CU-BOULDER RACING TEAM

SPONSORSHIP PROSPECTUS
ENDURANCE 2026–2027



Driven by Innovation.
Powered by Partnership.

Partnership Summary



Support

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



Engage

We collaborate closely with our sponsors to develop tailored strategies that showcase their support and keep their contributions visible.



Recruit

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



CU-BOULDER RACING TEAM

Message From Leadership



CUBRT President

The CU Boulder Racing Team is truly the most unique team on campus, providing students with opportunities that most people don't experience in their lifetime. From traveling cross-country to race wheel-to-wheel against Le Mans-winning drivers, to building and designing a high-performance open-wheel race car from the ground up to compete in multiple highly competitive competitions and put our student-made designs to the test. Doors have opened for students involved in this team, providing opportunities in high-level motorsport positions and even opportunities to race in series like NASCAR, IMSA, and even IndyCar. This team personally has changed my life and has taught me everything I know; when I joined, I didn't even know how to take a wheel off a car, and now I'm designing and testing parts on our race cars. Our mission is to keep giving students opportunities and experiences in all forms of motorsports and keep growing the amazing community that the CU Boulder Racing Team provides.

Liam Dreyer – Mechanical Engineering '28

Endurance Officer

The Endurance Division of the CU Boulder Racing Team is a truly unique opportunity. Being one of the longest running collegiate racing teams, we are one of the few teams to have several race-ready cars, and serve as a pillar in the college racing community. We provide our members with an affordable entry into the world of motorsport, including opportunities to drive, maintain, and improve our vehicles. A new addition to our team this past year was the Engineering Team. The Engineering Team provides students the ability to manufacture parts for our cars, reducing the overall parts cost for the team, and allowing students to gain experience in 3d modeling, 3d printing, laser cutting, and other manufacturing processes. We are also hoping to dive deeper into race strategy in an attempt to achieve consistent podium finishes. As we finish up 719's rebuild, we believe this to be a very achievable goal. With your help, we will be able to continue providing our members with a hands-on motorsport education, allowing them to take the skills they learn and apply it to their life, both personally and professionally.

Sean Marketos – Computer Science '28

Head Of Partnerships

Our inaugural season as a Partnerships team exceeded every expectation, and I could not be more proud of what we accomplished together. In just over a year, we've grown from a one-person initiative into a division of 11+ members, securing more than $106,000 in sponsorship value that directly supports our EV, IC, and Endurance teams through funding, technical resources, and industry partnerships. As we enter the 2027 season, we've built on those lessons to refine and strengthen our sponsorship program, allowing us to better support our members while creating even greater value for the organizations that make our success possible. Thank you for considering a partnership with Buffs Racing—we look forward to working together and welcoming you as a part of our team. Sko Buffs!

Rylee Berger – Mechanical Engineering '27

CU-BOULDER RACING TEAM

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.

