CU-BOULDER RACING TEAM

SPONSORSHIP PROSPECTUS
FSAE EV 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

FSAE Officer

CU Boulder FSAE is one of the few programs in the country designing and building both a combustion and an electric formula car, in parallel and under one roof. This year we commissioned an expanded shop in Boulder built for exactly that: fabrication space to weld two frames simultaneously, a composites area for carbon bodywork and structures, and dedicated facilities for both high-performance engine development and high-voltage battery assembly. Running two vehicles means our members master twice the engineering scope, spanning combustion and electrification, the two technologies defining the modern automotive industry. They defend that work at four competitions this year in California, Kansas, Arizona, and Michigan. With your support, we are better equipped than ever to develop the next generation of engineering leaders on land, at sea, in the air, and out in space. See you on track!

Aidan Popple – Mechanical Engineering ‘27

EV Project Manager

E2 represents the next major step in the growth of CU Boulder Racing's electric vehicle program. After bringing E1 to competition, we gained a much clearer understanding of what it takes to design, build, and compete with an electric race car. This year, we're focused on turning those lessons into results through a more refined design process, stronger validation, and a greater emphasis on reliability.
This fall, E1 will serve as our dedicated testing platform while E2 is designed and built in parallel, allowing us to validate critical systems, collect meaningful data, and reduce uncertainty before E2 reaches the track. Our goal is not only to pass technical inspection, but to arrive at competition with a car and team prepared to perform in every event. More importantly, we're building the testing practices, documentation, and institutional knowledge that will strengthen CU Boulder Racing's EV program for years to come.

Riley Kohm – Mechanical Engineering ‘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

