

RIT RACING

SPONSOR PACKET

2026 - 2027



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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 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 constantly innovate in a fast-paced, team-focused environment. **Rochester Institute of Technology and its affiliates are 501(c)(3) tax-exempt charitable organizations.**

Here at RIT Racing, we pride ourselves in our ability to give team members a hands-on experience that brings classroom education to life. Upon graduating, our team members excel in their careers due to years of practical, real-world experience that they gained from their time on the team. Every year, many of our members are recruited by our sponsors because of the experience and talents they develop.

After 27 years of making internal combustion cars, RIT Racing made the switch to an electric powertrain in 2019. This was due to the ever-increasing need for zero-emissions alternatives in the automotive and motorsports industries. In 2024, our team made the switch to four electric hub motors. This made F33 the first all-wheel-drive car in team history.

RIT Racing has established itself as a competition-leading team with four consecutive top ten finishes with our electric cars. This reached its peak in 2024 with a first overall finish at FSAE Michigan, for the first time in the team's history! Following our victory, we continued to push boundaries in 2025, finishing eighth overall at FSAE Michigan with our first-ever hub motor car. Then, in 2026, after making improvements to our Quad Hub Motor platform, we achieved second place overall at FSAE Michigan. This would not have been possible without the help and generosity of our sponsors. With your help, RIT Racing continues 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). It focuses on evaluating students and their cars through a series of static and dynamic events in all aspects of the engineering design process. Throughout the competition, student-engineers are challenged to use problem-solving and critical thinking skills. 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. Additionally, during dynamic events, they are required to develop innovative solutions to the various challenges that arise on the racetrack. Overall, the FSAE competition teaches developing student-engineers hands-on lessons that will be used throughout their careers while fostering an environment of creativity, innovation, and teamwork.

Static events include:

- Business Case Presentation
- Cost Report and RFQ
- Design Presentation

Dynamic events include:

- Acceleration
- Skidpad
- Autocross
- Endurance and Efficiency

Eighth Place at FSAE Michigan 2025

As competition continues to grow more fierce and teams become faster every year, RIT Racing was faced with a decision to continue with our competition-proven single motor design, or take a risk. Two years ago, RIT Racing transitioned to a cutting-edge all-wheel-drive platform, the first in our team's 33 year history. This bold decision ensured that RIT Racing would remain at the forefront of motorsports innovation for generations to come. The move to four independent motors marked the most significant technical leap since our switch to an electric powertrain in 2018.

Second Place at FSAE Michigan 2026

This year marked a historic milestone for RIT Racing, reflecting the dedication, technical excellence, and countless hours our students invested in engineering, manufacturing, testing, and competition. Beyond the result, competition validated key design decisions on our all-wheel-drive platform and provided valuable insight that will guide future vehicle development. This accomplishment would not have been possible without the continued support of our sponsors, alumni, and university community. As we begin development of F35, we are leveraging these lessons learned to continue advancing vehicle performance and provide students with an unparalleled hands-on engineering experience.

