

GRIMSON RACING

# 2023 - 2024 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 provide our members with **hands-on experience** in a competitive environment. Additionally, Crimson Racing strives to **inspire and motivate future generations** of engineers through community outreach.



## FORMULA SAE®



## ABOUT THE COMPETITION

Formula SAE competitions bring students together 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



Members of our team traveled to Michigan to learn from the EV competition. This provided a unique opportunity to connect with other teams and gave us valuable insight into the making of an EV car.



The team came 1<sup>st</sup> overall at the Formula South Invitational with CR21, our best finish yet!

This was a great opportunity for our new members to gain competition experience.



The Southern Automotive Conference was a great chance for our members to showcase their knowledge to both students and industry professionals alike.



The team was very excited about new member engagement this year, especially with the largest group of new members in team history.



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

# 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 community.



Crimson Racing works alongside UA EcoCar and BamaNSBE at Woodland Forrest Elementary, mentoring students and helping them build Go-Karts.



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



Our members enjoy sharing their knowledge at the Southern Automotive Conference and passing on their passion for engineering to the next generation.



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 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 Media Accounts				
Logo on Team Shirts				
Access to Team Resumes				
Exclusive Recruiting Events				 
Ability to Showcase Car for a Promotional Event				
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:
  - Donate Online (Preferred Method)
    - Visit <https://give.ua.edu/?d=A053DB0A-2043-478B-86EE-9FC8D0F2CEA6>
    - Type your desired donation amount into the box next to "Formula SAE Support Fund"
    - Fill out the "Gist Type" and "Gift Options" sections
    - Fill out any remaining donation information and submit the donation
  - Send us a check:
    - Make the check out to "The University of Alabama"
    - In the "For" section of the check put "Formula SAE"
- If you donate, please do not forget to send us an email detailing your donation information! Otherwise, we will not receive your donation.

Donations payable 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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