

25

Sponsorship Package



2024 - 25 Season
University of Toronto
Formula Racing

UTFR 
University of Toronto Formula Racing

TABLE OF CONTENTS

- 
- The background of the page is a faded, light blue image of a triathlon bike on a track. The bike is blue and white, with a rider visible in the background. The track is paved and has orange cones. The background is slightly blurred, giving a sense of motion.
- 1** WHO WE ARE
 - 2** HOW DO WE COMPETE?
 - 3** UTFR IN 2025
 - 4** WHY PARTNER WITH UTFR
 - 5** PUBLICITY
 - 6** SOCIAL MEDIA
 - 7** EXPOSURE
 - 8** RECRUITING
 - 9** EVENTS
 - 10** INTERESTED IN UTFR?

W H O W E A R E



U T O O



U T O 8



U T 1 9



U T 2 4

The University of Toronto Formula Racing Team (UTFR) is an engineering design team that functions for a simple purpose; to design, manufacture, test and race fully electric formula style race cars on a yearly basis. For 26 years we have competed against other universities, earning a reputation of ruthless competitiveness, innovative design and unparalleled dedication. These characteristics, coupled with our uncommonly interdisciplinary team, have been a driving force behind our successes.

Being a part of UTFR requires an unmatched level of commitment compared to other design teams. We work year round designing, manufacturing and constructing, testing and finally racing our car. Each member does on average 15 hours of work (often more) for the car each week. The team is committed to achieving maximum performance in competitions and driven by the desire to break boundaries, foster student development and win international competitions.



HOW DO WE COMPETE?

WHAT IS FORMULA SAE?

We compete in Formula SAE/Student competitions. These are the largest engineering design competitions in the world, with over 600 participating universities. Formula SAE is a competitive competition that rewards hard work and ingenuity. Competitions consist of a mix of dynamic and static events including acceleration, autocross fast laps, long distance endurance races, business case presentations and engineering design presentations. Through our 26 year history, UTFR has won three world championships and consistently placed well! Recently, we won the two last Formula Hybrid+Electric New Hampshire competitions (2024 and 2023) and placed top 10 in the 2023 and 2024 FSAE Michigan events out of 79 top universities!

PAST COMPETITIONS



NEW HAMPSHIRE 2024



MICHIGAN 2024



NEW HAMPSHIRE 2023



CZECHIA 2023

UTFR IN 2025

Coming off our back-to-back Formula Hybrid + Electric victories and top 10 finishes in FSAE Michigan, UTFR is eager to continue our successes and continue performing at a high level. That is exactly why we are building off our 2023 and 2024 successes with the most technologically innovative car in UTFR's history: UT25.

POUCH CELL BATTERY PACK

In 2025, UTFR is going to completely overhaul our battery design and manufacturing, fundamentally changing the electrical systems of our car. We are replacing our conventional cylindrical cells with pouch cells while also designing our own battery management system.

