



LAST YEAR'S HIGHLIGHTS:

ELECTRIC

1ST DESIGN

2ND AUTOCROSS

4TH SKID PAD

8TH ACCEL

12TH OVERALL

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 a fully electric racing machine. The car competes on an international stage 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 donations 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+

- 12" & largest logo on car
- Largest logo with hyperlink on homepage of team website
- Team can attend company event with vehicle
- *All the benefits of Platinum*



PLATINUM | \$10,000 - \$19,999

- 10" logo on car
- Logo on team uniforms
- Invitation to unveiling ceremony
- Shop tour + company meet & greet
- *All the benefits of Gold*

GOLD | \$5,000 - \$9,999

- 8" logo on car
- Invitation to unveiling ceremony
- Company meet and greet with the team with a shop tour
- Dedicated social media story post (upon request)
- *All the benefits of Silver*





SILVER | \$2,000 - \$4,999

- 6" logo on car
- Invitation to unveiling ceremony
- Resume packet from current team members
- *All the benefits of Bronze*

BRONZE | \$100 - \$1,999

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



CONTACT US

SOCIAL MEDIA

Website

www.wisconsinracing.org

Instagram

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

LinkedIn

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

TEAM CONTACT

formula@go.uwracing.com

SHIPPING ADDRESS

Glenn Bower FSAE
1550 Engineering Dr.
Room M1060
Madison, WI 53706

SPONSORSHIP BENEFITS TABLE

How We Value Our Sponsorships: Every in-kind and cash sponsorship or donations is placed in a tier according to the net monetary value. Software licenses are automatically placed in the gold tier.

	DIAMOND \$20,000+	PLATINUM \$10,000+	GOLD \$5000+	SILVER \$2000+	BRONZE \$100+
Team will attend company event	●				
Logo with hyperlink on website homepage	●				
Logo on team uniforms	●	●			
Post on main team social media page upon request	●	●			
Company shop tour, meet the team	●	●	●		
Story post on team social media upon request	●	●	●		
Recruitment packet with resumes	●	●	●	●	
Invitation to unveiling ceremony	●	●	●	●	
Logo with hyperlink on team website	●	●	●	●	●
Logo sizing on car per tier	LARGEST LOGO	10" LOGO	10" LOGO	6" LOGO	WEBSITE ONLY