



# FSAE 2025-2026 SPONSORSHIP HANDBOOK



**Driven by Innovation. Powered by Partnership.**

# MESSAGE FROM LEADERSHIP

## FSAE Officer

The FSAE team is excited to take on an immense new challenge in the 2025-2026 season. We will be constructing two vehicles to race at FSAE Michigan: an internal combustion car to compete in May and an all new electric vehicle which will hit the track in June. The simultaneous development of two vehicles will be an incredible opportunity to continue growing the team and the skills of its members. Between the two cars, we will be able to involve hundreds of students from many different departments across CU Boulder, building real-world skills which they will use throughout their career. We are so thrilled to take on this project, and sincerely thank you for considering a partnership with our team.

Jakob Esterkyn

## IC Project Manager

This year our sights are aimed high on the IC team – our goal is a top 10 finish out of 150 schools attending FSAE Michigan in May 2026. So how do we plan to beat out teams who have been at this for more than twice as long as us? I'll tell you how: the intensity and drive displayed by our members is unmatched. Faced with impossible odds and tight timelines, this team absolutely never gives up and always fights for greatness. Over the past three years we've developed an exceptionally light and fast platform, capable of beating winning times in key events. We've also developed a brilliant team of hard-working engineers, media producers, and leaders, who are sure to make a difference wherever they go next. Now we simply need to execute, with trained drivers and a robust car. If you'd like to get your product in the minds of some of the world's up-and-coming decision makers, or access a deep pool of battle-tested engineering talent, I highly recommend sponsoring our team. We would be proud to show off your support at FSAE Michigan in May!

Patrick Wiliarty

## EV Project Manager

We launched the EV team in Spring 2025 for two key reasons: 1) EV technology promises to be a central part of personal, public, and commercial transportation in the near future, and our team enables members to gather hands-on experience in designing and testing automobiles driven by electric powertrains, and 2) EVs are undeniably quick, so if we're going to race, let's race. For our rookie season, the primary objective is to build a complete, rules-compliant car that drives under its own power and complete all events at FSAE Michigan EV in 2026. This team's operational and competitive success is reliant on contributions like yours, which go towards costs such as specialized electronics for the high-voltage powertrain, parts and raw materials for the chassis and frame, testing equipment, machining costs, and engineering and simulation software packages, to name a few. We'd like to thank you for your time and consideration as you flip through this packet. Sko Buffs!

Arjun Dalwadi

# MISSION STATEMENT

**To design, build, and race world-class formula-style electric and combustion vehicles while empowering the next generation of engineers, innovators, and leaders through hands-on experience, teamwork, and a relentless drive for excellence.**



# VISION STATEMENT

**To be a nationally recognized force in collegiate motorsport, where passion meets performance — driving innovation, shaping future industry leaders, and inspiring communities through sustainable, high-performance engineering.**

# 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 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 overall.



#8 in Aerospace Engineering



#8 in Environmental Engineering



#16 in Electrical Engineering



#15 in Civil Engineering



#16 in Computer Science



#20 in Mechanical Engineering

# MICHIGAN 2025 RESULTS

CB6 achieved another milestone at FSAE Michigan 2025, completing every dynamic event and delivering consistent, competitive results.

**1<sup>st</sup> in Colorado**

**31<sup>st</sup> Overall**

**29<sup>th</sup> Design**

**35<sup>th</sup> Acceleration**

**30<sup>th</sup> Endurance**

**50<sup>th</sup> Skidpad**

# DESIGN PROCESS

1.

## System Design

Our design process begins with research, scope definition, and success criteria formulation for the System Design Review (SDR). Each subsystem team documents their designs, builds on past feedback, and proposes improvements to meet performance goals cost-efficiently.

2.

## Component Design

After a consensus has been reached in an SDR, we move into the Preliminary and Critical Design Review stages. Here, lower-level subsystems are designed, simulated, and iterated upon, presented initially in PDR, and then working towards a final design by CDR, where purchase approval is sought.

3.

## Manufacturing

We fabricate and assemble our cars 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

In order to put on the final touches and validate our theoretical performance, we undergo rigorous static and dynamic testing, backed with simulation analysis, data from previous cars, and detailed test plans.

# EVOLUTION OF THE CAR

## CB1

Originally conceived in 2017, the car was supposed to compete at Formula SAE California in Fontana, California in the summer of 2020, but the event was cancelled due to COVID-19. After the event cancellation, CB1 was reborn as CB2, a continuation of the original project. 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 the technical inspection.



## CB4

CB4 was our most successful design cycle before CB6. This car is our first vehicle to 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 FSAE IC Michigan competition. CB5 was our first ever vehicle with an aerodynamics package and a differential. This ambitious design cycle has the most YoY 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.