IMPROVED PACKAGING
CUSTOM BATTERY MANAGEMENT SYSTEM

REDUCED MASS
REDUCED ENERGY WASTE

INCREASED EFFICIENCY
INCREASED ENERGY DENSITY



MODE-DECOUPLED SUSPENSION

Same technology seen on the
Ford GT MKII, Ferrari and F1 cars

First UTFR car with mode-decoupled suspension

More consistent tire-to-ground contact

More responsiveness

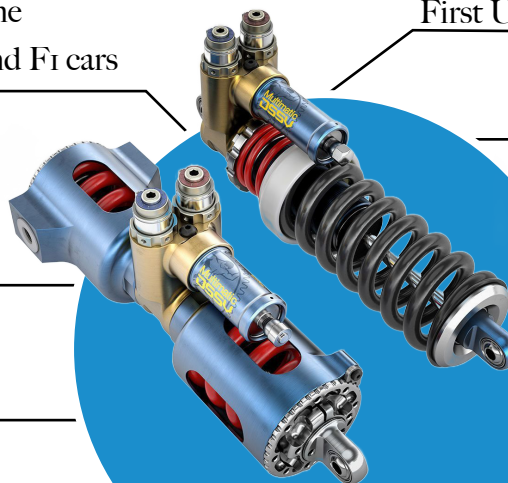
Increased acceleration + cornering

More refined tuning

Increased mechanical grip

Greater control over suspension setups

Increased high-speed stability



UTFR IN 2025

DRIVERLESS

1ST

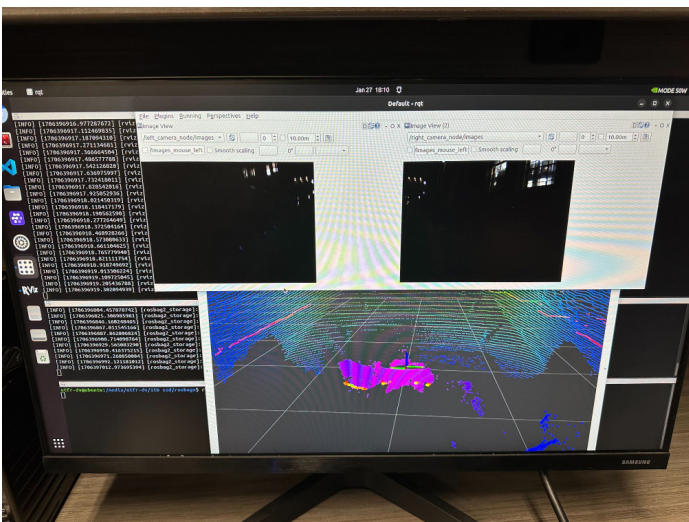
DRIVERLESS FSAE/FORMULA STUDENT VEHICLE IN CANADA

1 OF 2

DRIVERLESS FSAE/FORMULA STUDENT VEHICLES IN NORTH AMERICA

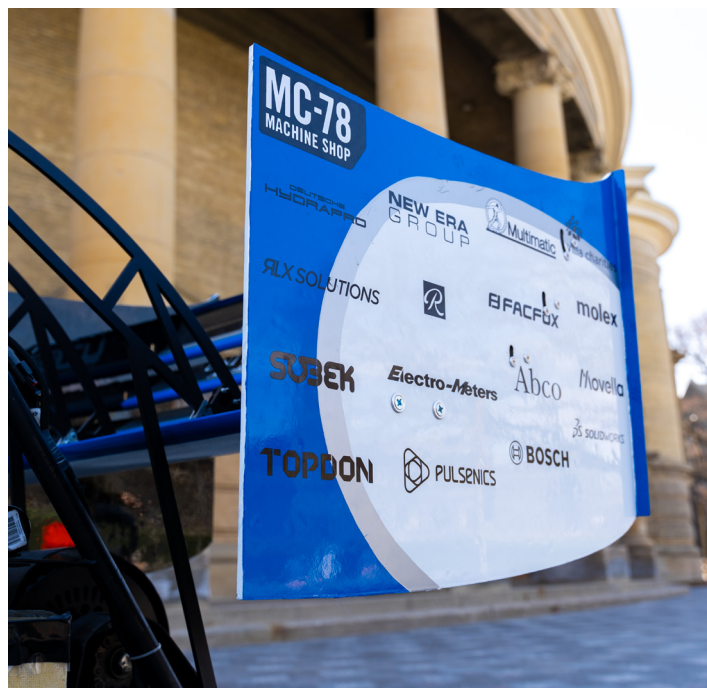
After more than a year of dedicated work, our team successfully achieved the first autonomous run of UT24. This makes UT24 Canada's first driverless Formula Student vehicle. UT24 is also one of only two driverless Formula Student vehicles in North America. This groundbreaking achievement represents a major leap forward in our autonomous systems. As the automotive industry rapidly moves towards autonomous driving, we are committed to pushing the boundaries of this cutting-edge technology. We are further pioneering driverless innovation by working to compete in prestigious autonomous events like Formula Student Germany, and we aim to be at the forefront when driverless competitions are introduced at FSAE Michigan.

DRIVERLESS TESTING



PARTNER SUPPORT

WHY PARTNER WITH UTFR?



