CU-BOULDER RACING TEAM

SPONSORSHIP PROSPECTUS
FSAE IC 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

IC Project Manager

Over the past several years, we've built genuinely innovative cars, designed with real engineering intent, not innovation for its own sake. CB7 was our most capable platform yet, powerful enough to post winning times, and this year we're focused on unlocking the consistency needed to show what it can really do. This year, we're shifting our focus: instead of just chasing more innovation, we're doubling down on testing and validation, putting our proven platform through rigorous analysis to push it to its limit and build the confidence our drivers and sponsors can count on. That means more track time, more data, and a level of scrutiny on every critical system and technical document that this team hasn't applied before. Alongside that, we're investing in our internal processes, member engagement, and knowledge transfer, so the lessons we learn this year stick with the team long after we've learned them. Our goal is 400km driven – an extremely ambitious number, but one that will teach us more about this car than ever before and set CU Racing up for years of success.

Tanush Sharma – Aerospace Engineering '27

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

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

2026-2027 Season Vision

To relentlessly test, validate, and refine what we've built, proving our platform through data, not assumption. This year, we're chasing **400km driven**, pushing every kilometer as a chance to learn something new about our car and our team.

Race to win. Build to last.



Car Evolution

CB1/CB2

Originally conceived in 2017, the car was supposed to compete at Formula SAE California in Fontana, California, 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.



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Car Evolution

CB5

CB5 competed at the 2024 FSAE Michigan & was our first ever vehicle with an aerodynamics package & differential. This design has the most YoY changes to date. We moved away from a direct linkage front suspension, and saw a 30% performance increase on our intake.



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. CB6 featured an optimized aerodynamics package, new suspension geometry, and further weight reduction.



CB7

CB7 demonstrated a dedication to incremental, meaningful changes backed through testing. CB7 featured refined suspension geometry, continued component weight reduction, and the addition of our first aerodynamic floor.



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Design Process

Baseline Testing & Validation

Before this year's design work begins, we return to our existing platform to rigorously test and collect data, using real performance and reliability results to define what needs to change and what's already working.

System Design

Grounded in that validation data, our design process moves into research, scope definition, and success criteria formulation for the System Design Review (SDR). Each subsystem team documents their designs, builds on hard data rather than assumption, and proposes targeted improvements to meet performance goals cost-efficiently.

Component Design

This work carries into the Preliminary & Critical Design Review stages. Here, lower-level subsystems are designed, simulated, & iterated upon, presented initially in PDR, and then refined to a final design by CDR, where purchase approval is sought.

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.

Final Testing & Validation

Once the car is built, we put it back through rigorous static and dynamic testing, closing the loop we started with, validating not just theoretical performance, but everything we learned along the way.

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Michigan 2026 Results

FSAE IC Michigan 2026 tested our team in ways few competitions do. Just one day before departure, our engine failed, spinning two bearings, and our intake exploded during Day 3 of the competition itself. Facing back-to-back setbacks, the team rebuilt the engine on-site and got the car competition-ready. However, the timing meant we could only compete in the Endurance event, missing out on three of four dynamic events. Despite it all, with our strong Design, Cost, and Endurance event scores, we placed 60th out of 140 teams, a result that speaks for itself given the circumstances.



Engine-neer post engine repair



The Team Gathered in the Paddock

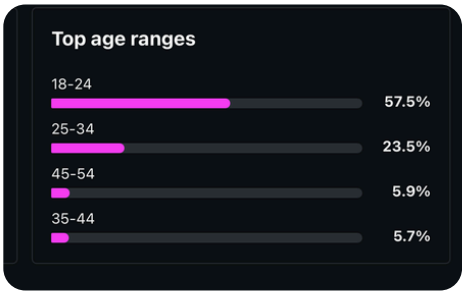
Social Metrics

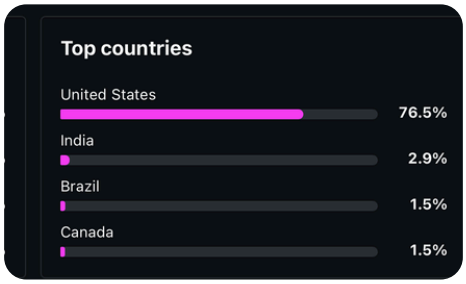
100,000 Impressions

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.



