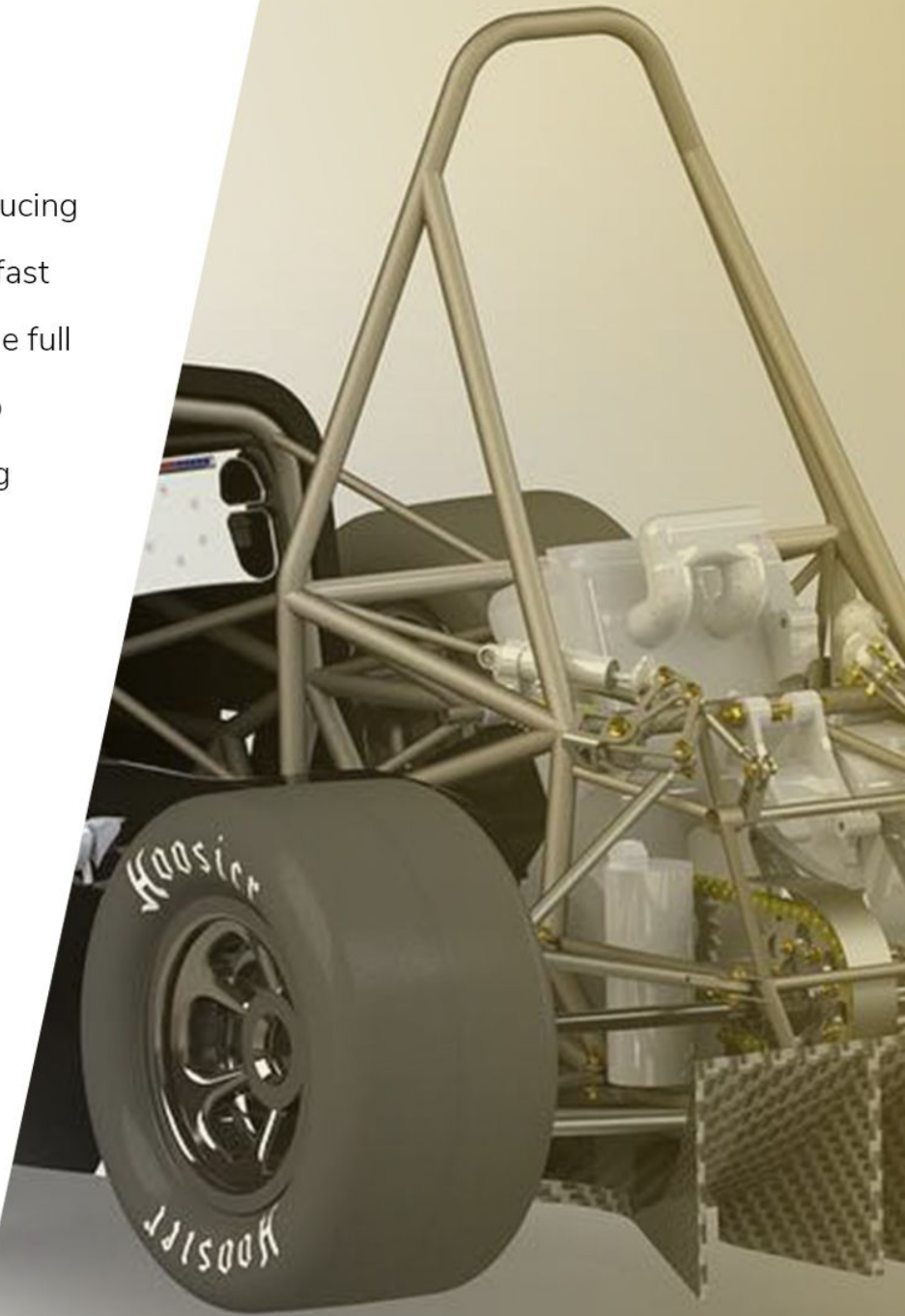
FORMULA **SAE**

- / Formula SAE (FSAE) is a student design competition endorsed by the Society of Automotive Engineers. Each year, students are challenged to design, build, and race a new race car while following a strict set of rules, encouraging students to create unique and innovative designs. There are over 400 University teams from 52 countries that come together in events around the world to prove that they have what it takes to produce a winning car.
- / Each year, the CU Boulder Racing Team travels to Las Vegas Motor Speedway along with 75 other teams from around the world to compete in both dynamic and static events. Dynamic events give the teams a chance to prove their car mechanically while static events give scores for design, cost, and business model. Together, the dynamic and static scores are used to decide the winner. Once a car has competed, it is ineligible to compete again, meaning the process starts all over again. This gives students the opportunities to make iterations to their designs year after year.



