

# Sponsorship Package

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*2025 - 26 Season*



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# What is UTFR?

The University of Toronto Formula Racing Team (UTFR) is a student-run engineering team that designs, builds, tests, and races **fully electric formula style race cars** each year. Over our **29-year history**, we have competed against top universities around the world, earning a reputation for innovation, technical skill, and relentless dedication. Our team brings together students from a wide range of disciplines, all working toward a shared goal: to push the limits of what we can achieve. Members contribute **over 30 hours a week on average**, working year round to design, manufacture, and refine the car in preparation for competition. We are driven by a passion for engineering excellence, hands-on learning, and a determination to succeed on the **international stage**.

## Competitions

We compete in Formula SAE and Formula Student, two of the largest engineering design competitions in the world with over **600 participating universities**. These events challenge teams in both dynamic racing events, such as acceleration, autocross, and endurance, and static events including business and engineering design presentations. Over our 29-year history, UTFR has won **three world championships** and consistently delivered strong results. Recently, we won **Formula Hybrid + Electric New Hampshire in 2023 and 2024** and finished **second in 2025**. We also placed fifteenth at Formula SAE Michigan in 2025 out of more than 100 teams, and earned a **top ten finish at Formula Student Czech Republic in 2023**.



UT00



UT25

# Partner Support

Our sponsorship tiers are meant to provide a clear overview of the value and benefits available at each level, but they are not set in stone. We understand that every sponsor has different goals and priorities, and we are always happy to discuss individual terms to create a partnership that works best for both sides.

	Diamond \$20 000+	Platinum \$15 000+	Gold \$10 000+	Silver \$5 000+	Bronze \$2 500+	Affiliate \$500+
Invitation to Team Events	X	X	X	X	X	X
Logo on Website + Sponsor Banner	X	X	X	X	X	X
Logo on Car	Massive	XL	L	M	S	
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 Events	X					
Website Profile	X					
Custom Team Apparel for Sponsor						
Dedicated Website Page Highlighting Sponsor Impact						
Sponsor Banner at Competitions						



# UTFR in 2026

Following a second place finish with UT25 (our 2025 car) at Formula Hybrid + Electric and strong results in Formula SAE Michigan, UTFR is ready to push boundaries and further innovate in 2026. We are building on recent successes with UT26, making **major changes to the car's core architecture and systems**. UT26 marks a significant step forward in performance, innovation, and design as we continue to **raise the bar in electric formula racing**.

## 4-Wheel-Drive

In 2026, UTFR will switch from a single-motor rear-wheel drive package to a **quad-motor four-wheel drive concept**. Each wheel will contain a motor and gearbox assembly, resulting in a minimal and elegant package. This will unlock a whole new domain of performance, as we can **independently control the motor in each wheel**, and use all four tyres to **accelerate and corner faster than ever before**.



## Composite Battery Housing

One of the main goals for UT26 is cutting weight, and a big step toward that is the development of a **composite high voltage battery housing**. UT25's housing, made from aerospace grade aluminum, weighed 13.1 kg. By switching to a **Kevlar reinforced polymer**, we expect to **bring this down to 8 kg**. That is **2% of UT25's total mass** and will most importantly help us build valuable experience with composite materials that we can apply across future projects.



## Driverless

After more than two years of work, our team completed the first autonomous run of UT24, making it the **first driverless Formula Student car in Canada** and **one of only two in North America**. Building on that, UT25 became the **first car in North American history to complete a fully functional driverless run at FSAE Michigan**. It was a milestone not only for UTFR, but for the competition itself.



In 2025, we took UT25 to Formula Student Germany, the most competitive Formula Student event in the world, and made history again. We were the **first North American team to pass driverless technical inspection**, the **first to compete in a driverless event**, and, in our first year as a driverless team, advanced all the way to the **driverless design finals**. Achieving this level of success right out of the gate is almost unheard of, and it showcased both the strength of our system and the dedication of our team. These moments marked a big step forward for UTFR and for driverless Formula Student in North America.





# Why Sponsor Us?

## Publicity

### Vehicle

Each year, UTFR creates a one of a kind livery for our race car. In return for your support, we offer **prominent logo placement on the vehicle**, which travels with us to **all competitions and public events**. Because our chassis remains intact after the season ends, **your logo continues to be seen long after the car's final race**. In the past, we have also gifted full chassis, including the aero package, to loyal sponsors as long term display pieces.



### Display Boards

Our promotional boards travel with us to **every event where permitted**, proudly displaying the logos of our supporters. Positioned next to the car and technical displays, they are **front and center** in our booth.