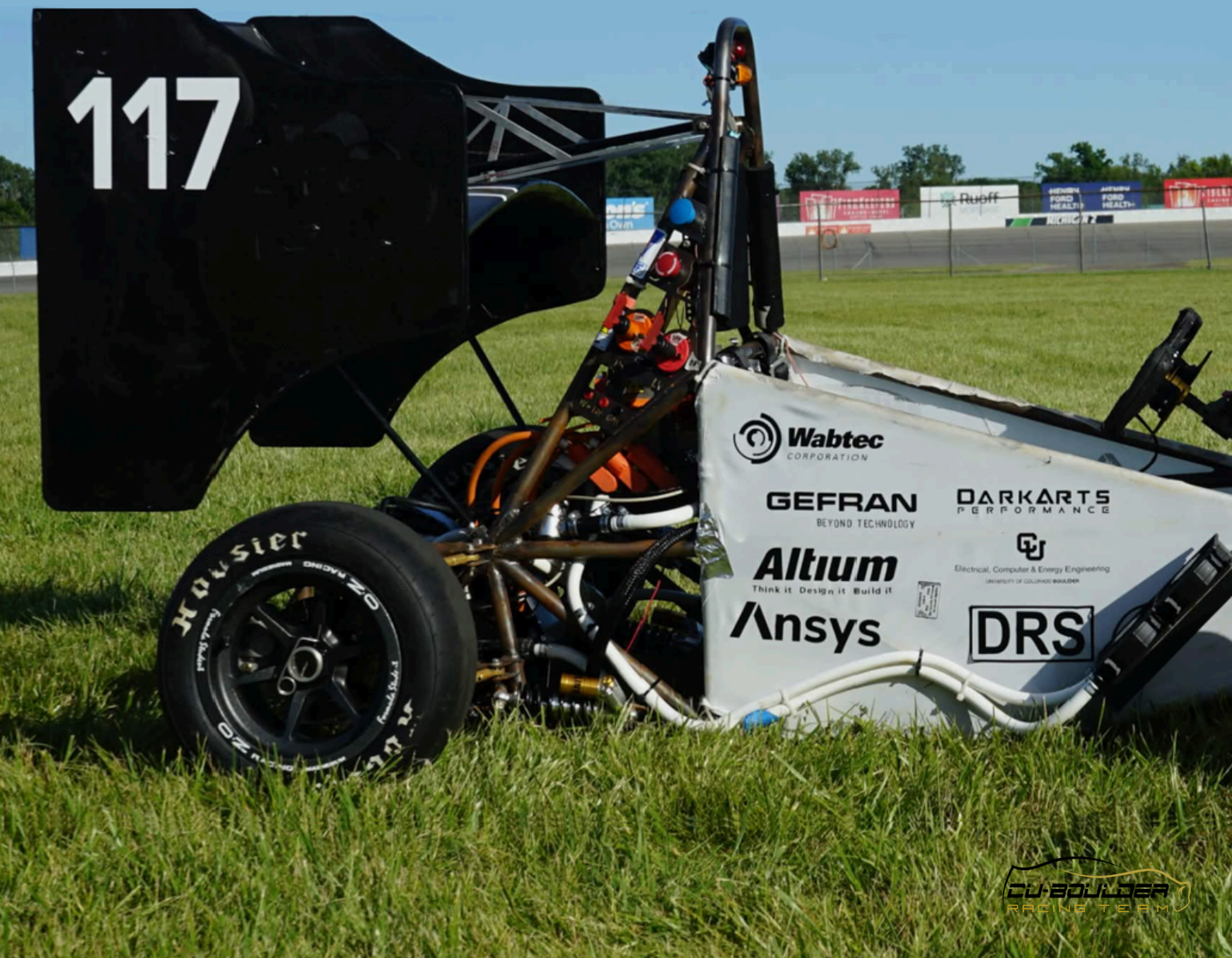
Mission Statement



CU-BOULDER RACING TEAM

2026-2027 Season Vision

To transform the lessons of E1 into a reliable, competition-ready E2 through disciplined testing, thoughtful development, and confident execution. This year, we are focused on completing technical inspection, strengthening every aspect of our competition performance, and building the foundation for lasting success in CU Boulder Racing's electric program.



Design Process

Vehicle Finalization

Before rigorous validation can begin, the team will return to the shop to put finishing touches on CBE1, ensuring that all of its systems are reliable and race-ready.

Technical Inspection

With the car finished, the team will execute a series of mock technical inspections that we weren't able to get to at competition, ensuring that our implementations are legal.

Validation

With a completed, legal vehicle, the team will strive to discover all of its shortcomings on track. We'll be looking for component failures, intermittent reliability concerns, performance tweaks, and to collect the data necessary to model our vehicle more reliably.

Design

Although some components have already been targeted for redesign, the need for others may surface throughout the year. We're focusing on limiting the design scope as much as possible to quickly turn E1 into E2.

Transplant

This spring, most of CBE1's components will be transplanted into CBE2, a modest redesign with packaging changes and overhauled electrical safety systems. This reduces the cost of manufacturing the vehicle, allows us to direct our effort towards collecting meaningful data from our vehicles, and allocates funds to the consumables and instrumentation required to do so.

Michigan 2026 Results

One of the greatest challenges with developing E1 on such a short timeline was the massive design scope we were forced to undertake. The largest takeaway from FSAE EV Competition this year was that although E1 had a ways to go before it could be a credible contender, the platform it defines is competitive and an excellent development bed, featuring best-in-class mass and mass distribution and a proven powertrain architecture. The E2 project benefits hugely from the platform we developed through E1 and will drive the implementation of a handful of aspects we learned we'd like to improve from our competition experience.



Battery prep in Hot Works



The team celebrating making it to competition

CU-BOULDER RACING TEAMS

Social Metrics

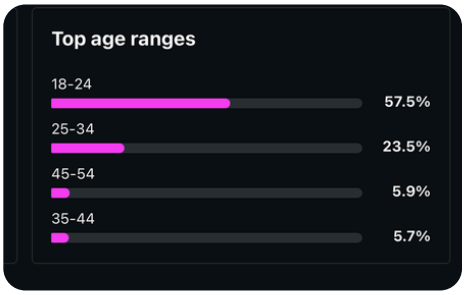


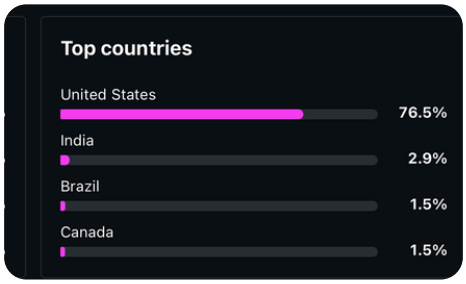
100,000 Impressions

47% | 53%

Followers Non-Followers

Over FSAE IC competitions for 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/ SunDevil Motorsports

