



SPONSORSHIP PACKAGE





Ravens Racing is a student team at Carleton University that designs and manufactures a formula-style race car to compete in the Formula SAE Series. Over the past twenty seven years we have put our skills to the test competing in combustion, electric, and hybrid events across North America.

Formula SAE

Organized annually by the Society of Automotive Engineers (SAE), Formula SAE is a student design competition where university teams from around the world compete against each other. The concept behind Formula SAE is that a fictional manufacturing company has contracted a design team to develop a small formula-style race car. The car's performance is evaluated through both static and dynamic events. The Formula SAE Series has been running since 1981, and features events in the United States, Canada, Brazil, United Kingdom, Germany, Italy, Japan, and Australia.

Competition Highlights

Formula SAE Michigan 2024

48th Place Overall out of 108 Teams

14th Place Business Presentation

29th Place in Autocross

30th Place in Cost

39th Place in Skid-pad

9th Lightest Car

Formula SAE Michigan 2023

54th Place Overall out of 120 Teams

1st Place Frame Design

Top 10 in SMI Design

16th Place in Skid-pad

35th Place in Autocross

3rd Lightest Car

Formula SAE Michigan 2019

6th Place Overall out of 108 Teams

2nd Place in Cost Event

2nd Place in Skid-pad

15th Place in Autocross

5th Place in Endurance

11th Place in Fuel Efficiency

7th Lightest Car

Formula SAE North 2019

3rd Place Overall out of 22 Teams

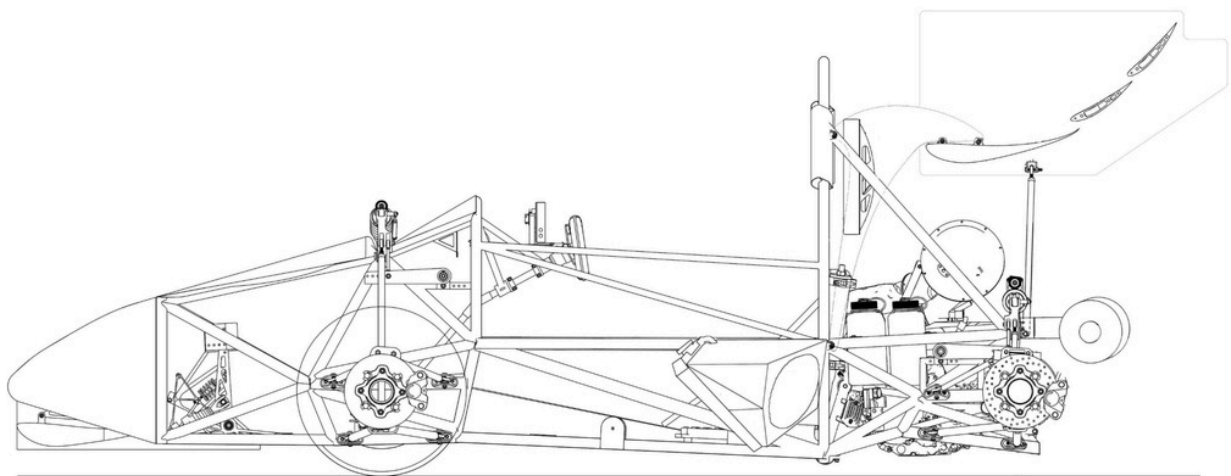
1st Place in Cost Event

2nd Place in Skid-pad

3rd Place in Autocross

2nd Place in Endurance

2nd Lightest Car



SPONSOR BENEFITS

As a sponsor of Ravens Racing, your company will have access to exclusive benefits to enhance your brand awareness and promotion. Depending on your contribution, whether monetary, parts, or services, the following benefits are available.

Sponsor Tiers	<i>Bronze</i>	<i>Silver</i>	<i>Gold</i>	<i>Platinum</i>	<i>Ruby</i>
Value (Monetary/parts/services)	Up to \$500	\$500-\$3k	\$3k-\$7k	\$7k-\$15k	\$15k +
Company Banner at Competition					✓
Honorable Mention in Public Outreach					✓
Logo on Official Team Shirt			✓	✓	✓
Logo on Car		12 in ²	24 in ²	30 in ²	30 in ² Colour
Invitation to Sponsor Appreciation Event	✓	✓	✓	✓	✓
Logo on Sponsor Banner	✓	✓	✓	✓	✓
Logo/Name on Website	✓	✓	✓	✓	✓
Invitation to New Car Unveiling	✓	✓	✓	✓	✓

Visibility

Events which Ravens Racing has attended in the past and intend on attending over the upcoming year are outlined below

