2025-2026
Partnership Packet

@ualbertafsae

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UNIVERSITY OF ALBERTA FORMULA RACING

WHO WE ARE

*The **UAlberta Formula Racing** Team is a student organization hosted by the Faculty of Engineering at the University of Alberta. The team designs, fabricates, and competes with an open wheel electric race car every year. The team is composed of over **100+ passionate students** that come from diverse backgrounds. Despite being an engineering group, we have members from different faculties participate and work towards a single goal, to **WIN**. These diverse set of skills allow the team to compete against the top teams all over the world.*

WHY SUPPORT US?

HIRING

*Supporting our team is a direct investment in **future engineering** talent. Our members graduate with hands-on experience in design, manufacturing, project management, and business operations. Partners gain early access to a pipeline of **highly skilled, career-ready students** who have proven their ability to solve real-world problems under pressure. Many of our alumni have gone on to work at top engineering, automotive, and tech companies some even at the firms that once sponsored them.*

EXPOSURE

*Your brand won't just sit quietly on a banner. Our car and your logo will be **showcased at international competitions, campus events, public demos, and across our growing digital platforms.** We reach thousands of students, professionals, and motorsport fans each year. Whether it's through social media, media coverage, or high-traffic engineering events, we give sponsors visibility that's both meaningful and measurable.*

SOCIAL RESPONSIBILITY

*By backing our team, you support more than just a race car. You're helping students apply their education to a real-world challenge, promoting STEM learning, and contributing to the world's innovation ecosystem. Your support shows a **commitment to education, community, and sustainability** and helps build the next generation of ethical, capable engineers ready to make a difference.*

THE COMPETITION

The Formula SAE electric competition is hosted by the Society of Automotive Engineers International each year at the Michigan International Speedway. Teams from all over the globe compete and share our passion for automotive engineering. The competition consists of dynamic events such as acceleration, autocross, skidpad, and endurance. In addition to the dynamic events the vehicle goes through rigorous engineering scrutiny to ensure safety and for a way to display our engineering expertise. The competition also tests the team's business and managerial skills through events such as the cost report and business case competition. The team's performance through this week is a direct reflection of hard work and dedication spanning years.

This previous 2024-2025 Season UA-25 went on track for the team's first ever Formula Electric Competition winning 24th Overall against 86 registered teams and placing 4th amongst all Canadian Teams

24th Overall
4th Canadian Team

COMMUNITY IMPACT

At the UAlberta Formula Racing Team, we believe engineering is about more than just building fast cars it's about **building community, sparking inspiration, and creating opportunities**. Every project we take on, every student member, and every car we design is part of something bigger: driving **positive change** in the world and beyond.

We're proud to represent through hands-on outreach and public engagement. Each year, we participate in major community events that connect people of all ages to the world of engineering and our team:

- **Horsepower for Hope**: Supporting local families impacted by cancer with an unforgettable car show experience
- **APEGA Science Nights**: Bringing real-world engineering to classrooms and curious young minds
- **Science FUNday**: Inspiring children with interactive STEM demonstrations
- **Annual Car Unveiling**: A celebration of student innovation attended by sponsors, alumni, and the public

OUR ASK

We welcome both in-kind partnerships including parts, materials, machining time, and industry expertise as well as financial contributions. Our partnership packages are simply a starting point, and we're happy to collaborate on a tailored arrangement that aligns with your organization's goals and values.

For inquiries, please continue working with your designated team contact, or reach out to our management team we're here to help.

Stay connected with our journey and see the impact of your support by following us on Instagram @ualbertafsae and subscribing to our monthly newsletter.