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



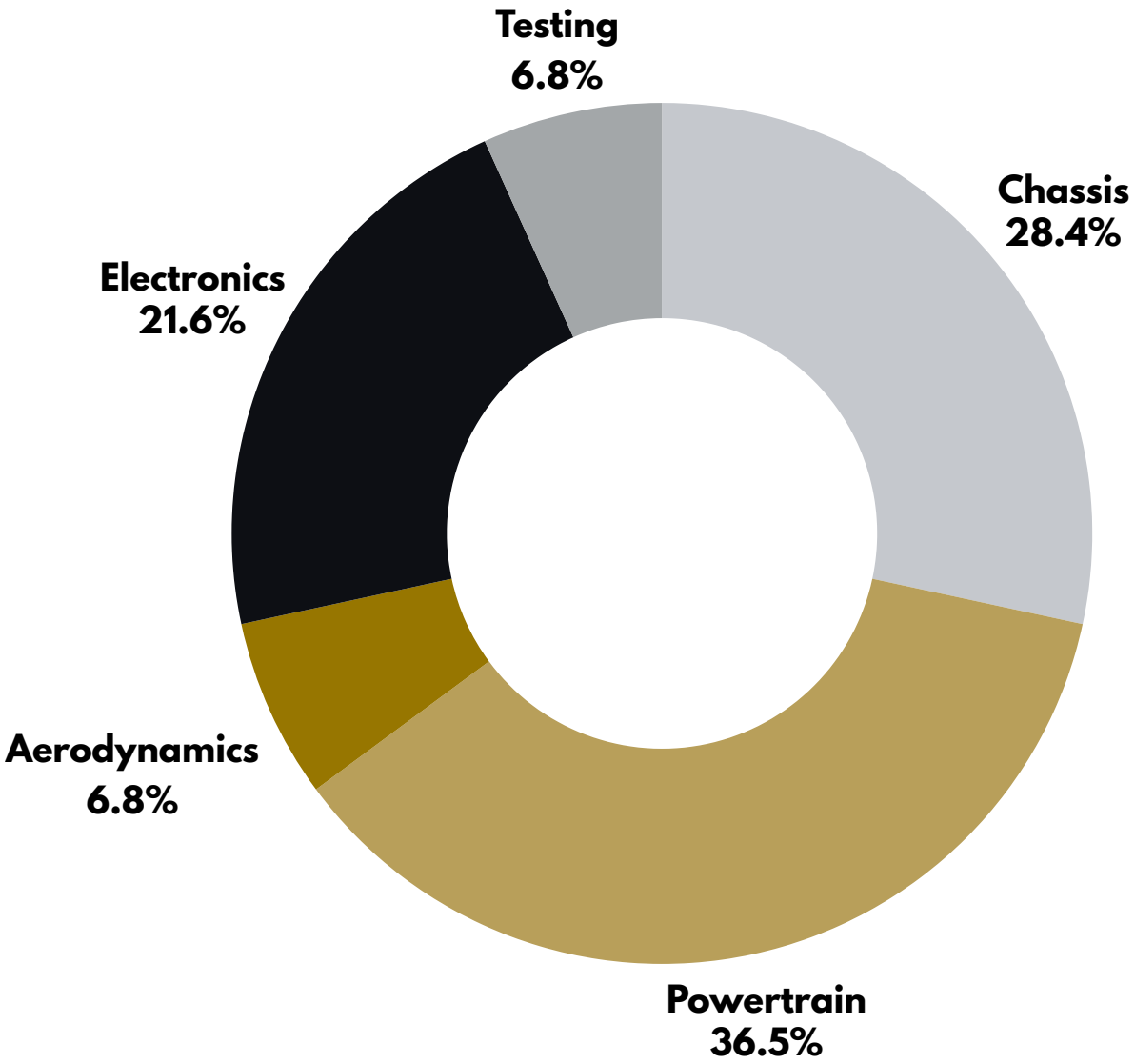
Collaboration w/ CU Engineering

CU-BOULDER RACING TEAM

Budget Breakdown



Electric Vehicle Divison
$74k+



High Voltage Powertrain
$27,000

Testing, Spares & Competition
$5,000

Low Voltage Electronics
$16,000

Chassis
$21,000

Aerodynamics
$5,000

CU-BOULDER RACING TEAM

Logo Placements



Title

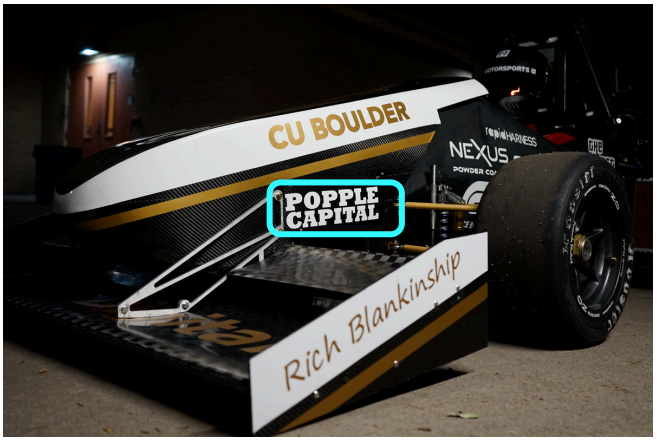
- Top of Nosecone

Tier 1

- Side of Nose Cone

Tier 2

- Ceconite Siding



Tier 3

- Large Logo on Shared Banner With Other Tier 3 Sponsors (not pictured)*



Tier 4

- Small Logo on Shared Banner With All Tier 4 Sponsors (not pictured)*

DISCLAIMER: The current design of E2 will not contain an aero package (front and rear wings), these images are for logo placement purposes only.

*All banners will be hung on CUBRT tent at competition events.

CU-BOULDER RACING TEAM

Sponsorship Tiers

Benefit	Title 20K+	Tier 1 $15K	Tier 2 $9K	Tier 3 $5K	Tier 4 $1K	Tier 5 <$1K
