

# Sponsorship Handbook

2025



**CU Boulder Racing Team**

[BUFFSRACING@COLORADO.EDU](mailto:BUFFSRACING@COLORADO.EDU)



# CONTENTS

- 1.** LETTER FROM OUR TEAM
- 2.** OUR MISSION
- 3.** ABOUT CU
- 4.** FORMULA SAE
- 5.** ENDURANCE
- 6.** EVOLUTION OF OUR CARS
- 7.** LOOKING FORWARD - CB6
- 8.** SPONSORSHIP ENGAGEMENT
- 9.** BUDGET BREAKDOWN
- 10.** SPONSORSHIP OPPORTUNITIES

# LETTER FROM OUR PRESIDENT

Dear Friends,

I hope this letter finds you well. As the President of the CU Boulder Racing Team, I am thrilled to share a bit about our journey and invite you to be a part of our exciting adventure.

Founded in 2016, our team has grown from a small group of passionate individuals to a dynamic organization dedicated to pushing the boundaries of engineering and racing. Our primary goals include designing and building competitive vehicles for the Formula SAE intercollegiate competition and crafting endurance race cars for the ChampCar Endurance Series. Each project presents unique challenges that foster creativity, collaboration, and hands-on learning—values we hold dear at CU Boulder.

One of the most rewarding aspects of our team is our commitment to inclusivity. We welcome students from all backgrounds, regardless of their prior racing experience. What unites us is a shared enthusiasm for racing and a desire to learn. Together, we're not just building cars; we're building skills, friendships, and memories that last a lifetime.

As we gear up for the upcoming racing season, we are seeking partners who share our vision and passion. Your support would not only provide us with the resources needed to compete at a high level but also help cultivate the next generation of engineers and innovators. By partnering with us, you would be investing in both our team's success and the development of students who are eager to make an impact in the automotive industry and beyond.

Thank you for considering this opportunity to support our team. We would be honored to have you join us on this journey, and we look forward to the possibility of working together.

Best regards,  
Hunter McRobie



## OUR MISSION

The CU Boulder Racing Team is an organization focused on various road racing competitions. Our goals are to build a race car to compete in the intercollegiate competition known as Formula SAE and to build cars for the ChampCar and LuckyDog 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.







# ABOUT CU ENGINEERING

Founded in 1893, the College of Engineering and Applied Science at the University of Colorado Boulder is the second largest of seven schools and colleges at one of the nation's top public research institutions. As Colorado's flagship university, CU Boulder has selective admissions standards and a comprehensive array of undergraduate and graduate programs.



## RANKINGS

CU Boulder's College of Engineering and Applied Science has held steady as a top 20 undergraduate engineering program in U.S. News and World Report's Best Undergraduate Engineering rankings, maintaining the No. 17 spot among public institution peers.

-  #8 in Aerospace Engineering
-  #8 in Environmental Engineering
-  #14 in Chemical Engineering
-  #15 in Civil Engineering
-  #16 in Computer Science
-  #20 in Mechanical Engineering

# Formula SAE

The Formula Division of CU Boulder Racing Team serves as a hub for students from various disciplines and backgrounds, all driven by the common goal of designing and constructing a race car that meets Formula SAE's rigorous standards. Members develop a wide array of practical skills essential to prospective employers, including vehicle design, engineering, teamwork, collaboration across disciplines, problem-solving, technical writing, research, testing, and project management. The team's diverse membership supports a mix of perspectives and experiences which cultivates a dynamic atmosphere that encourages innovation and collaboration, ultimately fueling creativity.



# ENDURANCE

The Endurance Division of the CU Boulder Racing Team brings together students from diverse disciplines to design, build, and compete in endurance road racing championships, including the ChampCar and LuckyDog Endurance Series. Members collaborate to ensure the team's vehicles are race-ready and compliant with the rules and regulations of each series, fostering skills in engineering, problem-solving, and teamwork. This division also provides members with the opportunity to travel to iconic racetracks nationwide, such as Daytona, Sonoma, and Road America, promoting a dynamic and innovative atmosphere that fuels creativity and collaboration.