International Competitions

Formula SAE Michigan - Michigan International Speedway

- Largest event of its kind with 120 teams competing from universities around the world.
- Holds two competitions, one in May and another in June

Pittsburgh Shootout - Pittsburgh International Race Complex

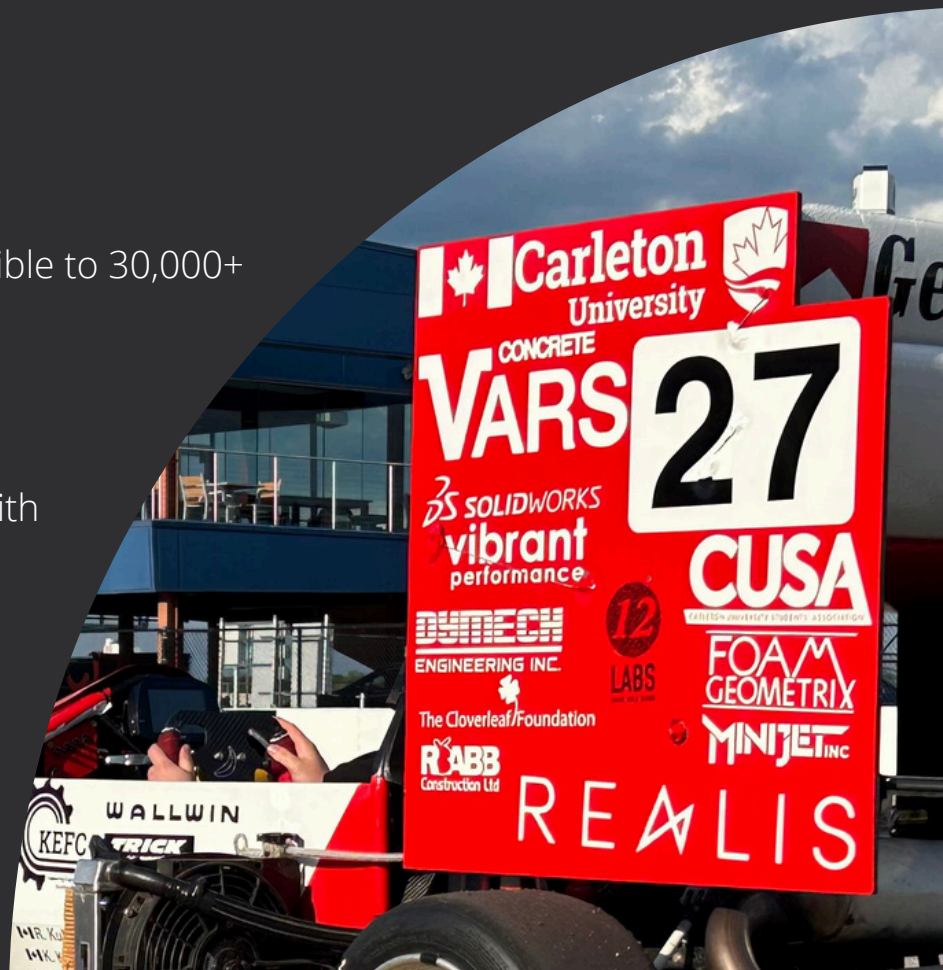
- Features 35 teams from around the world that complete in a one day event

Local Events

- Ottawa/Gatineau International Auto Show
- Ottawa Ferrari Festival
- MCO Autocross
- Local Car Meets
- University of Toronto Shootout
- Sponsor Appreciation Events
- Promotional events on campus visible to 30,000+ student population

Media Visibility

- Annual unveiling of new vehicles with media coverage
- Full social media visibility for all events and promotions; Team Website, YouTube, Facebook, Instagram, Twitter



Sponsorship Cycle

Due to the nature of the Formula SAE competition, every year an entirely new car must be manufactured to compete. This not only requires an extensive amount of design and manufacturing work from our volunteer members, but also a considerable amount of funding to cover materials and processing costs.

Contributions made allow us to build out our meticulously designed components, including the frame, suspension pieces, and aerodynamics package. This in addition to affording us the ability to obtain common off the shelf components and consumables like tires, engine components, paint, nuts and bolts.

Contributions from sponsors between **June 1st of 2024 and February 28th 2025*** go towards building the car of the 2024-25 academic year - the RR25. As such, this car, which was developed with the help of your contributions, will be the one to display your logo in accordance with the sponsorship benefit tiers. This timeline is in place so the team has time to finalize the livery, team shirts and banners.

*We will try our best to accommodate after this date if a sponsor wants their logo on the current years competition car.

