



MEET THE TEAM



ABOUT US

We are a student organization operating out of UW-Madison's College of Engineering. Every year, our team is tasked with designing and building two vehicles for competition - one combustion and one electric vehicle. These cars compete at international competitions against some of the best universities in the world. Students at Wisconsin Racing consistently push technological boundaries, create designs that remain at the peak of the competition's innovation, and carry these experiences with them to their future careers.

At Wisconsin Racing, we define our successes from our team's core values: learn, have fun, and win. Our engineers work relentlessly throughout the year to solve complex problems, build innovative vehicles, and form friendships that will last a lifetime.

OUR SPONSORS

Our team has a history of achievement in competition. Consistently placing within the top 20 of international universities for the last 30 years takes time and dedication. The dedication we receive from our sponsors makes building these amazing cars possible for our students. In thanks, we proudly represent your company and give back to all our sponsors in many ways.



SPONSORSHIP TIERS

DIAMOND | \$20,000+

- Largest logo on car
- Team can attend company event with vehicle
- Logo on team uniforms
- Logo with hyperlink on homepage of team website
- Dedicated page post on team social media accounts
- See table on page 4 for additional benefits



GOLD | \$5,000 - \$19,999

- 10" color logo on car
- Company meet and greet with the team with a shop tour
- Dedicated story post on team social media accounts
- See table on page 4 for additional benefits

SILVER | \$1,000 - \$4,999

- 6" monochromatic logo on car
- Invitation to unveiling ceremony
- Recruitment packet with resumes from current team members
- See table on page 4 for additional benefits





BRONZE | \$100 - \$999

- Logo with hyperlink on team website
- Contact the team for necessary documents on your tax-deductible donation

CONTACT US

TEAM CONTACT

Email our leaders at:
formula@go.uwracing.com
efformula@go.uwracing.com



SOCIAL MEDIA

Website
www.wisconsinracing.org

Instagram
[@WisconsinRacing](https://www.instagram.com/WisconsinRacing)

Facebook
www.facebook.com/wisconsinracing

LinkedIn
<https://www.linkedin.com/company/wisconsin-racing/>

SHIPPING ADDRESS

1550 Engineering Dr, Room 1063,
Madison, WI 53706

SPONSORSHIP BENEFITS TABLE

	DIAMOND	GOLD	SILVER	BRONZE
Team will attend company event	●			
Logo with hyperlink on website homepage	●			
Logo on team uniforms	●			
Dedicated post on main team social media page	●			
Company shop tour, meet the team	●	●		
Dedicated story post on team social media	●	●		
Access to recruitment packet with resumes	●	●	●	
Invitation to unveiling ceremony	●	●	●	
Logo with hyperlink on team website	●	●	●	●
Logo sizing on car per tier	LARGEST LOGO	10" LOGO	6" LOGO	WEBSITE ONLY

Thank you for your contributions! On Wisconsin!

