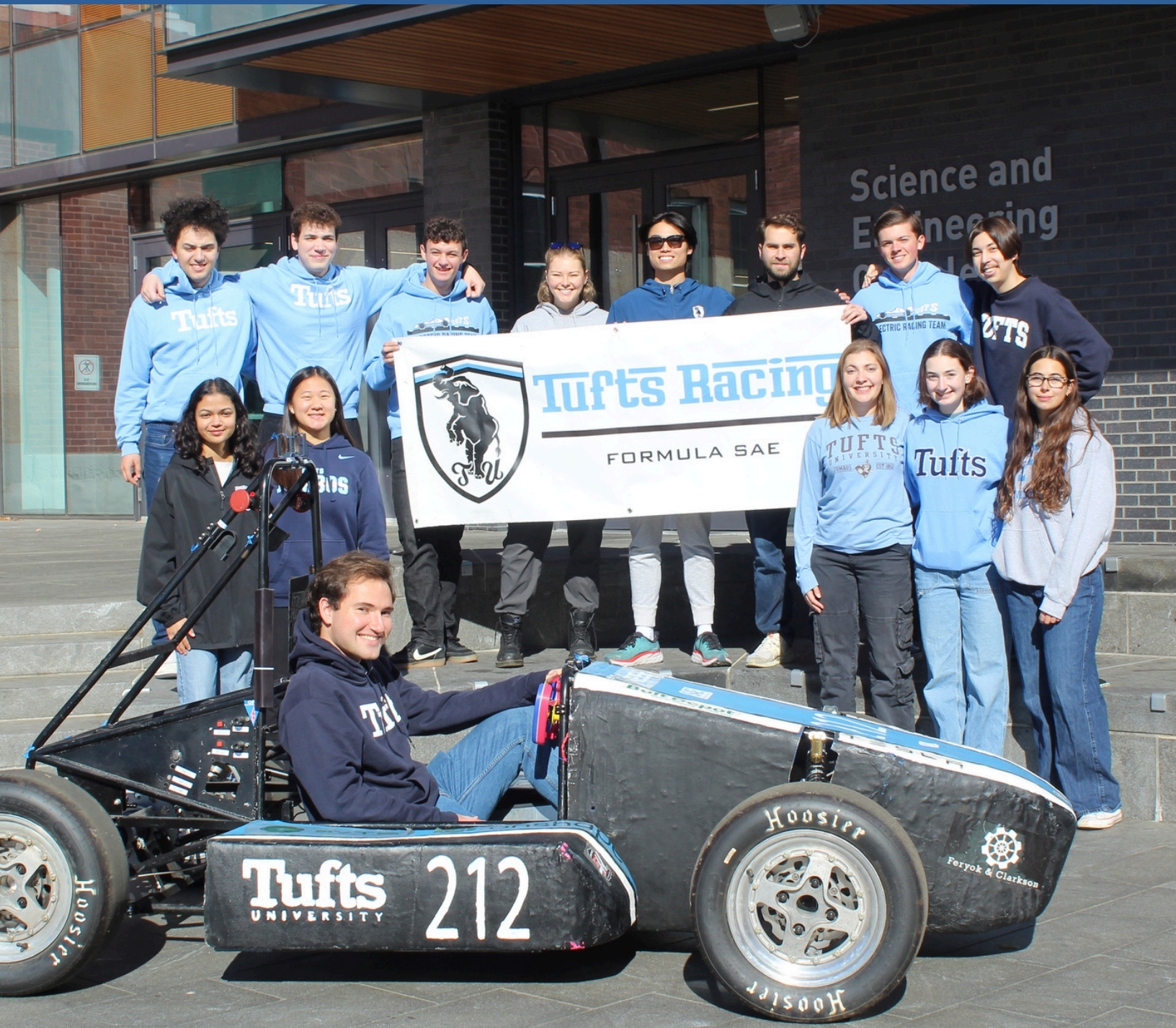




# TUFTS UNIVERSITY ELECTRIC RACING

# SPONSOR HANDBOOK

2024 - 2025



# NOTE FROM OUR CAPTAIN

Dear Potential Sponsors,

On behalf of Tufts Electric Racing, I am excited to present this sponsorship proposal for your consideration. Tufts Electric Racing is a dedicated and passionate Formula SAE team composed of highly skilled engineering students from Tufts University. We are seeking sponsors with forward-thinking companies like yours to support our pursuit of excellence in motorsports and engineering innovation.