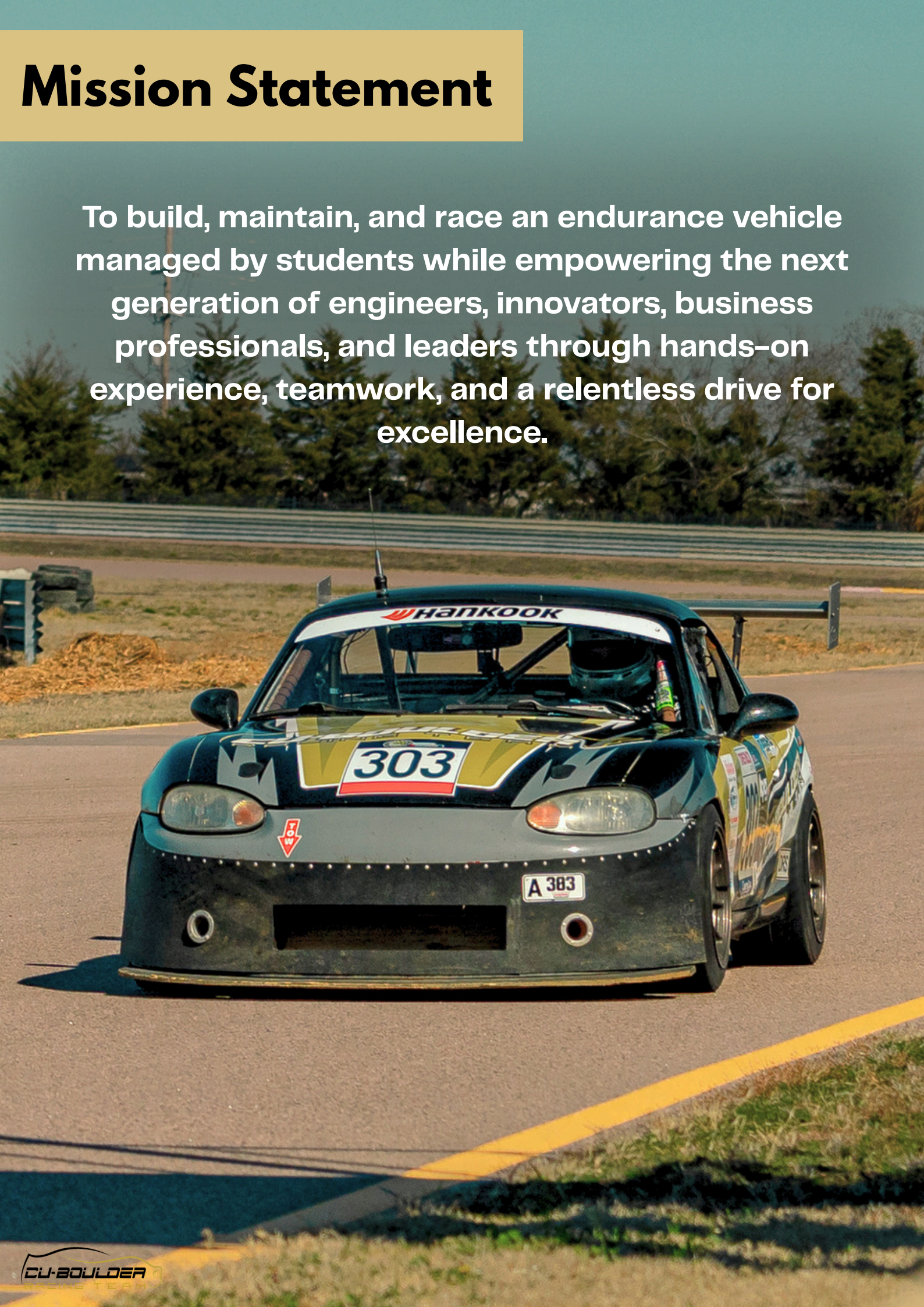
Rankings

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. 15 spot among public institution peers overall.

- #6 in Aerospace Engineering
- #8 in Environmental Engineering
- #10 in Civil Engineering
- #14 in Computer Science
- #16 in Electrical Engineering
- #20 in Mechanical Engineering

Mission Statement

To build, maintain, and race an endurance vehicle managed by students while empowering the next generation of engineers, innovators, business professionals, and leaders through hands-on experience, teamwork, and a relentless drive for excellence.



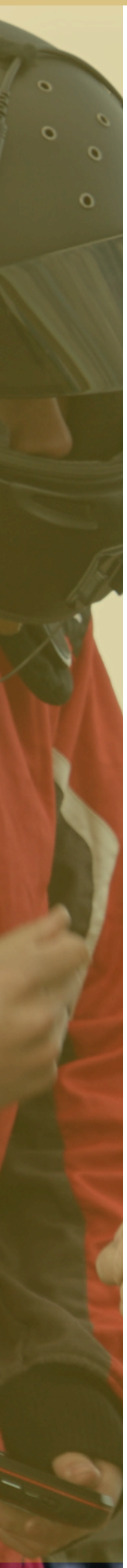
CU-BOULDER RACING TEAM

2026-2027 Season Vision

To establish a new level of refinement and preparation for our cars to consistently and competitively **finish** races in good standing. If they do experience issues, get to a point where we can **overcome** catastrophic failures and still finish in a strong manner. All of this should culminate to continue chasing the ever-elusive **podium**.