### Social Media

In addition to showcasing your logo on the car and team materials, UTFR creates **custom social media posts** that highlight your support and how it helps drive our success. As of August 2025, our Instagram account has **6,800 followers**, making us the **second most followed FSAE team in North America**, and we garner **over 240,000 views on Instagram a month**. We are also happy to collaborate with you on your own content. In the past, our partners have produced social media campaigns, videos, and even a short documentary about the team.



## Merchandise

At international competitions and events, we proudly represent both the University of Toronto and Canada with branded apparel through our partnership with Canadian athletic apparel company Lululemon. **Sponsor logos can be featured on apparel worn by over 50 team members** at competitions, events, and throughout the UofT campus.



## Exposure

### Exposure to Product

Supporting UTFR gives your company a **direct line to some of the most driven and capable engineering students** at the University of Toronto. Team members engage with your products through **daily hands-on use**, often over several years. This deep familiarity builds **strong brand trust**, often carrying over into future projects and into the full-time careers of the engineers who graduate from UTFR.

### Exposure to Brand

Your support of UTFR demonstrates a strong commitment to innovation, student development, and engineering excellence. This does not go unnoticed by the broader University of Toronto community or other Formula Student teams. With your logo displayed on our car, merchandise, website, and sponsor boards, your brand gains **valuable exposure to a wide and engaged audience**.







# Recruiting

Working with UTFR gives your company **direct access to a pool of ambitious, focused, and high performing students** from the University of Toronto. Our team is made up of students from across disciplines, including mechanical, electrical, and chemical engineering, as well as engineering science, computer science, commerce, and economics.

Partnering with UTFR allows you to build meaningful connections with these students and tap into one of the university's most competitive and hands-on technical teams. **Many of our sponsors have gone on to hire team members,** and we are happy to coordinate **introductions and recruitment events.**



***UTFR members have gone on to work at leading companies including***



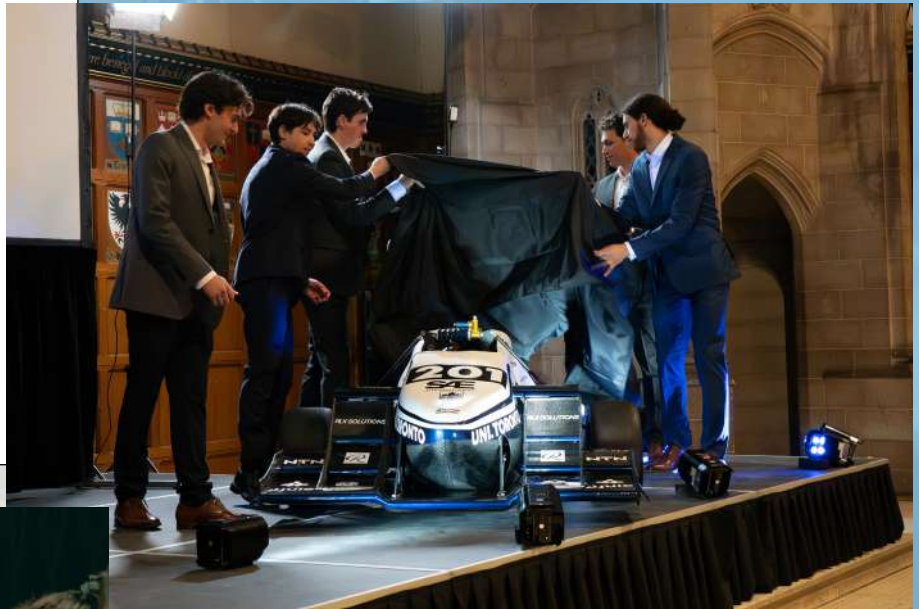
FORMULA ONE® TEAM



# Events

## Unveiling

Each spring, UTFR unveils its newest car to an **audience of hundreds**. This event is a highlight of the year for the team and a chance to celebrate our work with the community. Our technical directors and the Dean of Engineering deliver speeches, and we **invite all sponsors to join us for the occasion**.



## Women in Motorsports

We are committed to promoting **gender equality and diversity** in motorsports and engineering. Each year, we host a **Women in Motorsport panel** featuring female professionals who share their experiences, speak about their roles in the industry, and connect with students looking to follow similar paths.

## External Events

Beyond competition, UTFR regularly showcases our car at **major public events in the Greater Toronto Area**, including the **Honda Indy** and the **Canadian International AutoShow**. These events draw **thousands of attendees** and provide excellent visibility for our sponsors. We also offer the opportunity to **display the car at sponsor-hosted events**, activations, and corporate functions.







# Contact

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