We believe that sponsorship with Tufts Electric Racing will give your company a unique opportunity to reach a highly engaged audience of engineering students, motorsports enthusiasts, and industry professionals. We offer a range of sponsorship levels to suit your company's goals and budgets. We look forward to working with you.

*David Litvak*

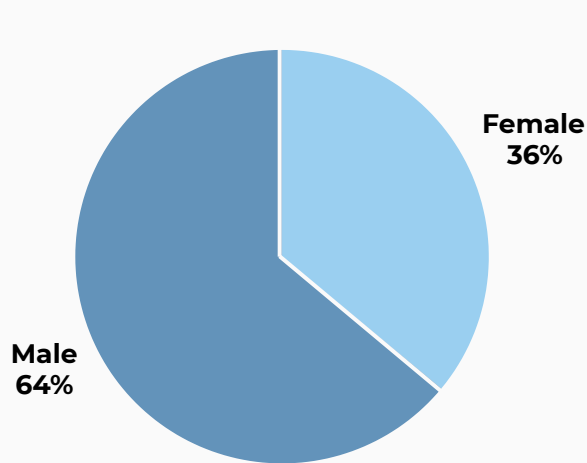
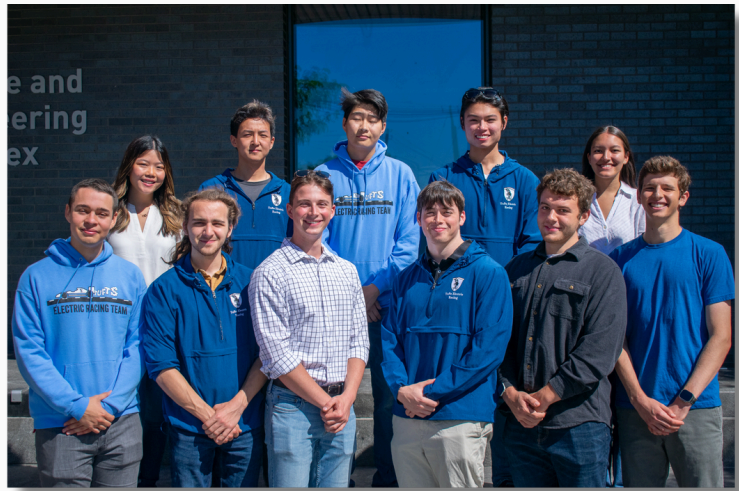
David Litvak he/him

Team Captain, Tufts Electric Racing

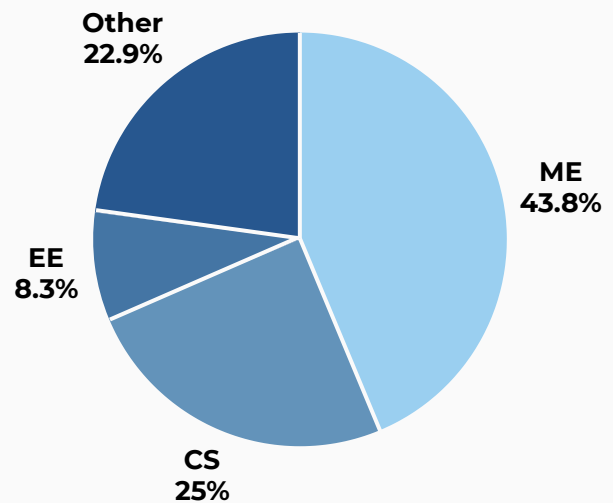


# ABOUT THE TEAM

Tufts Electric Racing (TER) is a student-run organization at Tufts University that designs and **builds an all-electric, formula-style race car** to compete in the Formula Hybrid + Electric competition (FSAE/FHE).



**Gender**



**Major**

TER allows students to pursue and explore their interests in **mechanical engineering, electrical engineering, and project management** outside the classroom. We strive for a **hands-on learning environment** that encourages our team members to apply theory and develop real-world skills.



# THE FSAE COMPETITION

FSAE is an undergraduate design and engineering challenge sponsored by the **Society of Automotive Engineers (SAE)**, in which teams must **design, build, and compete in an open wheel, formula-style racecar.**

Teams compete in a variety of dynamic and judging events, highlighting **engineering research and manufacturing**, as well as **business development.**

**Out of three formula competitions held by SAE, Tufts Electric Racing competes in the Formula Hybrid + Electric Competition.**



**This competition exposes students to:**

- Powertrain electronics
- Automotive mechanical systems
- Project management & collaboration
- Computerized systems control
- Data acquisition

By participating in this highly competitive and challenging event, we aim to **enhance our engineering skills**, foster **teamwork**, and prepare ourselves for **successful careers** in the field of engineering.