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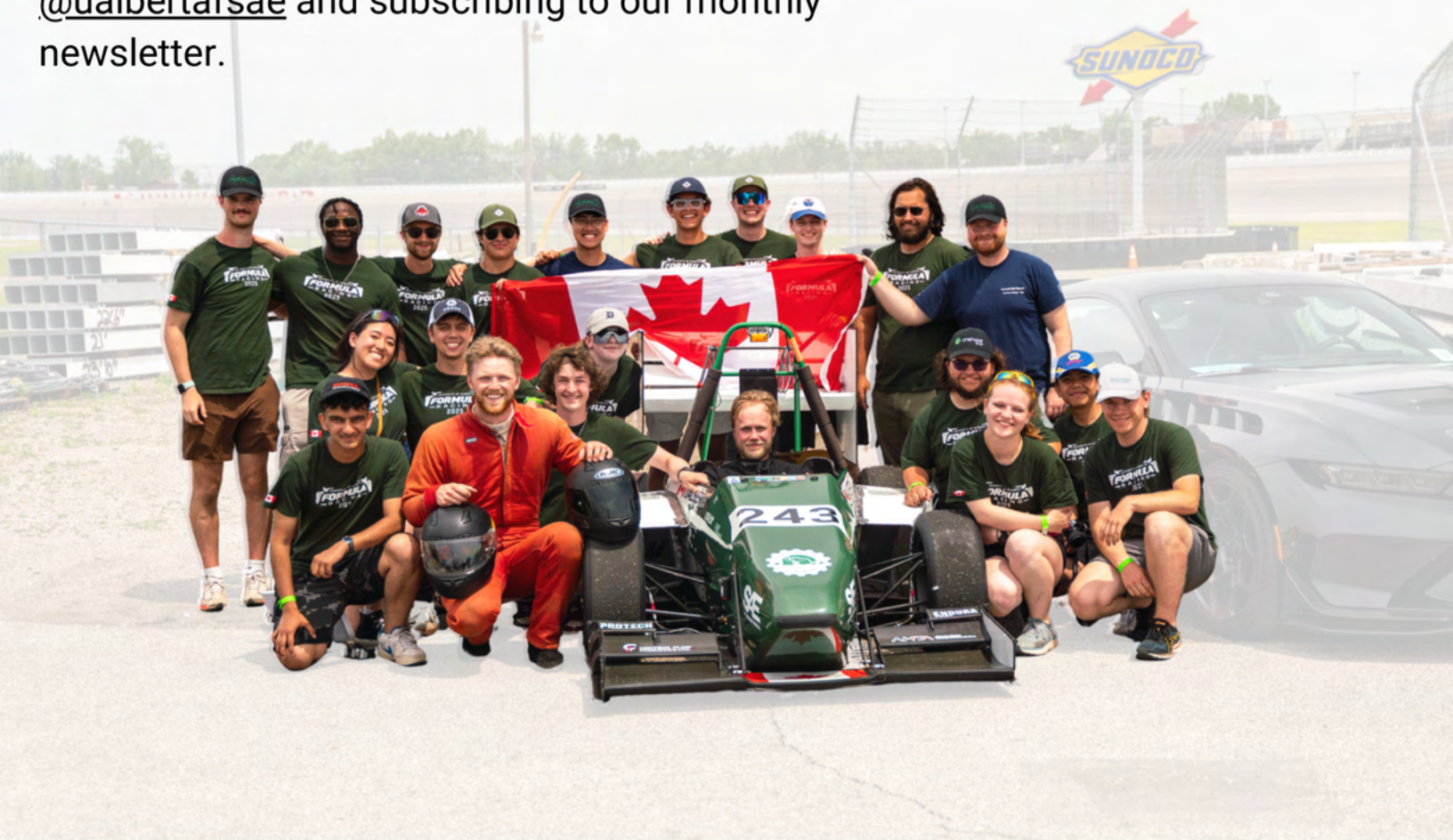

PARTNERSHIP TIERS

Partnership Levels	*Partner < $999*	*Bronze $1000+*	*Silver $5000+*	*Gold $10000+*	*Platinum $20000+*
Website Presence	Name + Link	Small Logo + Link	Medium Logo + Link	Large Logo + Link	Front Page Logo + Link
Newsletter Presence	Name + Link	Small Logo + Link	Medium Logo + Link	Large Logo + Link	Large Logo + Link
Social Media Exposure	Annually	Annually	Quarterly	Quarterly	Monthly
Branding on Team Vehicle	Small Name	Small Logo	Medium Logo	Large Logo	X-Large Logo
Branding on Team Merchandise		Small Name	Small Logo	Medium Logo	Large Logo
Event Invites	✓	Free Admission	Free Admission	Free Admission	Free Admission
Season Report		✓	✓	✓	✓
Access to Team Resume Book			✓	✓	✓
Team Recruitment and Networking				✓	✓
Team Appearance at Corporate Event					✓

*** Certain Team Apparel would only feature Gold and Platinum Partners
** Benefits and Involvement are flexible towards partner's needs
* All values listed above are in Canadian dollars (CAD)

THANK YOU

We appreciate you taking the time to consider partnering with the UAlberta Formula Racing Team. Your support plays a vital role in advancing our mission for sustainability, helping develop the engineers and innovators of the future. We are excited about the opportunity to collaborate and create a partnership that benefits both of our organizations.

If you have any questions or would like to know more details about our partnership opportunities, please don't hesitate to reach out to our team we would love to connect. Once again, thank you for considering the UAlberta Formula Racing Team. We look forward to building a strong and enduring partnership that drives success for both of us.

"Special thanks to our previous and current partners. We can not achieve innovation and greatness without your support."

-UAlberta FSAE

TESLA

EVONIK
POWER TO CREATE

FACULTY OF ENGINEERING
UNIVERSITY OF ALBERTA

FLUKE

ARGUS
Manufacturing Intelligent Solutions

VECTOR

BOUNDARY

VI-GRADE

Universe MACHINE CORPORATION

GENE HAAS FOUNDATION

Swagelok

HUMANETICS

C-FER Technologies
A SUBSIDIARY OF ALBERTA INNOVATES

Fatels Fabrication

AMTA
Alberta Motor Transport Association

Altium

Ansys

LIQUI MOLY

CONTROL FLOW HYDRAULICS LTD.

SUB photo

SOLIDWORKS

PROTECH COMPOSITES

ENDURA PAINT