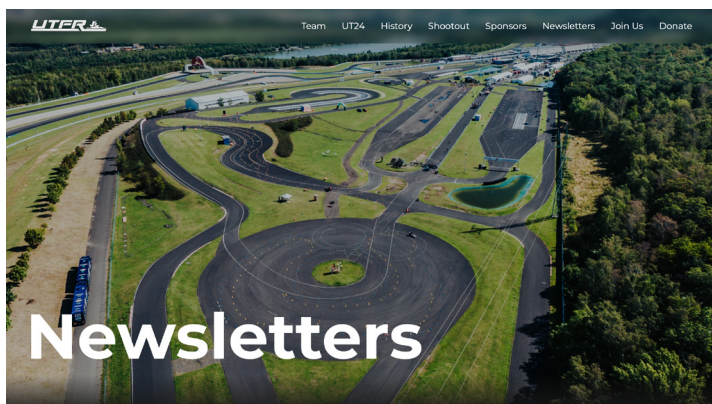
	Affiliate	Bronze	Silver	Gold	Platinum	Diamond
TIER THRESHOLD (\$CAD)	100 +	1 000 +	5 000 +	10 000 +	15 000 +	20 000 +
Invitation to Team Events	X	X	X	X	X	X
Logo on Website + Sponsor Banners	X	X	X	X	X	X
Logo on Car		SMALL	MEDIUM	LARGE	X-LARGE	MASSIVE
Social Media Features			X	X	X	X
Access to Team Resume Book				X	X	X
Networking Event with Team					X	X
Logo on Official Team Apparel					X	X
Team Attendance at Sponsor's Event						X
Website Profile						X

PUBLICITY



BOARDS

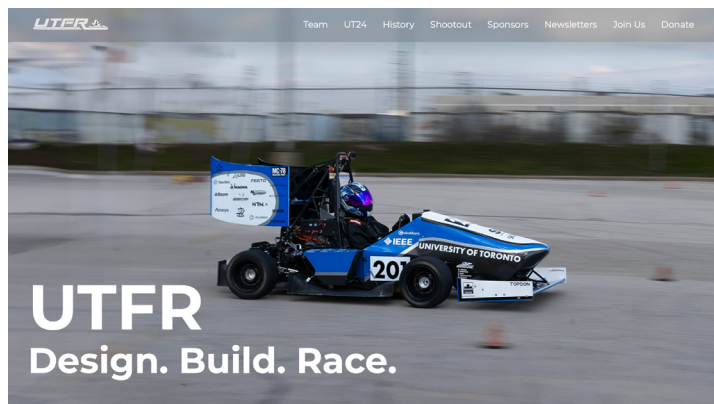
Our promotional boards are brought with us to each event where we are allowed, proudly showing the logos of our supporters. They are set up beside our car and technical information, at the forefront of our display.



Newsletters

VEHICLE

Uniquely designed each year, UTFR liveries are one of a kind. In return for your support, we offer space to display your logo on our vehicle, coming with us to all competitions and events. As our chassis is kept constructed even when the season is finished, your logo will remain on the car forever.



uoftfsae ▾



S O C I A L M E D I A



377
posts

5,218
followers

282
following

UTFR – U of T Formula Racing

We are a University of Toronto student-run design team that builds electric formula cars for FSAE competitions 🇨🇦

Click the link below to join!

5 King's College Rd., Toronto, Ontario

linktr.ee/UTFR

Professional dashboard

10K accounts reached in the last 30 days.

Edit profile

Share profile

Contact



Driverless



Michigan '24



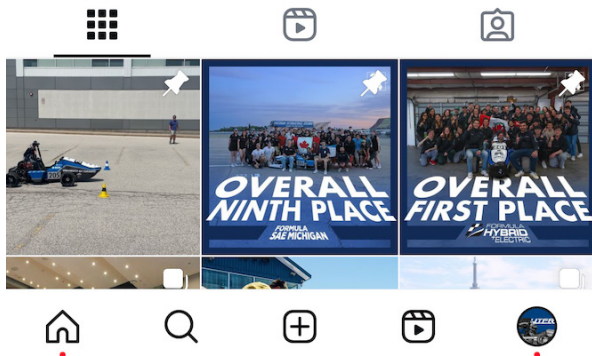
NH '24



FS Czech '23



Michigan

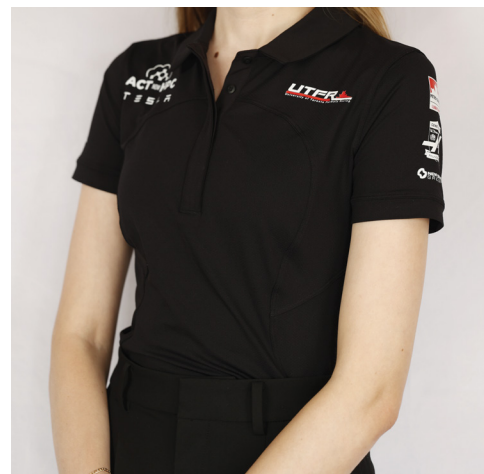


M E R C H A N D I S E

At international competitions, we are proud to represent the University of Toronto and Canada as a whole. With this in mind, we have chosen Canada's beloved athletic company, Lululemon, to outfit the team. The logos of our sponsors can be placed on various articles of clothing which are worn by around 50 of our members at competitions and events, as well as around the UofT campus regularly.