# TIMELINE

2008

## FOUNDING

Beginning in 2008 with support from Peter and Denise Wittich Family Fund for Alternative Energy Research, Tufts Racing places second in the "hybrid-in-progress" category of Formula Hybrid.



2010

## HYBRID COMPETITION

After integrating an ICE with the existing electrical foundation from 2009, Tufts Racing competed as a hybrid vehicle, placing 12th out of 19 teams.



2015

## TRANSITION TO EV

With a brand-new electric platform, the team (now Tufts Electric Racing -TER) places first in the electric category of Formula Hybrid.



2019

## OVERCOME ADVERSITY

Following a difficult previous season, TER addressed all shortcomings to fully integrate the high voltage system, placing fifth.



2023

## COMEBACK

Taking a major hit from COVID, the team has grown from 2 to over 20 members. TER has developed the groundwork for success with plans for a fully redesigned electrical system and major mechanical overhaul.



# TECHNICAL PROCESS

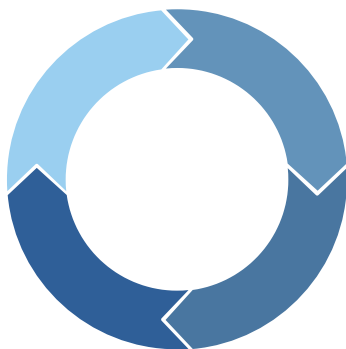
## RESEARCH & DESIGN

Mechanical Design Team:

CAD models & Dynamic/  
Static Simulations

Electrical Design Team:

Schematics for High and  
Low Voltage systems



## REVIEW

Project leads present formal design reviews for additional insight and diverse points of view.

## TESTING

We test all designs using material testing machinery in our machine shop. We supplement this with dynamic vehicle testing to evaluate the car's performance.

## MANUFACTURE

Based out of Bray Labs, TER manufactures our designs in-house. We focus on a precise component layout, practical geometry, and in-shop machining.



# BUSINESS PROCESS

## 1. Team Growth

Enabling students to work within their interests while simultaneously exploring other subteams allows our team to continuously grow and promote learning. Furthermore, full team initiatives encourage a sense of community that allows members to work effectively as a team.

## 2. Financial Development

In addition to the financial stability required by the mechanical team, electrical team, and competition, TER is working to increase financial support for innovative designs and optimization of our racecar.

## 3. Community Engagement

Through various social platforms, our community engagement efforts seek to expand our impact on our university and surrounding community. Through local events and outreach, TER showcases how hands-on learning is an integral part of engineering success.



# WHY SUPPORT US?

Your sponsorship – whether in the form of monetary contributions, materials, services, or mentorship – will allow us to excel in the Formula Hybrid+Electric competition, gain hands-on experience with cutting-edge technology, and **prepare for a future of growth and innovation.**

TER works closely with our partners, whether it be small businesses or multinational corporations, **to develop strong relationships that maximize your return on investment.** Furthermore, we partner with Tufts University to **bring STEM engagement to the surrounding community,** allowing you to have a lasting impact on lives outside of the team itself.