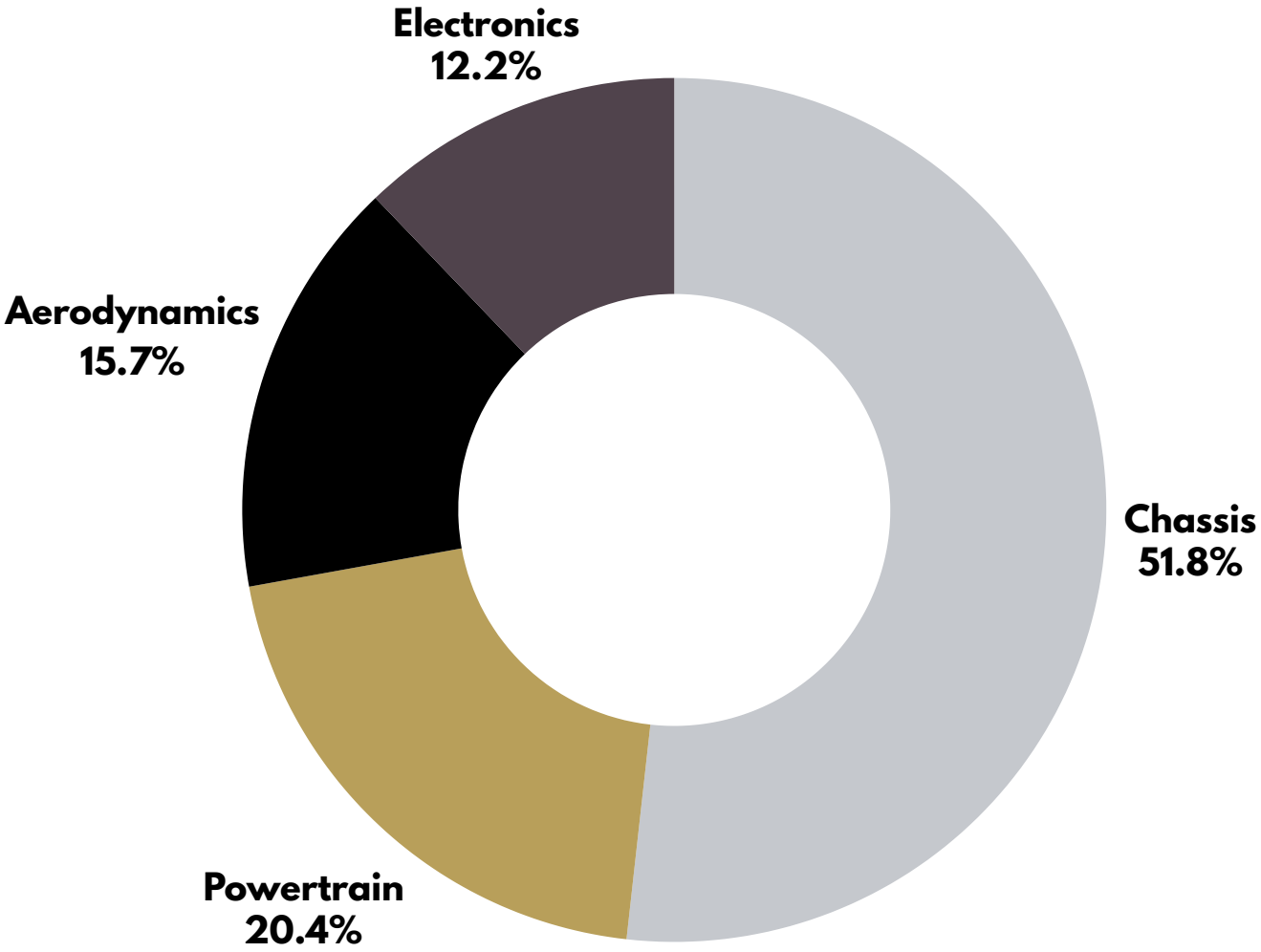
Collaboration w/ CU Engineering

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Budget Breakdown

Internal Combustion Division

$64k+



Chassis
$33,000

Aerodynamics
$10,000

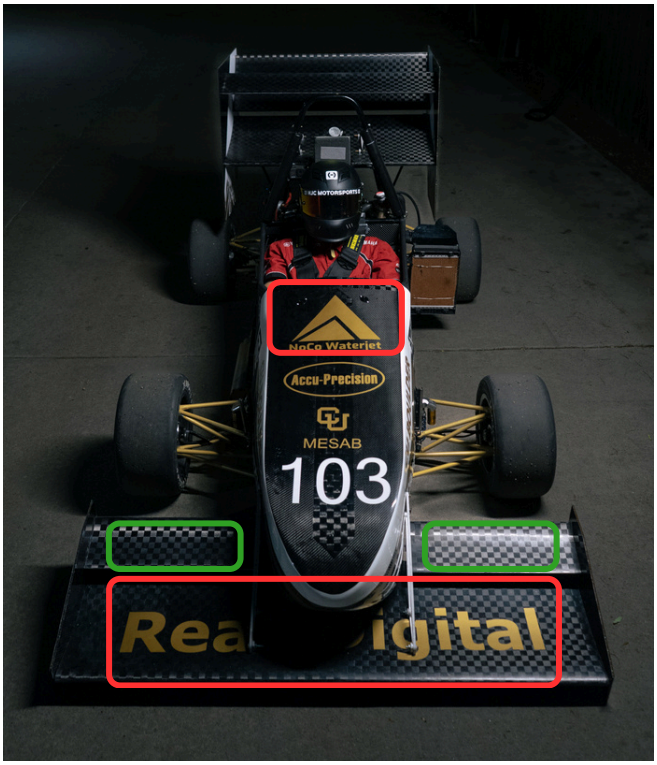
Powertrain
$13,000

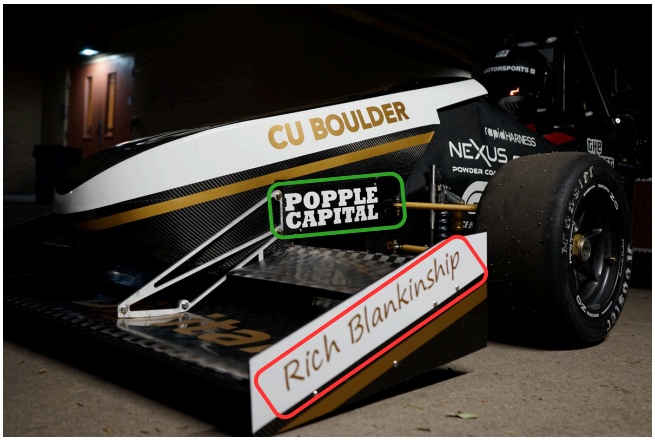
Electronics
$8,000

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Logo Placements







Title

- Dual Rear Wing Endplates

Tier 1

- Nose Cone
- Front Wing Middle Element
- Front Wing Endplates

Tier 2

- Secondary Front Wing Elements
- Side of Nose Cone
- Floor Wheel Blocks (not pictured)

Tier 3

- Ceconite
- Floor Endplates (not pictured)

Tier 4

- Small logo on bottom-half of Rear Wing Endplates

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Sponsorship Tiers



Benefit	Title 20K+	Tier 1 $12K	Tier 2 $7K	Tier 3 $3K	Tier 4 $1K
Logo on Car	Dual RW Endplates	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*	✓				
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.

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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

CANOPY AEROSPACE & DEFENSE

RICCA AUTOSPORT

Infleqtion

dynatrace

BENCHMARK space systems

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

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