



2023-2024
SPONSORSHIP
PACKAGE



TEAM MISSION

The CU Boulder Racing Team is an organization focused on various road racing competitions. Our goals are building a race car 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 members is the willingness to learn and enthusiasm for motorsports





Formula SAE



Formula SAE



Formula SAE is an international collegiate engineering competition organized by the Society of Automotive Engineers (SAE), where student teams from universities around the world design, build, and race formula-style cars. The competition promotes hands-on engineering experience, teamwork, and innovation, as participants apply their skills in areas such as vehicle design, performance optimization, and project management. Formula SAE provides students with an opportunity to showcase their technical expertise, gain practical knowledge, and prepare for careers in engineering.



CU Boulder Endurance Team

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.

We compete at historic tracks including, Daytona, Sebring, Sonoma, Road America, Watkins Glen, Laguna Seca and more.

This provides countless opportunities for give our sponsors exposure on our cars, social media channels, and on the live broadcast at every race by ChampCar.live



Sponsorship

Our sponsors enable us to be competitive in all of the racing series that we race in, helping us achieve 20th out of a field of 120 schools in Formula SAE 2023 and compete across the country in ChampCar with one of the fastest cars on the grid.

Recruiting

- Sponsors will have the opportunity to recruit from our pool of 150+ experienced and driven students through recruiting events and resume book.

Exposure

- Your logo and branding will appear on all of our cars as we travel around the country competing. You will also get exposure through social media posts, team apparel, our website, and other promotional materials

Support

- All sponsorships and donations are 501(c)3 qualified and can be financial or in-kind

Sponsorship Tiers

White

Black

Gold

Title

\$250

\$500

\$1000




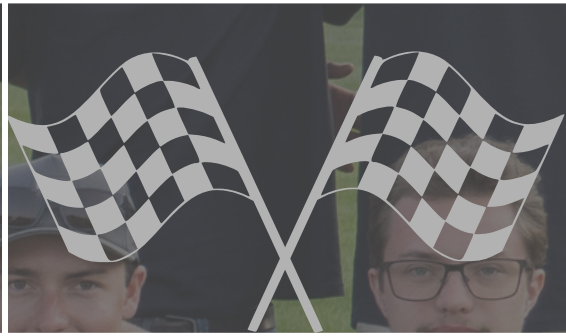
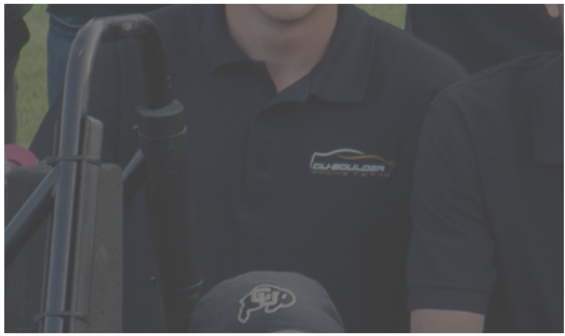






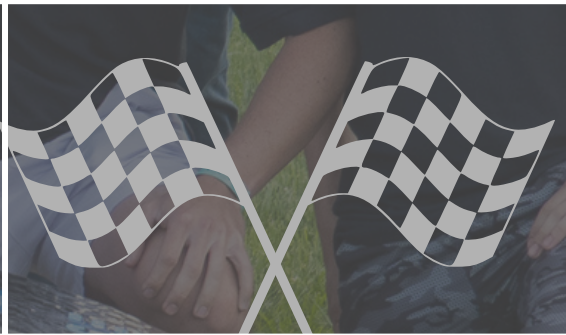




\$3000

- Large company logo on car and team apparel
- Availability of CUBRT cars for events/presentations
- Personal shop tour

- Access to resume book
- Company banner displayed in shop

- Small logo on the car and team apparel
- Poster showing your support of the team

- Personalized thank you from the team
- Addition to our email list to get updates about the team

Non-monetary support (i.e. parts) will be treated as equivalent dollar value. Custom packages available. Contact us for more info!

Contact Us

Business Lead

Jackson Gunhus
jackson.gunhus@colorado.edu

President

Josh Hansen
josh.hansen@colorado.edu

Chief Engineer

Kayla Ployhar
kayla.ployhar@colorado.edu

TEAM WEBSITE

CU BOULDER RACING TEAM
buffsracing@colorado.edu
buffsracing.com
colorado.edu/studentgroups/racing-team