# FSAE DESIGN PROCESS

**1.**

## Preliminary Design

The preliminary design process involves research, defining requirements, and ideation for the System Design Review (SDR). Team members document subsystems, addressing past issues, feedback, and improvements to meet technical goals.

**2.**

## Final Design Review

The design review phase involves creating the Preliminary Design Review (PDR) to refine the design, developing final parts in CAD, and formulating a manufacturing plan. This ensures all components are well-documented, accurately modeled, and ready for production.

**3.**

## Manufacturing

We build our car in-house from the ground up, with team members machining precision components in CU Boulder's facilities. This hands-on approach allows them to directly experience the relationship between innovation and practicality.

**4.**

## Testing

We aim to dedicate as much time to testing as to design. To build a robust and reliable vehicle, we conduct weekly testing trips throughout the year, focusing on refining the vehicle's performance and training our drivers. Our testing phase helps inform design changes for future years.



# EVOLUTION OF THE FORMULA CAR

## CB1

CB1 is the first car built by the CU Boulder Racing Team's Formula SAE division. Originally conceived in 2017, the car was supposed to compete at Formula SAE California in Fontana, California in the summer of 2020 but was cancelled due to COVID-19. After the event cancellation, CB1 was reborn as CB2, a continuation of the original project, to combat with potential vehicle problems. CB2 competed at Formula SAE California in the summer of 2021.



## CB3

CB3 is an evolution of our CB1/2 platform, with driver ergonomic and control interface improvements. CB3 competed at FSAE Michigan in June 2022, but unfortunately did not pass.



## CB4

CB4 is our most successful design cycle to date. This car is our first vehicle to ever pass technical inspection. It attended the 2023 Michigan FSAE IC event and placed 20th. This vehicle also hosted our first piece of carbon fiber crafted in-house.



## CB5

CB5 competed in the 2024 Formula SAE IC Michigan competition. CB5 was our first ever vehicle with an aerodynamics package, and a differential. This ambitious design cycle has the most changes to date. Other key changes to this platform include moving away from the direct linkage front suspension showcased in CB4, as well as a thirty percent power increase as a result of a new and improved intake system. Other systems such as the cooling and fuel tank were refined and downsized.



# LOOKING FORWARD - CB6

Our team is gearing up to compete at the Formula SAE Michigan competition in May 2025, which includes dynamic tests such as Acceleration, Skid Pad, Autocross, Endurance, and Fuel Efficiency. With a focus on enhancing our powertrain and air flow systems, we aim to excel in these challenges.

## Chassis

The chassis subsystem is dedicated to refining the car's structure, suspension, braking systems, and ergonomics.



## Powertrain

The powertrain team will develop the engine, transmission, drivetrain, cooling, fuel, and data acquisition systems, emphasizing air flow enhancements with a volumetric flow bench to validate the intake system.

## Aerodynamics

Our aerodynamics team will concentrate on optimizing airflow and enhancing performance by integrating downforce-generating elements such as the car's body, and front, and rear wings.



# OUR ENDURANCE CARS

720

Car #720 is the team's longest running car and now serves as one of the team's training car. It is also used to collect telemetry data for the team to analyze.



719

#719 was built in 2021, and has been engine swapped to the GM LE5 Engine and is the team's most competitive car.



303

#303 is the team's newest car built in 2022 which allows our new drivers to gain valuable experience on the track.



# WHY SUPPORT US?

## ENGAGE

We collaborate closely with our sponsors to develop tailored strategies that effectively showcase their support of our team to the local community, ensuring their contributions are prominently highlighted.