In addition to displaying your logo on our physical items, UTFR will create tailored social media posts outlining how you are helping us and how we are using your support. As of August 2024, our Instagram account has 5000 followers with a year over year increase of nearly 1500! We are the second most followed FSAE team in North America. If you would like to use our partnership for your own promotional material, we are more than happy to collaborate with you. In the past some of our partners have created posts, videos and even a brief documentary about the team!



EXPOSURE

EXPOSURE TO PRODUCT

By supporting UTFR, you will expose your products to some of the University of Toronto's top engineering students through extensive use. With many students spending up to five years on the team, our engineers become intimately familiar with your technologies and products. This immersive experience nurtures a strong bond between our engineers and the products they use, potentially making your product the preferred choice for future products and endeavors.



EXPOSURE TO BRAND

Your support of UTFR will not only showcase your organizations' dedication and innovation but also position you as the driving force between engineering excellence. You will demonstrate a profound commitment to fostering the growth of undergraduate students empowering them to push the boundaries of what students can accomplish. This does not go unnoticed by other University of Toronto students, the University of Toronto as a whole, or by other teams. Through your presence on our sponsorship boards, website, car and merchandise your brand will be exposed to a wide variety of people that will become familiar with your brand.



R E C R U I T I N G

Working with UTFR provides your company unparalleled access to a pool of ambitious, dedicated and high-achieving University of Toronto students. This provides a unique opportunity for recruitment. UTFR is composed of an interdisciplinary team, primarily composed of mechanical, electrical, and chemical engineers but with large numbers of students in engineering science, computer science and commerce.

Through partnering with UTFR, you will be able to directly engage with these students, fostering meaningful connections and relationships that can provide helpful leads for your recruiting process. Many of our sponsors have found successful candidates for positions within their companies through the connections they have made with team members. We are more than happy to connect you with potential candidates within the team as well as coordinate recruitment events.

In the past, UTFR students have been successful in various companies. Members have found employment at Tesla, Multimatic, Williams Advanced Engineering, RedBull Powertrains, Jaguar Racing, Airbus, Litens and Rivian.

TESLA



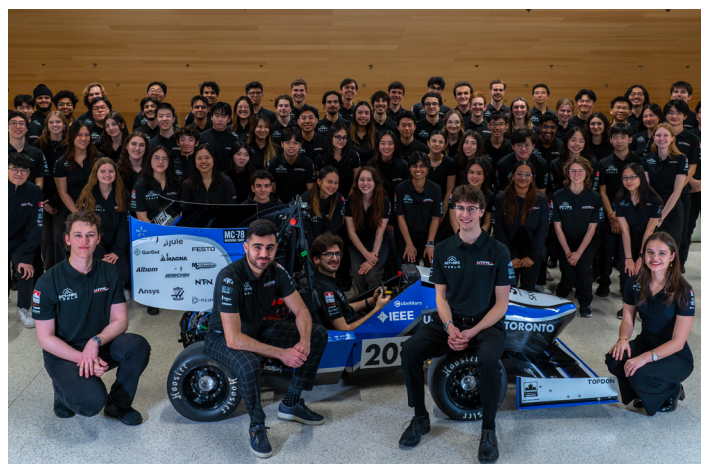
WILLIAMS
ADVANCED ENGINEERING



Litens

E V E N T S

U T F R U N V E I L I N G



Each year in the spring, UTFR unveils its newest challenger to a crowd of hundreds. Hosting an event like this is an enriching experience for our team and allows us to exemplify our community and take pride in our work. Speeches are given by each of our technical directors and the Dean of Engineering. We extend invitations to our sponsors and encourage them to come celebrate with us!

W O M E N I N M O T O R S P O R T S

At UTFR, we are dedicated to furthering gender equality and diversity in the automotive industry. That is why we host an annual Women in Motorsport panel where female automotive professionals come together to talk about their jobs, place in the industry and to network with female students interested in getting involved in the industry.



CONTACT US

**Looking to reach out?
We're looking forward to hearing from you!**

Please email us at: team@fsaeutoronto.ca

For more information, visit www.fsaeutoronto.ca