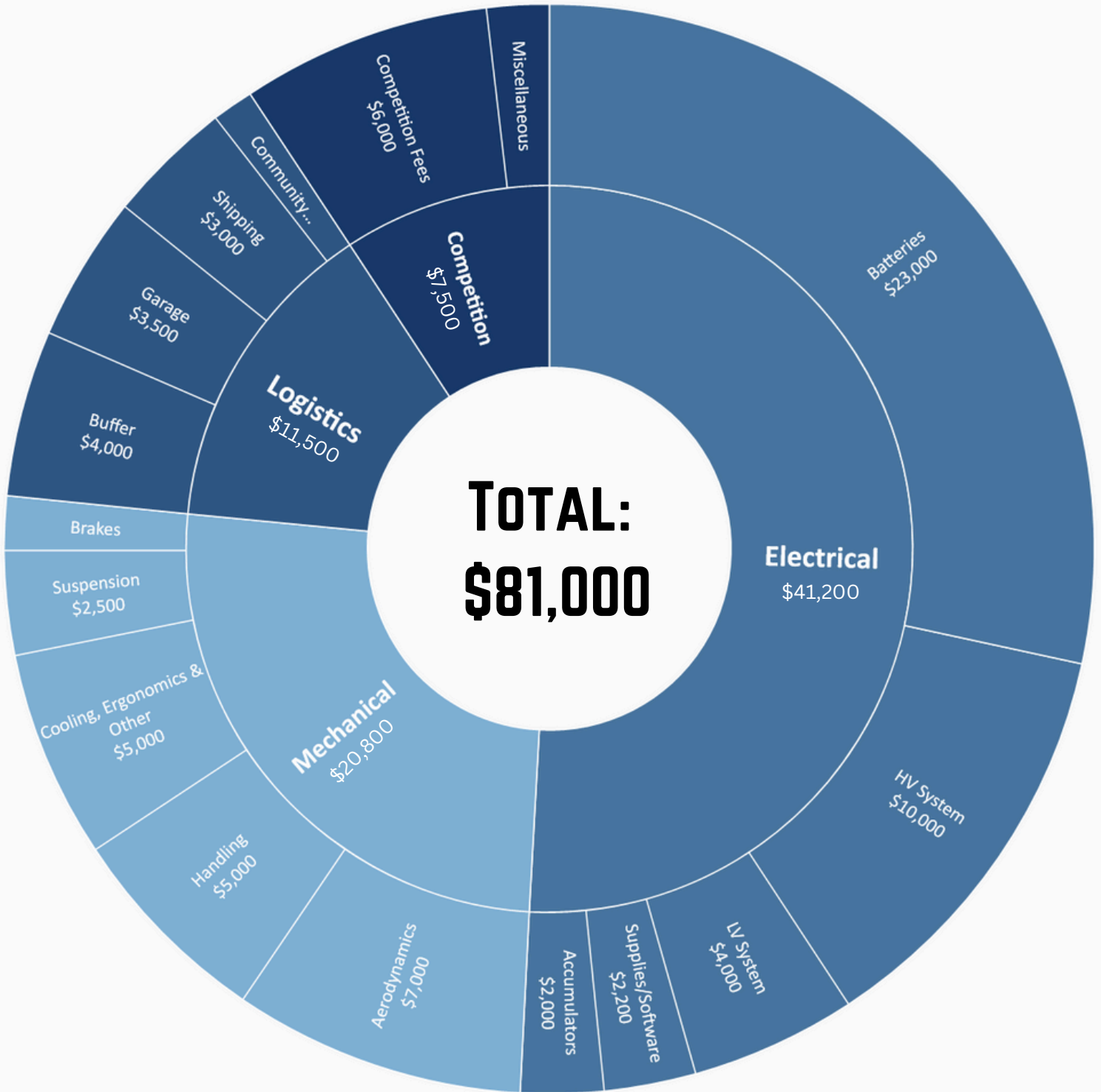
## In sponsoring TER, you will:

- Gain Exposure to Experienced Engineering Students
- Increase Brand Visibility and Outreach
- Showcase Commitment to Engineering Education




























# BUDGET PROJECTION



# SPONSORSHIP PACKAGES

Benefits	Affiliate <1k	Bronze 1k+	Silver 5k+	Gold 10k+	Title 20k+
Invitation to unveiling events					
Honored on Website					
Resume Book					
Logo on Car		<b>S</b>	<b>M</b>	<b>L</b>	<b>XL</b>
Logo on Team Apparel					
Social media/media coverage					
Opportunity for Product Demos					
Priority Logo Placement / Branding					



# SPONSORSHIP PACKAGES

## Custom Sponsorship Packages:

We understand that every sponsor has unique needs and objectives. We are open to discussing custom sponsorship packages tailored specifically to your requirements. We value creative collaboration and will work closely with your team to ensure a mutually beneficial agreement.

For more information about sponsorships please email:  
racing.tufts@gmail.com

## Title Sponsor | \$20,000+

- Priority logo placement on the car and team apparel
- Title sponsor branding on all promotional content
- + Gold Benefits

## Gold Sponsor | \$10,000+

- Prominent logo placement on the race car, team apparel, and website
- Opportunities for product demonstrations and team engagement
- + Silver Benefits

## Silver Sponsor | \$5,000+

- Social media coverage
- Logo on team apparel
- + Bronze Benefits

## Bronze Sponsor | \$1,000+

- Logo placement on the race car, team website, and select team apparel
- Access to team resume book
- + Affiliate

## Affiliate | \$100+

- Recognition in team presentations
- Invitation to unveilings and team events
- Honored on website



# 2023-2024 SPONSORS



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**Engineering**



**Bolt Depot**®  
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Thank you to our current  
sponsors for your support!



# CONTACT INFORMATION



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Designed by Kimberly Eng.

