

CRIMSON RACING

# 2022-2023 SPONSORSHIP PACKET







## WHO WE ARE

**Crimson Racing** is a student design team established through The University of Alabama's College of Engineering. Students from across UA come together to design and manufacture a formula-style race car from scratch each year. Through this process they apply classroom knowledge to create a race car that is both innovative and effective.

## TEAM MISSION

Since our founding in 2004, our team has **aimed to develop better students** by providing hands-on experience in a competitive environment. Additionally, Crimson Racing strives to **inspire and motivate future generations** of students through community outreach.



## ABOUT THE COMPETITION

Formula SAE competitions bring together students from 120 schools across the world. These competitions put the race cars and the students to the test, allowing them to demonstrate their abilities. Along with the dynamic events testing the car, students engage in knowledge events that test their expertise.

# Our Year in Review



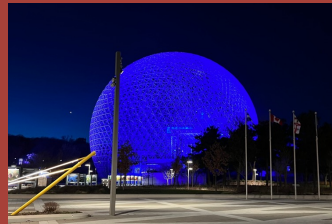
The 2021 – 2022 school year was one of the most successful in our history. We placed 5th out of 100 teams at our competition in Michigan, our best result ever! We also won GM's "Everybody In" award, highlighting our commitment to safety and inclusion. While the year was by no means easy, it was extremely rewarding.



During our first Drive Day with CR21 we were able to complete 3 mock endurance. From that day, we knew this car would be something special.



The team came 3<sup>rd</sup> overall at the Formula South Invitational with CR20. This result was made even better knowing that we were running very old tires.



A few team members drove to Canada, in order to secure the tires we needed to compete after we were left with no other option due to shipping issues and shortages.



Competition put our team to the test. Nothing from extreme weather to tiredness could stop us from working together to achieve success.



Emotions overwhelmed us after we crossed the line for endurance. Few things felt better than seeing all our hard work pay off.

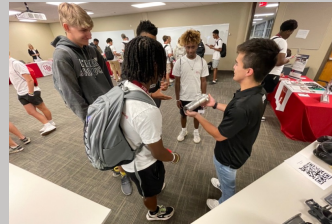


Winning GM's "Everybody In" award for our commitment to safety, inclusion, and an electric future was a great way to end competition.



# Giving Back

We believe that exceptional engineering isn't just something that should be confined to our classrooms, our shop, or even our team members — it must be shared. Through community outreach, Crimson Racing is intentional in engaging and developing future generations of engineers and leaders.



The College of Engineering's "E-Day" allows us to share our passion with local students and our campus.



Crimson Racing hosted a "Women in Automotive Engineering" event open to anyone on campus where women from across the automotive industry discussed their experiences and answered questions.



During "Automotive Days" our supporters get the opportunity to see our car up close and interact with our team members.



Marching in UA's Homecoming Parade alongside our car gives us an excellent opportunity to engage with our community.



During "Learn Twice" Crimson Racing members teach elementary school students about STEM concepts in exciting and engaging ways.

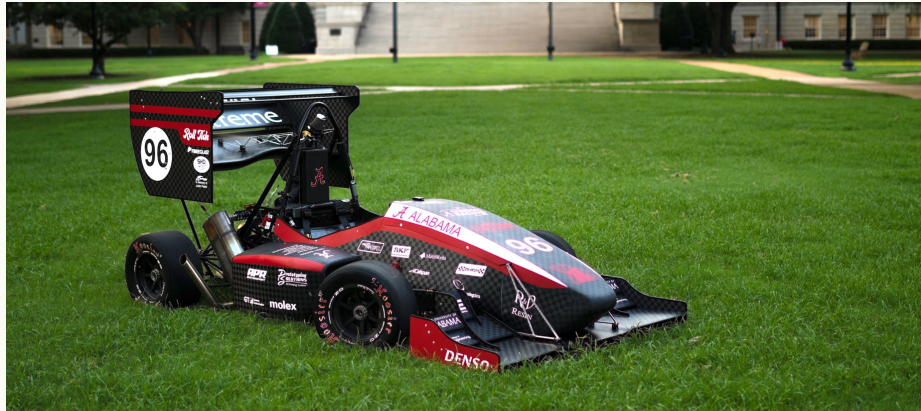


Crimson Racing members meet with local high school students interested in engineering and showed them around our car during SITE events.