## RECRUIT

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

## COLLABORATE

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

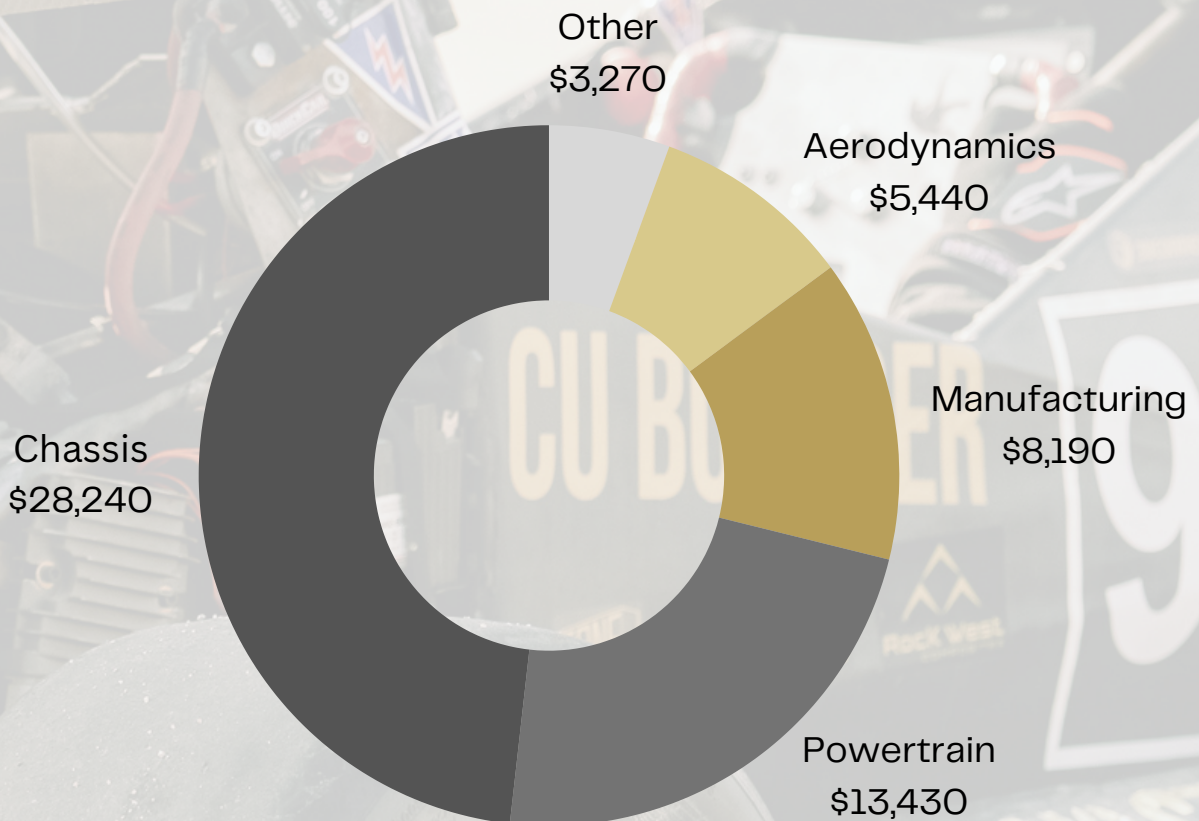
All sponsorships and donations are 501(c)3 qualified and can be financial or in-kind.



# FSAE BUDGET BREAKDOWN

Our budget goals focus on securing the necessary funding to support our vehicle's development, testing, and competition expenses while maximizing resource efficiency and maintaining financial sustainability.

# ~\$60,000+



# SPONSOR US!



Our team relies on sponsorship donations to build our car and attend competitions.  
 Our team prioritizes building long lasting relationships with sponsors.  
 To learn more, email us at [buffsracing@colorado.edu](mailto:buffsracing@colorado.edu).

Benefits	Tier 4 (\$10,000)	Tier 3 (\$5,000)	Tier 2 (\$2,000)	Tier 1 (\$500)
Logo on Car	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓
Sponsorship Announcement on Instagram Story	✓	✓	✓	✓
Receive our Monthly Newsletter	✓	✓	✓	✓
Sponsorship Announcement on Instagram Grid	✓	✓	✓	
Social media tag in all posts	✓	✓		
CU Formula Car at events	✓	✓		
Invitation to Racing Team Events	✓			
Exclusive BTS updates and photos	✓			
Access to our resume database	✓			

## TITLE SPONSOR - \$20,000+

In addition to all of the benefits listed above, our Title Sponsor have access to additional opportunities and information. These include exclusive tours of our shop, involvement in our team documentary, opportunity to host events with the team, special livery design, and more.

Please note that not all sponsorships are confined to monetary donations! For example, we accept sponsorship in the form of discounted or donated car components. For further questions or clarification, please reach out to us at [buffsracing@colorado.edu](mailto:buffsracing@colorado.edu).