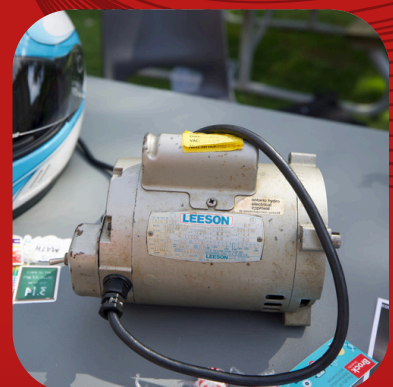




BROCK UNIVERSITY
Formula Racing

**SPONSORSHIP
PACKAGE
2027**



About Us

Brock University Formula Racing (BUFR) is Brock University's first student-led engineering design team, focused on designing, manufacturing, and competing with a fully electric Formula SAE race car while providing students from all disciplines with hands-on experience. As a newly founded team, BUFR brings together students passionate about motorsport, engineering, innovation, and business to build a competitive race car from the ground up and represent Brock University on the international stage.



Why Sponsor Us?

A major goal of the BUFR is to build strong connections with sponsors. Through many different methods of sponsorships, we are able to help your organizations needs. For your contributions, our sponsorship team will work to make an arrangement that will help boost brand reignition and sales. For example, we can:

- **Brand Visibility:** Feature your company logo on our race car, team apparel, website, and promotional materials.
- **Digital Exposure:** Receive recognition across our social media, team announcements, and event coverage.
- **Potential Tax Benefits:** Where applicable, contributions may qualify for a donation receipt through BrockUniversity, subject to applicable regulations.
- **Connect with Students:** Engage with Brock's 19,000+ students, including those in engineering, technology, and business.
- **Support Innovation:** Partner with Brock University's growing engineering community and support hands-on innovation and technical development.

This is just the beginning of what we can do for your company. As a brand-new team, we will be willing to add benefits that your organization may want to our agreement to make sure we both win in the end.

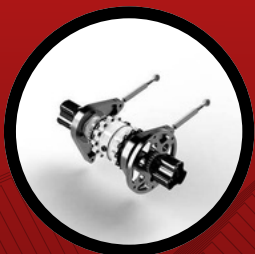
What is Formula SAE

Formula SAE (FSAE) is an international student engineering competition organized by Society of Automotive Engineers (SAE) International. University teams must design, build, test and compete single seater, open-wheel formula style race cars.

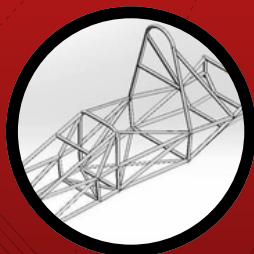


Our Sub Teams

Powertrains



Chassis



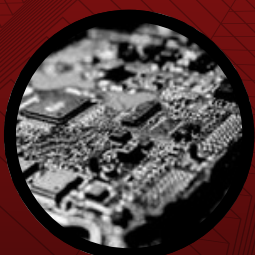
Vehicle Dynamics



Safety



Software & Electronics



Business & Sponsorships



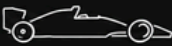
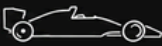
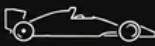
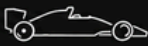
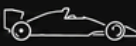
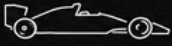
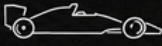
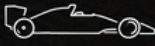
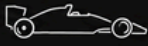
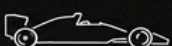
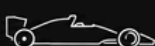
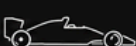
Media & Photography



Our Founding Sponsors



Sponsorship Tiers

	Title Sponsor \$10 000+	Platinum \$5000+	Gold \$3000+	Silver \$1500+	Bronze \$500+
Logo on Website					
Logo on Car	2x XL	XL	L	M	
Logo on Team Apparel	L	M	S		
Social Media Recognition					
Unveiling Event Invites					

We also welcome non-monetary contributions, including products, materials, equipment, services, discounts, mentorship, and other forms of support.

Our team is committed to creating custom sponsorship packages that align with your organization's goals while providing meaningful value and recognition. To explore a partnership or discuss sponsorship opportunities, please contact us at brockuformularacing@gmail.com.

Our Development Plan

PHASE 1

Role Recruitment

Complete

As a newly established team, we are focused on building a strong foundation through recruitment, team development, and establishing the systems needed to design and build our first Formula SAE car.

PHASE 2

Concept & Simulation

In Progress

Our engineering teams will develop the car through research, CAD, simulation, and testing. At this stage, we will work closely with sponsors to source the materials, software, equipment, and expertise needed to bring our designs to life.

PHASE 3

Assembly

Scheduled

Once our designs are finalized, we will begin manufacturing and assembling the car. Sponsor-provided materials, equipment, services, and technical support will play an important role in turning our designs into a functioning racecar.

PHASE 4

Testing & Performance

Scheduled

With the car assembled, we will conduct rigorous testing to evaluate reliability, safety, and performance. Data collected throughout testing will allow us to refine our systems and continuously improve the car.

PHASE 5

Competition & Upgrades

Scheduled

Our goal is to bring our completed car to Formula SAE competitions and represent Brock University on the international stage. As our team grows, we will build on each season's experience, strengthen our partnerships, and continue developing increasingly competitive vehicles.

Contact Us

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