Current Fleet



720

The car that started it all for the CUBRT back in 2016. After many years of hard racing, it has now been retired from full-time racing, instead transitioning into our driver development car. 720 serves as a training car to new members hoping to have the chance of becoming a driver.



719

The second car added to the program, 719, was built in 2021 and later upgraded with a GM LE5 engine to increase power and improve its competitiveness. In October 2022, 719 suffered a fire during a race and has been undergoing repairs since. Following an extensive rebuild, 719 has returned to racing this year and is expected to race again in early 2027!



303

The most recent addition to our team. Acquired and built in 2022, 303 has become our most reliable and consistent car. It allows for drivers who are newer to endurance racing to get consistent seat time without extreme pressure. It will continue to serve this purpose for many years to come.



CU-BOULDER RACING TEAM

Race Prep

Maintenance and Repairs

The first thing that has to be done is basic maintenance and repairs. This is crucial to ensure that when we arrive at races, the cars are mechanically sound and ready to race.

Design Process

Thanks to our engineering team, we design and manufacture our own parts in-house for both aerodynamic and mechanical purposes. One example is the front splitter design and mounts made by members of our team. In-house design and manufacturing allow us to keep costs low and make multiple spare parts in preparation for future races.

Car Transportation

All transport to and from races is done by our team. When loading and preparing the trailer, we use extensive packing lists to ensure that all parts, safety equipment, and essentials are not forgotten. Once all is loaded, we then do all the driving to go to and from races.

Data Collection

Once we arrive at a race weekend, we immediately start collecting and compiling data on track conditions, car performance, and driver feedback. Analysis and interpretation of collected data is the most important factor in dialing in the car setup needed for that weekend.

Race Strategy

Once the car is properly dialed in and ready to race, we turn our attention to planning race strategy. Strategy varies vastly depending on temperature, altitude, track length, and elevation changes. This information is crucial in deciding how many fuel stops will be implemented per race.

CU-BOULDER RACING TEAM

2025/2026 Results

In February of this year, our team competed in a Champcar endurance race at G2 Motorsports Park in Anna, Texas. This was by far our most successful, issue-free weekend to date, and random draw qualifying placed our team high on the grid for the first race of the weekend. The combination of a fantastic starting position, good reliability, and race pace culminated in a **10th place finish out of 46 cars**. Due to the team's high qualification position during our first race on Saturday, the starting position for Sunday was further back. Regardless, we managed to finish **6th out of a field of 31**.