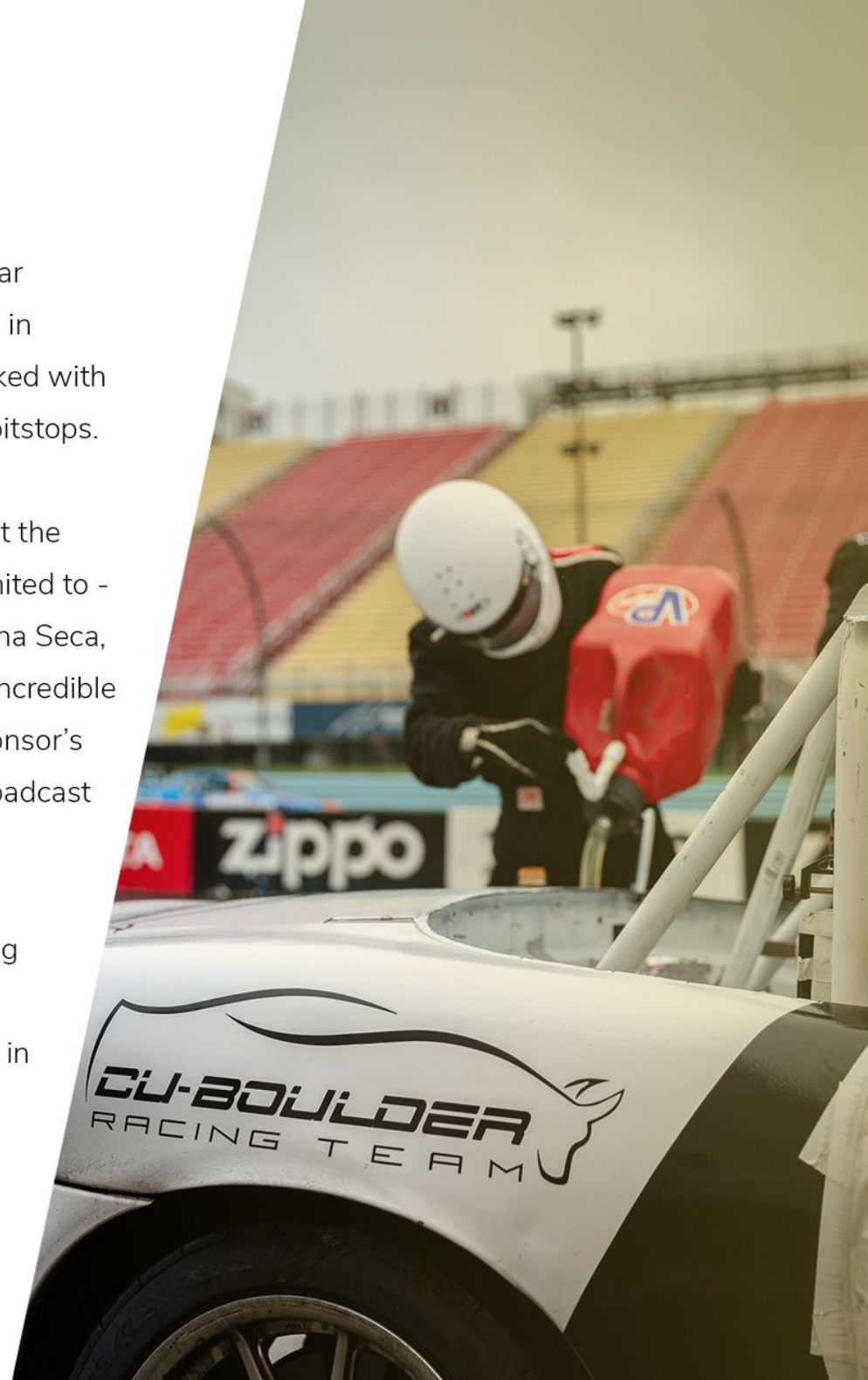
OUR CAR **CB2**

- / Built around a high-torque Yamaha FZ-07 two-cylinder motor producing 689cc and 80 horsepower, our car is not only crazy light but crazy fast and set-up for race winning handling. Looking inside the cockpit, the full driving position (seat and pedals) and throttle map is customized to each driver's personal style and preference, ensuring perfect driving performance no matter who is behind the wheel.



ENDURANCE RACING

- / CUBRT's Endurance Racing program competes in the ChampCar Endurance Series across the United States and Canada. Racing in events ranging from 7 to 24 hours long, team members are tasked with everything from driving the cars to deciding race strategy and pitstops.
- / Every season, the team travels from coast to coast competing at the most well known and historic race tracks, including - but not limited to - Daytona, Sebring, Sonoma, Road America, Watkins Glen, Laguna Seca, and many more. Not only does this provide our members with incredible experiences, it also provides countless opportunities for our sponsor's exposure on our cars, social media channels, and on the live broadcast at every race by ChampCar.live.
- / With 115 unique members each semester, our endurance racing division provides members the opportunity to learn about the motorsport industry behind the scenes, while also participating in the action without having to spend thousands of dollars.



PARTNERSHIP **BENEFITS**

/ Our sponsors enjoy global exposure, in addition to marketing and recruiting opportunities. We are able to extend to you our ability to access the entire CU Boulder student body of **over 36,000 for targeted recruitment and advertising**, in addition to competition and showcase appearances across North America. All sponsorships and donations are 501(c)3 deductible and can be financial or in-kind.

/ We provide our partners and sponsors with advertising and promotion options on our social media channels (Facebook, Instagram, YouTube, Buffer, LinkedIn, etc.), team apparel, car liveries, website, and team events.

	SUPPORTER	WHITE LEVEL	BLACK LEVEL	GOLD LEVEL	TITLE SPONSOR
AMOUNT	< \$200	\$200-\$999	\$1,000-\$2,499	\$2,499-\$5,000	\$5,000+
THANK YOU LETTER & TEAM PHOTO	☑	☑	☑	☑	☑
SOCIAL MEDIA POSTS		1	2	4	6+
LOGO ON WEBSITE	SMALL	SMALL	MEDIUM	LARGE	HUGE
LOGO ON RACE CAR		SMALL	MEDIUM	LARGE	HUGE
LOGO ON TEAM CLOTHING		☑	☑	☑	☑
LOGO ON PUBLICATIONS AND PRESENTATIONS			SMALL	MEDIUM	LARGE
SHOWCASE CAR AT COMPANY EVENTS					☑

Custom packages for your organization are also available! Contact us to learn more.





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