## CB6

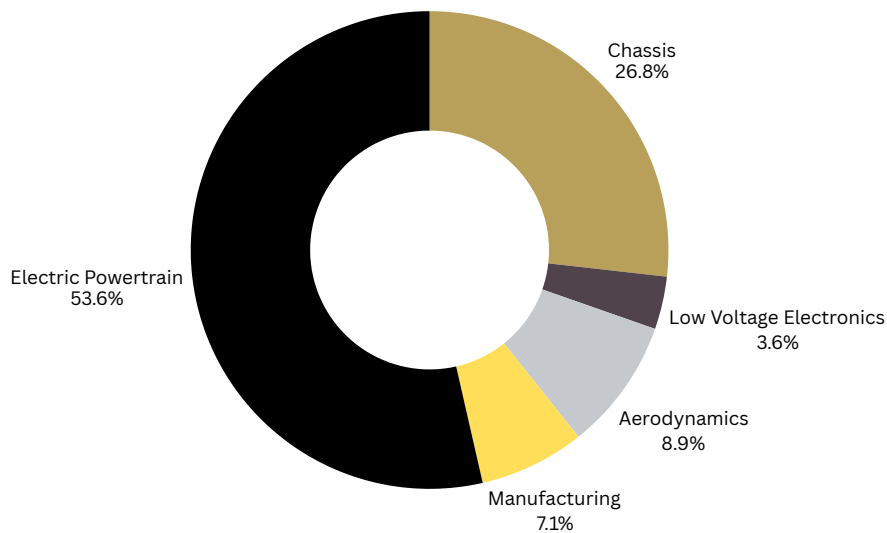
CB6 is our most refined car to date, marking another milestone for CU Racing. This vehicle passed all technical inspections and completed every dynamic event at the 2025 FSAE Michigan IC competition, delivering competitive times across acceleration, skidpad, autocross, and endurance. Building on CB5's innovations, CB6 featured an optimized aerodynamics package, refined suspension geometry, and further weight reduction, all contributing to its strong overall results.



# BUDGET BREAKDOWN

## Electric Division

**\$56,000+**



**Chassis**  
\$15,000

**Electric Powertrain**  
\$30,000

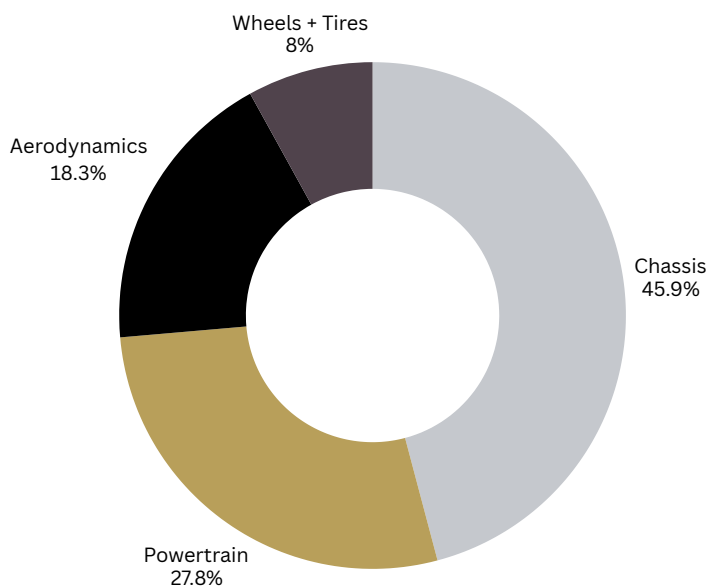
**Low-Voltage Electronics**  
\$2,000

**Aerodynamics**  
\$5,000

**Manufacturing**  
\$4,000

## IC Division

**\$47,000+**



**Chassis**  
\$20,000

**Powertrain**  
\$12,100

**Aerodynamics**  
\$8,000

**Wheels & Tires**  
\$3,500

# LOGO PLACEMENTS



Ceconite Body

Ceconite Body

Rear Wing (Endplates)



Nosecone (Top)

Nosecone (Top)

Nosecone (Top)

Front Wing (Top)



Nosecone (Side)

Front Wing (Endplates)

Tier 1 Placement

Tier 2 Placement

Tier 3 Placement

# SPONSORSHIP TIERS

Benefit	Platinum (\$10K)	Gold (\$7K)	Silver (\$5K)	Bronze (\$2K)	Supporter (\$500)
Logo on Car	Dual Tier 1 Placement	Tier 1 Placement	Tier 2 Placement	Tier 3 Placement	Name Written on Car Livery
Logo on Website	✓	✓	✓	✓	✓
Sponsorship Announcement on Instagram Story	✓	✓	✓	✓	✓
Receive our Monthly Newsletter	✓	✓	✓	✓	✓
Invitation to Racing Team Events	✓	✓	✓	✓	
Sponsorship Announcement via Instagram posts	Dedicated permanent post + story	✓	✓		
Access to Resume Database	✓	✓	✓		
Exclusive BTS Updates and Photos	✓	✓			
Workshop	Access and Banner	Access Only			
Social Media Tag in All FSAE Posts	✓				
CU Formula Car at Events*	1 Event per Year				

## Title Sponsor (\$20,000+)

In addition to all of the benefits listed above, our Title Sponsor has access to additional opportunities and information, such as special livery design, custom social media campaigns & 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. Each sponsorship agreement is negotiated case by case. For further questions or clarification, please reach out to us at [buffsracing@colorado.edu](mailto:buffsracing@colorado.edu).