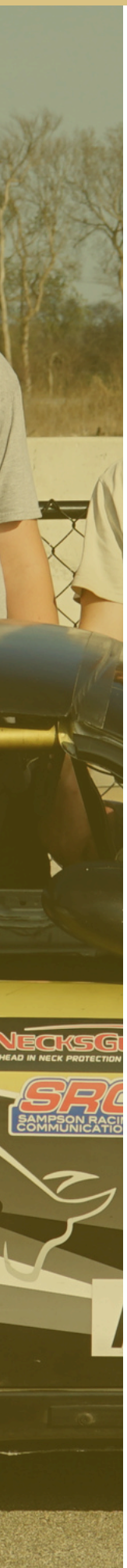
Mid-Race Strategy Decisions at G2



The Team Gathered in the Paddock

CU-BOULDER RACING TEAM

Social Metrics

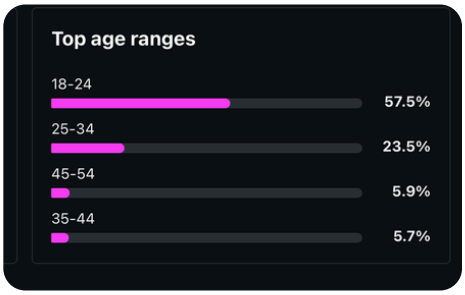


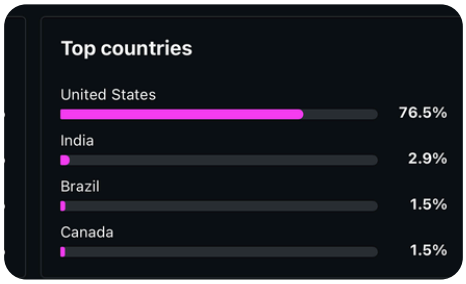
100,000 Impressions

47% | 53%

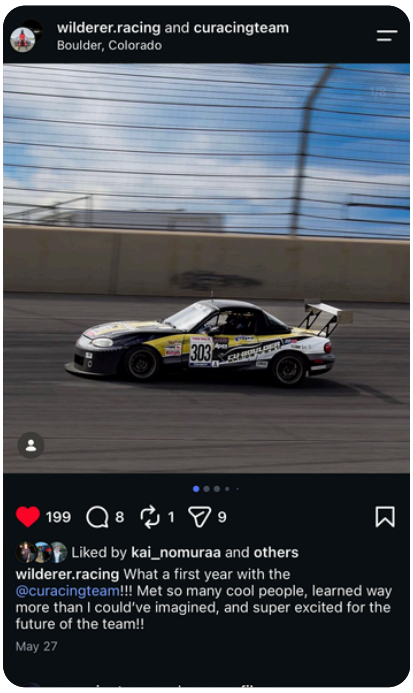
Followers Non-Followers

Over the last two years, we've averaged 100k impressions on Instagram, and in 2026 reached 53% non-followers.





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.



Collaboration w/ Wilderer Racing

Co-branded posts with one of our drivers and with Champcar. Amplifying our reach across campus and beyond.