F34 Technical Specs

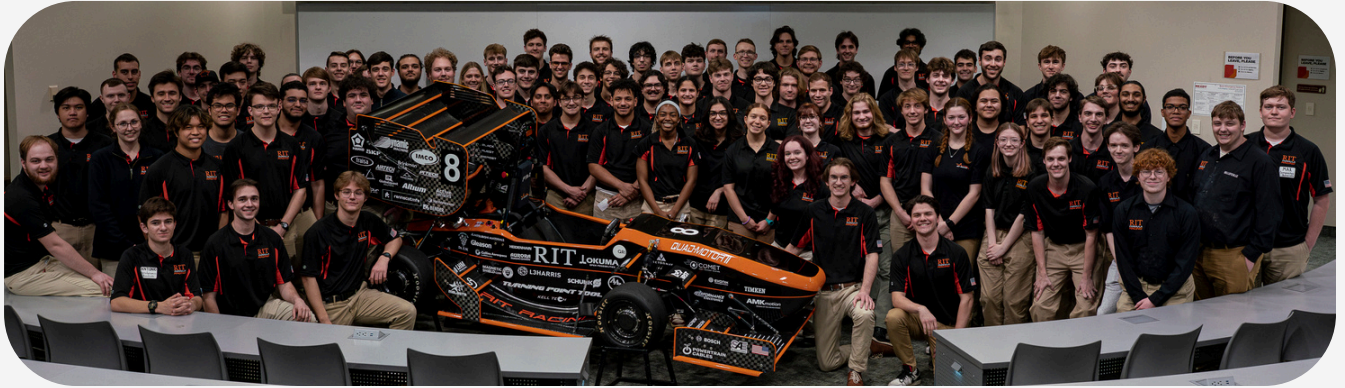
- Power: 800 lb*ft
- Weight: 410 lbs
- Downforce: 575 lbs @ 50 mph
- 1.5 Compound Planetary Gearbox with a 12.97:1 gear reduction
- Tractive Battery: 600 V - 6.80 kWh
- Custom 24 V Low Voltage Battery
- Fully in-house Battery Management System, Power Distribution Unit, and Datalogger
- Custom regenerative braking optimized calipers



Continued Improvements

For the 2026 – 2027 season, RIT Racing will be fully redesigning our carbon fiber monocoque chassis to improve structural efficiency, manufacturability, and subsystem integration. With this change, the vehicle will undergo multiple improvements, including a kinematic redesign and aerodynamic optimization. Updated motors and inverters will also be implemented to enhance drivetrain power and efficiency, thermal performance, and packaging. Additionally, refinements to the driverless steering and braking systems will improve reliability and performance in the driverless dynamic events we intend to compete in.

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) 3 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 internships or full-time positions.

Non-taxable partnerships may include:

- Discounts on products
- The partnership company providing services to the team
- Private recruiting events with company recruiters and our team, with early access for Platinum and Gold sponsors

Companies may fall under the sponsorship hierarchy; however, if they provide any accommodations or support as detailed by the non-taxable partnership section, they will be considered a non-taxable partnership.

Contributor | \$600

- Family or Alumni name on the front wing of the car
- If the donation is not from family or team alumni the company logo will be placed on the team's website

Bronze | \$2,500

- Small logo on the team's car and sponsor shirt
- 2 sponsor shirts for the involved company personnel
- 2 stickers available upon request
- Guided tours of our machine shop
- Personal Invitation to the Unveil of F35 at Imagine RIT 2027
- Company logo or Donor name on the team's website

Silver | \$5,000

- All benefits of the previous tier, plus:
- 3 sponsor shirts for involved company personnel
- Access to the team's Resume Book
- Story shout-out on the team's social media accounts (Instagram & Facebook) on request

Gold | \$7,500

- All benefits of the previous tier, plus:
- Medium logo on the team's car and sponsor shirt
- 4 sponsor shirts for involved company personnel
- Company spotlight in team newsletters
- Priority placement of stickers on the team's vehicle
- Logo placement on exclusive sponsor shirt
- Post on the team's social media accounts (Instagram, Facebook, LinkedIn) on request

Platinum | \$10,000+

- All benefits of the previous tier, plus:
- Large logo on the team's car and sponsor shirt
- 5 sponsor shirts for involved company personnel

For more information and sponsorship inquiries, please reach out to the team at

formula@rit.edu

THANK YOU

Once again, thank you for supporting RIT Racing. Your partnership makes it possible for our team to design, manufacture, test, and compete at the highest level while gaining invaluable hands-on engineering experience throughout the process.

Your support directly contributes to the continued advancement of our vehicle platform and allows our members to develop the technical, professional, and collaborative skills necessary to become the next generation of engineers and innovators.

We are sincerely grateful for the opportunity to represent our sponsors both on and off the track, and we look forward to continuing these partnerships throughout the 2026 – 2027 season.

Sincerely,

RIT RACING



