

RAVENS RACING

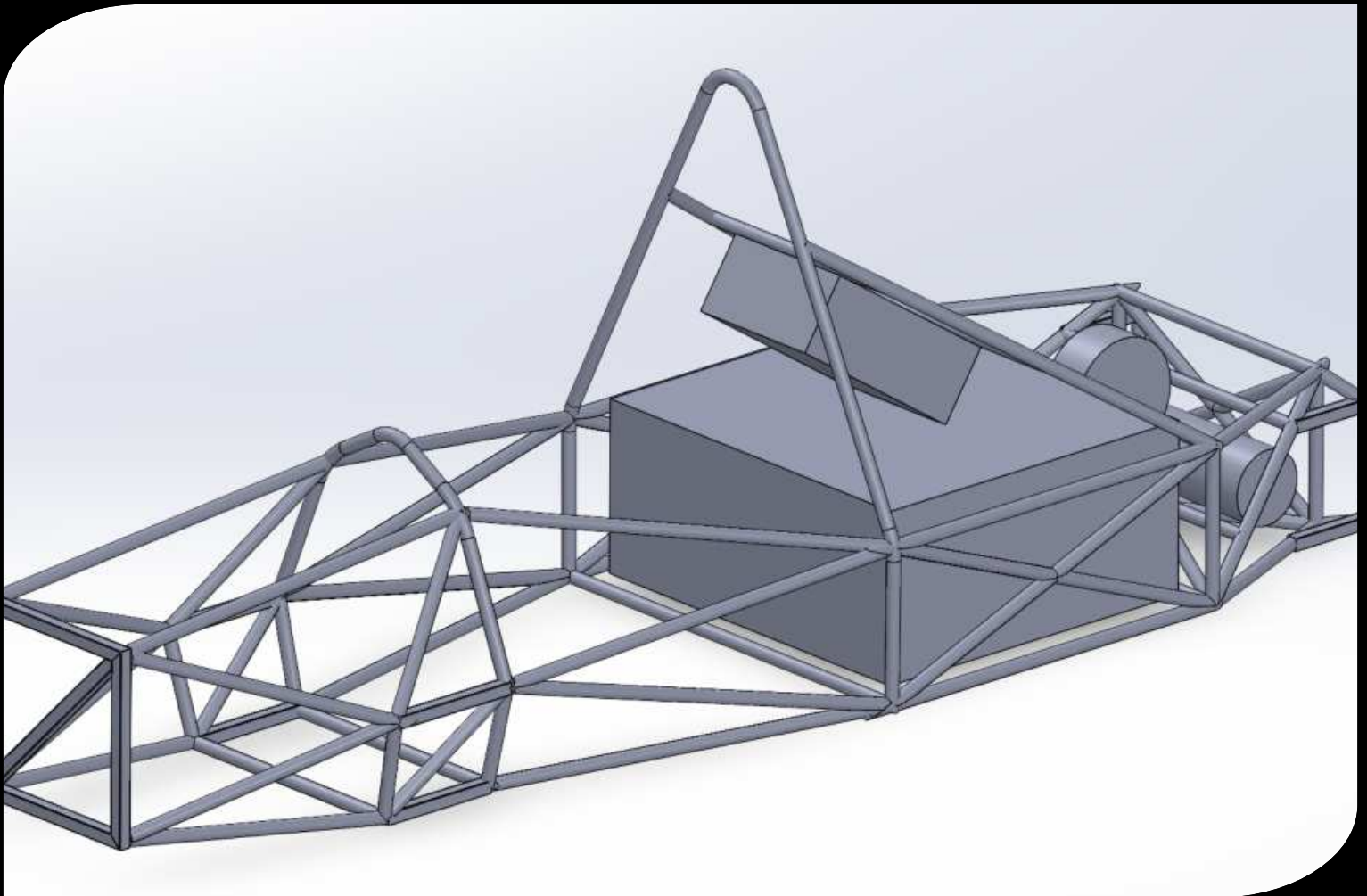
ELECTRIC



SPONSORSHIP PACKAGE

FORMULA SAE

Ravens Racing Electric is a student-led team of volunteers at Carleton University that designs and manufactures a racecar to compete in the Formula SAE Series. The REV-001 is Ravens Racing Electric's first race car that we are building to compete in FSAE events. These events are organized annually by the Society of Automotive Engineers (SAE). Formula SAE is a student design competition where university teams from around the world compete against each other. The concept behind Formula SAE is that a fictional manufacturing company has contracted a design team to develop a small formula-style race car. The car's performance is evaluated through both static and dynamic events. The Formula SAE Series has been running since 1981, and features events in the United States, Canada, Brazil, United Kingdom, Germany, Italy, Japan, and Australia



SPONSOR BENEFITS

Sponsoring Ravens Racing Electric allows students to use their skills on real-world engineering problems, giving them the opportunity to develop their competencies outside of the classroom. Working with advanced equipment and materials, as well as building collaboration and communication skills throughout a multidisciplinary program, gives students the chance to gain professional attributes before entering the work force. Additionally, your organization will have access to exclusive benefits to enhance your brand awareness and promotion. Depending on your contribution, whether monetary, parts, or services, the following benefits are available.

Sponsor Tiers	Bronze	Silver	Gold	Diamond	Ruby
Value (Monetary/parts/services)	0-\$200	\$200-\$2K	\$2k-\$5k	\$5k-\$10k	\$10k +
Company Banner at Competition					✓
Honorable Mention in Public Outreach				✓	✓
Logo on Official Team Shirt			✓	✓	✓
Logo on Car		8 in	12 in	18 in	24 in Colour
Logo on Sponsor Banner	✓	✓	✓	✓	✓
Logo/Name on Website	✓	✓	✓	✓	✓

VISIBILITY

International Competitions

Formula SAE Michigan - Michigan International Speedway

Formula SAE Michigan is the largest FSAE event with 120 teams competing from universities around the world. The event has two different competitions: the internal combustion class held in May and electric class held in June

Events

- FSAE Michigan
- MCO Autocross
- Local Car Meets
- Sponsor Appreciation Events
- Promotional events on campus visible to 30,000+ student population



Media Visibility

- Annual unveiling of new vehicles with media visibility
- Full social media visibility for all events and promotions; Team Website, YouTube, Facebook, Instagram, Tiktok



SPONSORSHIP CYCLE

The Formula SAE competition requires an entirely new car to be manufactured every year to compete. Additionally, the team is developing a new IC car using a different engine platform and starting the design of an EV vehicle. As such, the team will not be attending Formula SAE Michigan in an official capacity for the 2026 season, instead focusing on the development of the new REV-001 platform.

Contributions made allow us to build out our designed components, including the frame, suspension pieces, and aerodynamics package. This in addition to affording us the ability to obtain common off the shelf components and consumables like tires, engine components, paint, nuts and bolts.

Given the differing format for the upcoming years, contributions made between June 1st of 2025 and February 28th 2027* will go towards constructing the upcoming REV-001 which will compete at FSAE Michigan in June 2027. As such, this car, which was developed with the help of your contributions, will be the one to display your logo in accordance with the sponsorship benefit tiers. This timeline is in place so the team has time to finalize the livery, team shirts, and banners.

*We will aim to accommodate any sponsorships after this date if you would still like to contribute to the REV-001, but your logos may not appear on all team branding.