Logo on Car/Banner*	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	✓		Shared Thank You Post End of Year
Media from Team (Competition Media + Req. Images)	✓	✓	✓			
Logo On Comp Apparel	✓	✓	✓			
LinkedIn Post	✓	✓				
Logo on Trailer	✓	✓				
Tag In Every Competition Post	✓					
Specific Social Campaign*	✓					
CU Formula 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 the Formula car.

CU-BOULDER RACING TEAM



Member & Alumni Placements

ANDURIL

FIREFLY AEROSPACE

JPL Jet Propulsion Laboratory California Institute of Technology

URSA MAJOR

gm

SPACEX

LOCKHEED MARTIN

Ford

BEEHIVE INDUSTRIES

TESLA

GARMIN

AMD

Raytheon Technologies

HRC Honda RACING

LASP

Infleqtion

dynatrace

CANOPY AEROSPACE & DEFENSE

BENCHMARK space systems

RICCA AUTOSPORT

AMG PETRONAS FORMULA ONE TEAM

NASCAR EURO SERIES

Relativity

BMW GROUP

Wabtec CORPORATION

BIOSENSOR SOLUTIONS

Medtronic

INTRAMOTEV

Western Digital

estes™

SEAGATE

RENEGADE MATERIALS CORPORATION

SLAC NATIONAL ACCELERATOR LABORATORY

THE BORING COMPANY

NoCo Waterjet

QUANTINUM

CONQUEST RACING

CHARM INDUSTRIAL

CU-BOULDER RACING TEAM