



# Sponsor Proposal

## Model Year 2027

# Who We Are

Driven by Innovation. Powered by Students.

## Overview:

MIT Motorsports is a student-run team that fully designs, manufactures, and races a new electric Formula-style race car every year. We compete in Formula Hybrid + Electric and Formula SAE Electric – the largest intercollegiate engineering design competition in the world. We are judged on a series of dynamic and static events. The dynamic events include endurance, acceleration, and autocross; in the static events, we are judged on our design rationale, project management, and business presentation skills by industry specialists.



## By the Numbers:

**100+ Members**  
**48% Women**  
**~76% Underclassmen**  
**0-60 mph in 3.4s**

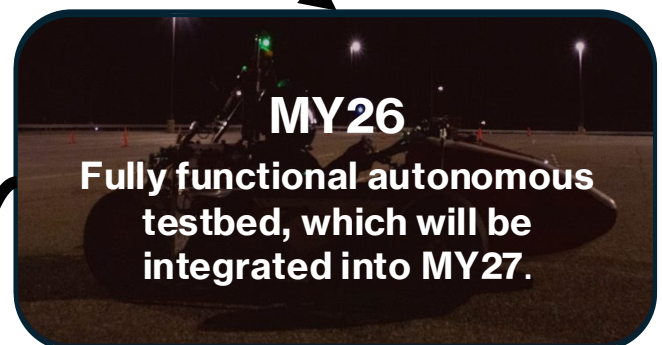
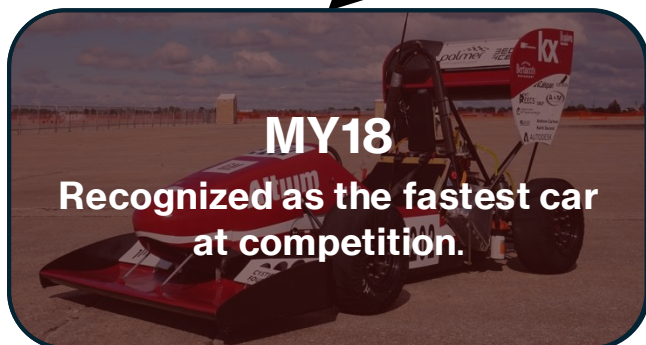
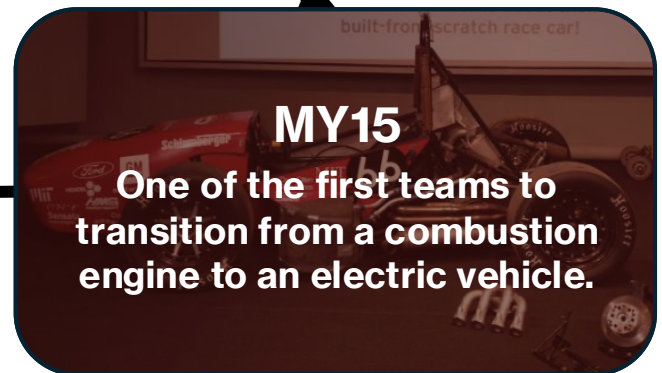


## Highlights:

Since the team's creation in 2001, we have built a notable legacy, moving from internal combustion to highly efficient electric vehicles. Our Model Year 2025 (MY25) car placed 9th out of 86 teams at Formula SAE Electric. At Formula Hybrid + Electric, we placed 1st in the Engineering Design event in MY25 and 1st in Project Management in MY26. Our team is leading the fields of mechanical, electrical, autonomous, and software engineering, requiring immense levels of dedication from members, which is driven by a culture of mentorship, allowing us to cultivate the next generation of industry leaders.

# Through the Years

Pushing the Limits of Performance.



## MY27 Goals:

- First completely autonomous race car at competition.
- Low-mass, high-performance custom inverters in tractive system.
  - Fully custom telemetry system with live data visualization.
- Begin carbon fiber monocoque chassis R&D for future years.

# Sponsorship Tiers

Partner with the Future of Automotive Technology.

## Projected Expenses: \$200,000

As a student-run non-profit organization, the achievements of MIT Motorsports are only possible through the essential support of our alumni, friends, family, and corporate partners. We gratefully accept financial contributions, in-kind technical donations, and gifts directed toward either our expendable or endowed funds at MIT or by check, ACH, or wire transfer.

While the financial support of our sponsors is vital to our operations, we place an equal value on the collaborative relationships we build with our partners. Our tiered sponsorship structure is designed to ensure a meaningful return on investment for your organization—whether through premier recruitment access to our elite talent pool, high-visibility brand integration, or strategic public engagement. MIT Motorsports is dedicated to fostering partnerships that are as rewarding for our sponsors as they are for our team.

|                                     | Title<br>\$50,000+ | Platinum<br>\$20,000+ | Gold<br>\$10,000+ | Silver<br>\$5,000+ | Bronze<br>\$2,500+ | Affiliate *<br>\$1,000+ |
|-------------------------------------|--------------------|-----------------------|-------------------|--------------------|--------------------|-------------------------|
| Invitation to Team Events           | ✓                  | ✓                     | ✓                 | ✓                  | ✓                  | ✓                       |
| Logo on Website                     | ✓                  | ✓                     | ✓                 | ✓                  | ✓                  | ✓                       |
| Logo on Team Apparel                | ✓                  | ✓                     | ✓                 | ✓                  | ✓                  |                         |
| Logo on Car                         | Wing               | X-Large               | Large             | Medium             | Small              |                         |
| Social Media Recognition            | 4x                 | 3x                    | 2x                | 1x                 |                    |                         |
| Team Resume Book Access             | ✓                  | ✓                     | ✓                 | ✓                  |                    |                         |
| Networking Event with Team          | ✓                  | ✓                     | ✓                 |                    |                    |                         |
| Team Attendance at Sponsor's Events | ✓                  | ✓                     |                   |                    |                    |                         |
| Custom Title Benefits               | ✓                  |                       |                   |                    |                    |                         |

\* Recognized as donation instead of sponsorship.

## MY27 Title Sponsorship

As our premier partner, the **Title Sponsor** receives custom-tailored benefits to maximize organization value, such as direct input on race car livery and team apparel, exclusive access to engineering design reviews, and customized promotional campaigns. Title sponsorship also unlocks our most exclusive team experiences, including priority recruitment at the MIT career fairs and expositions, team iMAX race viewings, and VIP trackside access with us at competition. Reach out to learn more!



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# Contact Us

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