

RIT RACING

SPONSOR PACKET

2024 - 2025



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Dear Sponsors,

On behalf of everyone here at RIT Racing, we thank you for your interest in supporting our team. RIT Racing, the Formula SAE team at the Rochester Institute of Technology, is a collegiate, multidisciplinary, student-run motorsports team. Each year, our team focuses on the design, fabrication, and testing of an open-wheel FSAE race car geared to be competitive against teams from around the world. Our one-year design and build cycle pushes us to be constantly innovating in a fast-paced, team focused environment. As **a registered 501(c) Non-Profit**, all donations go directly to supporting our team.

Here at RIT Racing, we pride ourselves on our ability to give our team members hands-on experience of everything they learn in the classroom in an engaging way. Upon graduating, our team members excel in their careers due in no small part to the years of practical, real-world experience that they bring from their time on the team. Every year, many of our team members are recruited by our sponsors for the experience and talents they developed with us.

After 27 years of making internal combustion cars, RIT Racing made the switch to an electric powertrain in 2019 due to the ever-increasing need for zero-emissions alternatives in the automotive and motorsports industries. This change ensures our team is on the cutting edge of racing technologies.

Over our 33 year history at the RIT, RIT Racing has established itself as a competition-leading team with countless top finishes in competitions around the world. This reached its peak in 2024 with a First Overall Finish at FSAE Michigan 2024, making RIT Racing the best FSAE team in North America! Building this impressive legacy would not have been possible without the help and generosity of our sponsors. With your help, RIT Racing can continue to thrive in competition while simultaneously empowering our team members to become pioneers in their respective industries.

Thank you,

RIT RACING



What is Formula SAE?

The Formula SAE competition is a collegiate competition organized by the Society of Automotive Engineers (SAE) focused on evaluating students and their cars in all aspects of the engineering design process in a series of static and dynamic events. Throughout the competition, student engineers are challenged to use creative problem-solving and critical thinking to develop innovative solutions to the various challenges that arise on the racetrack. Additionally, static events allow students to demonstrate important professional skills such as public speaking, project cost analysis, and design justification. Each event is judged by a panel of industry professionals, and students are given feedback at each step of the way.

Overall, the FSAE competition teaches young student-engineers hands-on lessons that will be used throughout their careers all while fostering an environment of creativity, innovation, and teamwork.

Static events include:

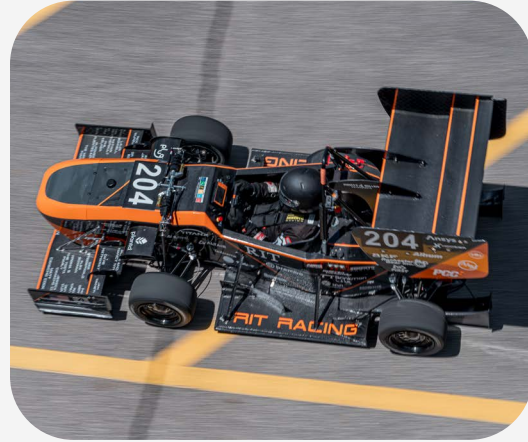
- Business Case Presentation
- Cost Report
- Cost Case Presentation
- Engineering Design Presentation

Dynamic events include:

- Endurance & Energy Efficiency
- Autocross
- Skidpad
- Acceleration Test

First-Place at FSAE Michigan 2024!

After thousands of hours of hard work, RIT Racing won First Place Overall at FSAE Michigan 2024! It was an incredibly competitive field with 76 teams, and we are honored to bring home the trophy. This incredible achievement represents the first win at Michigan in the team's 33 year history.

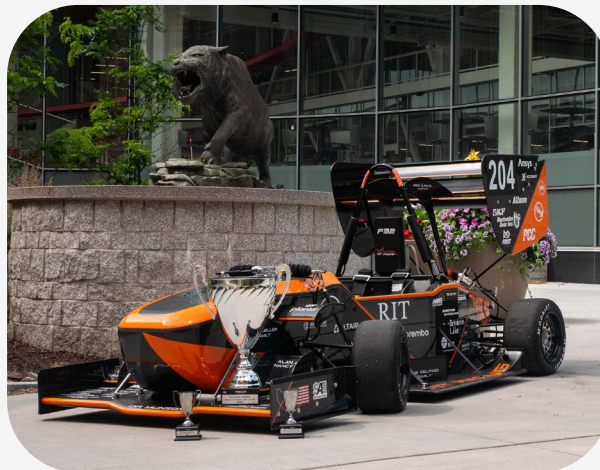


RIT Racing Moves to AWD Hub Motors

In 2019, RIT Racing made the change from an internal combustion powertrain to an electric powertrain in order to ensure the team stays on the cutting edge of motorsports technology. All of the following five electric race cars sported single motor, rear-wheel-drive drivetrains. As the competition continues to grow and our competitors become faster and faster, RIT Racing must continue to push the boundaries. For the 2024-2025 season, we will be making the move to four electric hub motors, making F33 the first all-wheel-drive car in our team's 33 year history. While this will prove to be the biggest technical leap since our change to electric in 2018, this will keep RIT Racing on top and prepare the team for an eventual return to Europe in the coming years.

F32 Technical Specs (2023-2024)

- Power: 107 HP and 177 lb * ft torque
- Weight: 447 lbs
- Downforce (at 65 mph): 423 lbs
- Electronics: Fully In-House Low/High Voltage Wiring Harness, BMS, and Firmware
- Chassis: Full Carbon Fiber Monocoque designed and manufactured in-house



SUPPORTING THE TEAM



Our team's continued success is impossible without the help of the extremely generous companies and individuals who give their support. As a registered 501(c) non-profit, all donations made to RIT Racing go directly to continue our mission to develop the best and brightest engineers. Sponsorships can include but are not limited to direct monetary donations, tooling and hardware, software, discounts on products, and services.

Due to RIT emphasis on its cooperative education program, nearly all of our team members need to do two 6-month internships as a part of their graduation requirements. For our sponsors, this means that our team always has engineers to fill any internship or full-time positions.

The terms of sponsor agreements are negotiated on a per-sponsor basis, but may include:

- Private Recruiting events with your recruiters and our team
- Access to team resumes
- Company logo or Donor name on the car
- Company logo or Donor name on the team's website
- Company logo or Donor name on the team's sponsor shirts
- Invitation to sponsor appreciation nights
- Guided tours of our machine shop
- Personal Invitation to the Unveil of F33 at ImagineRIT 2025
- Shoutouts on the team's social media accounts (Instagram, Facebook, LinkedIn)

For more information and sponsorship inquiries, please reach out to the team at formula@rit.edu

Once again, **thank you** for your support of our team. You make it possible for us to do what we love and learn so much in the process.

Yours Truly,
RIT RACING