# A Shocking Move

Crimson Racing is working on the development of our first electric vehicle!



Our team is now almost one year into the development of our first electric vehicle. While we love the roar of engines, we are extremely excited to explore the potential of electric vehicles. Moving to electric vehicles gives us the opportunity to prove we are one of the best teams in the world, while also giving our members invaluable experience with electric vehicles, which will help them find success on track and in the workplace.

## THE BENEFITS OF GOING ELECTRIC



Our members will develop valuable skillsets by learning to optimize their processes from design through to manufacturing for an EV.



The improved reliability of electric powertrains will allow us to drive even more, helping us to gather data and develop even faster.



Going electric will allow us to continue to improve the sustainability of the team and allow us to further develop the sustainable practices we have implemented.

Want to help propel us into the future?  
Take the next step and become an EV sponsor today!

# Sponsorship Participation

But what would sponsoring Crimson Racing mean for you?  
What would it mean for our team?



Your support of Crimson Racing directly contributes to our goal to grow as students and as a team, helping us move our ideas from the classroom to the tracks and into the minds of future leaders. Sponsoring Crimson Racing is an investment in future careers and helps support a growing community of students, all driven by a common passion.

## AS A VALUED SPONSOR OF CRIMSON RACING, YOU WILL...

**YOUR  
LOGO**

....see your corporate logo proudly displayed on our car, viewed by community members and other formula teams alike.



...have the unique opportunity to engage, communicate with, and recruit students aspiring to be the country's -and the world's - best engineers.



...receive monthly newsletters with updates on our progress.



...make a donation that is TAX DEDUCTIBLE! The University of Alabama is a 501(c)3 organization.

Ready to start your engines and race towards the finish line?  
Before we launch, here's HOW you can make your support official...



# FUND THE FUTURE

We have a range of sponsorship opportunities. Your support will go toward supplies and parts for our car. We also accept in kind donations and personal donations.  
(In kind donations are treated as their equivalent in cash)

Benefits	Sponsorship Levels			
	Bronze \$500 - \$1,999	Silver \$2,000 - \$4,999	Gold \$5000 - \$10,000	Crimson \$10,000+
Tax Deductible				
Logo/Name on Car				
Logo on Team Website				
Post on Team Accounts				
Logo on Team Shirts				
Exclusive Recruiting Events				
Sponsor Highlight on Website				

## MAKE IT OFFICIAL

If you would like to be part of Crimson Racing, please follow the steps below:

- Contact us via email: [sponsorcrimsonracing@gmail.com](mailto:sponsorcrimsonracing@gmail.com)
- Send us your corporate logo
- Then either:
  - Send us a check (Preferred Method):
    - Make the check out to "The University of Alabama"
    - In the "For" section of the check put "Formula SAE"
  - Donate Online
    - Visit [give.ua.edu](http://give.ua.edu)
    - Under "Unit" select Engineering
    - In the "Fund" search box look up "Mechanical Engineering Gift Fund" and select it
    - Fill out the rest of the donation information
- If you donate, please do not forget to send us an email detailing your donation information! Otherwise, we will not receive your donation.

### Donations mailable to Crimson Racing at:

Attention: Crimson Racing  
3043 HM Comer  
245 7th Avenue  
Tuscaloosa, AL 35487

# GET IN TOUCH

## OUR TEAM



Make a pit stop and follow us on our social media accounts! Get updates, progress, pictures and more.

#RaceTideRace  
#CrimsonRacingUA  
#OnlyTheBeginning



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