# WHAT WE OFFER

## 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 our resume database.

## COLLABORATE

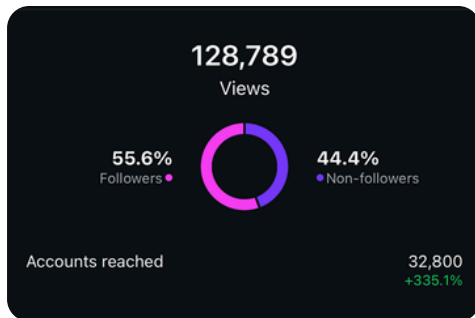
Your logo and branding will appear on our car as we travel around the country competing. You will also get exposure through social media posts, team apparel, our website, and other promotional materials.

## SUPPORT

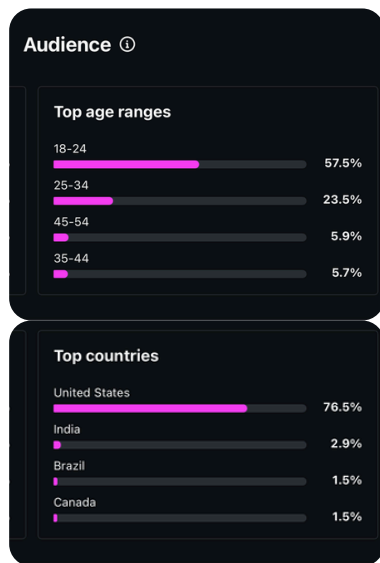
All sponsorships and donations are 501(c)3 qualified and can be financial or in-kind.



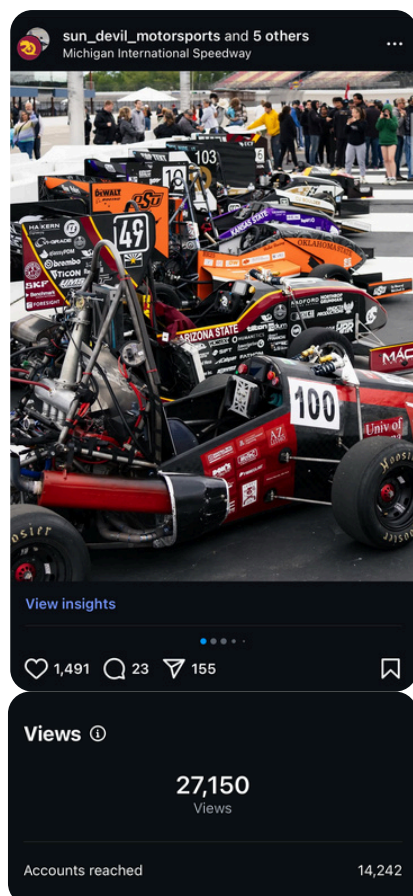
# SOCIAL METRICS



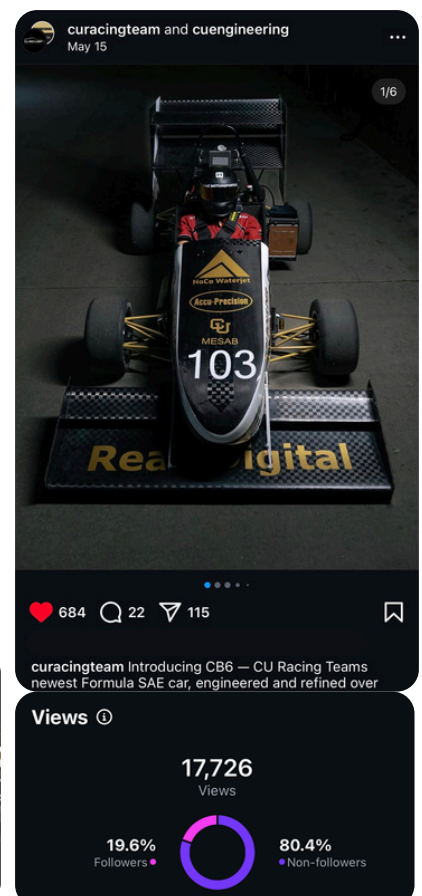
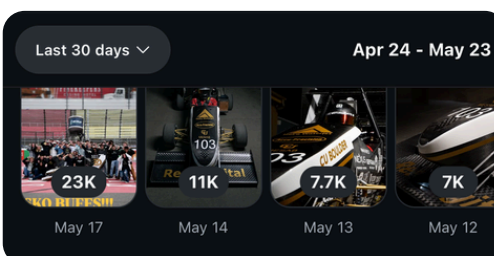
**FSAE IC Michigan 2025: 128k impressions, record shares, and our best-ever engagement. Next stop—bigger numbers.**



**Our audience is young, driven, and passionate—over half are 18–24, with the majority based in America. These are future engineers, innovators, and leaders who connect with the energy and ambition of CU Racing. Every post puts us right in front of the next generation, helping shape the world of technology and motorsport.**



**Co-branded posts with fellow teams and CU Boulder's flagship accounts—amplifying our reach across campus and beyond.**



# MEMBER & ALUMNI PLACEMENTS