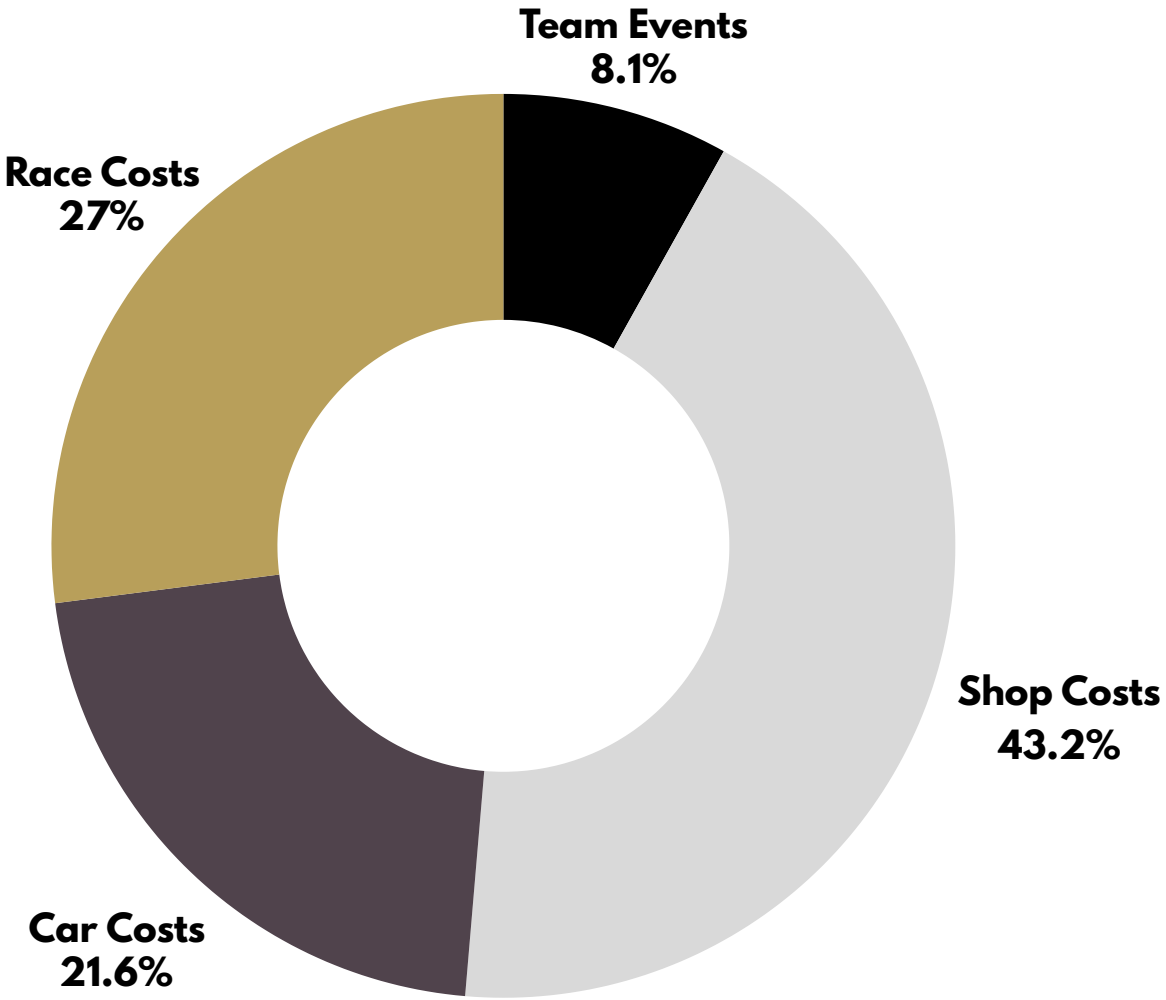
Collaboration w/ Champcar

CU-BOULDER RACING TEAM

Budget Breakdown

Endurance Division

$37K+



Shop Costs
$16,000

Race Costs
$10,000

Team Events
$3,000

Car Costs
$8,000

CU-BOULDER RACING TEAM

Logo Placements







Title

- Hood
- Doors (Increased Size)
- Front Fenders

Tier 1

- Doors (Reduced Size)
- Rear Quarter

Tier 2

- Rear Quarter (Reduced Size)
- Trunk/Rear (Increased Size)

Tier 3

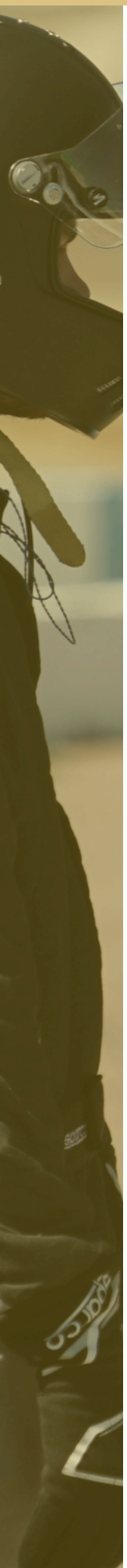
- Rear Quarter (Reduced Size)
- Trunk/Rear (Reduced Size)

Tier 4

- Trunk/Rear (Reduced Size)

CU-BOULDER RACING TEAM

Sponsorship Tiers



Benefit	Title 10K+	Tier 1 $5K	Tier 2 $3K	Tier 3 $2K	Tier 4 $500
Logo on Car	Title Placement	Tier 1 Placement	Tier 2 Placement	Tier 3 Placement	Tier 4 Placement
Logo on Website	✓	✓	✓	✓	✓
Receive our Monthly Newsletter	✓	✓	✓	✓	✓
Newsletter Highlights	Large Ad	Large Ad	Small Ad	1 Highlight Story	
Access to Resume Database	✓	✓	✓	✓	
Joint Subteam-Specific Sponsorship Post	✓	✓	✓	✓	
Sponsorship Announcement on Instagram Story	Highlighted Story	Highlighted Story	Highlighted Story	✓	
Media from Team (Competition Media + Req. Images)	✓	✓	✓		
Logo On Comp Apparel	✓	✓	✓		
LinkedIn Post	✓	✓			
Logo on Trailer	✓	✓			
Tag In Every Competition Post	✓	✓			
Specific Social Campaign*	✓	✓			
Endurance Car at Events**	✓				

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.

*For sponsors providing sponsorship tied to a specific part of our build process, we offer a dedicated social campaign highlighting that contribution in action – giving your brand visibility tied to your use case.

**We are always happy to showcase our car, though availability depends on aligning our schedule with your event. Please reach out if you would like to discuss hosting our Endurance cars.

CU-BOULDER RACING TEAM

Member & Alumni Placements

































