

BEARCATS MOTORSPORTS

***AT THE UNIVERSITY
OF CINCINNATI***

PARTNERSHIP PACKAGE



ABOUT THE COMPETITION:

Started in 1981, Formula SAE (FSAE) is an international collegiate engineering competition for student groups who design, build, and race a small, open-wheel formula-style race car. Over 400 teams from universities worldwide participate in races hosted all over the world. We build a completely new vehicle each year, and compete at the annual FSAE competition in May at Michigan International Speedway.



ABOUT THE TEAM:

Bearcats Motorsports (BCMS) is a multi-disciplinary, student-led, organization. BCMS was one of the original founding four teams, playing a direct role in shaping the early identity and standards of FSAE. Each year we continue to build onto the long legacy of the University of Cincinnati's involvement in FSAE.

Our members have the opportunity to grow their engineering, business, design, and leadership skills while building an innovative race car every year. Donations directly support that growth and will help our team meet our goal of building a winning race car this year.



WE HAVE MEMBERS FROM:


University of
CINCINNATI

COLLEGE OF ENGINEERING AND APPLIED SCIENCE

COLLEGE OF DESIGN, ARCHITECTURE, ART AND PLANNING

CARL H. LINDNER COLLEGE OF BUSINESS

OUR SPONSOR BENEFITS:

Name or Logo on the Racecar:

We display all of our partners on our competition vehicle. Logo hierarchy is determined by tier level.

One-Off Personalized Merch Item:

We will create customized merch for you (ex: auto emblems, plaques/trophies, coasters, or apparel).

“Sponsor Highlight” on Social Media:

We will create a video highlighting our partnership. We will work with you to ensure the content aligns with your promotional goals.

Logo on Team Polos:

Your logo will be displayed on our team polos, which are worn at every event.

Thank You Letter &

Signed Team Photo:

Each sponsor receives a thank you letter along with a printed team photo.

Invitation to a Team Event:

Sponsors are invited to our design review, where we present the design of every part on the car.

Name or Logo on the Team’s Trailer:

We have a custom livery, on our 28’ trailer with dedicated space for displaying our partner’s logos. The trailer essentially functions as a large billboard, promoting our team and your brand 24/7.

Access to Team Resume Book:

BCMS is comprised of top-notch students of all backgrounds. Our team resume book gives your company access to our talent for recruiting.



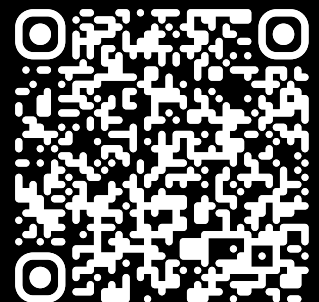
SPONSORSHIP TIERS:

TITLE \$20,000+	GOLD \$10,000+	SILVER \$5,000+	BRONZE \$1,000+	ENTRY \$200+
- One-Off Personalized Merch Item * "Sponsor Highlight" on Social Media * - Name or Logo on the Team's Trailer* - Logo on Team Polos * - Access to Team Resume Book - Invitation to Team Event - Name/Logo on the Racecar (largest) * - Signed Team Photo - Thank You Letter	"Sponsor Highlight" on Social Media * - Name or Logo on the Team's Trailer* - Logo on Team Polos * - Access to Team Resume Book - Invitation to Team Event - Name/Logo on the Racecar (large) * - Signed Team Photo - Thank You Letter	- Logo on Team Polos * - Access to Team Resume Book - Invitation to Team Event - Name/Logo on the Racecar (medium) * - Signed Team Photo - Thank You Letter	- Invitation to Team Event - Name/Logo on the Racecar (small) * - Signed Team Photo - Thank You Letter	- Name/Logo on the Racecar (smallest) * - Signed Team Photo - Thank You Letter

*You will need to fill out a sponsorship form and elect to be displayed to receive any of the starred benefits. Later on you will be sent a contract from the University of Cincinnati to fill out as well. This contract is to clearly define the relationship and what transaction is occurring.

SPONSORSHIP FORM:

<https://app.smartsheet.com/b/form/019e713854d17fe79a39fc252fabe94c>



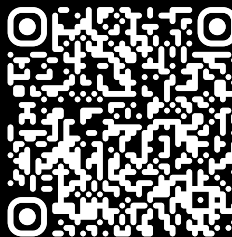
DONATE:

BCMS is a registered 501(c)(3) organization operating through the UC Foundation. We structure partnerships as educational support rather than commercial purchases. In-kind contributions provide partners with tax-deductible value. The UC Foundation accepts online donations and direct checks.



Use the link or scan the QR code below to donate online:

<https://foundation.uc.edu/donate?id=af7775df-b902-41a0-af34-1096bb2a13c9>



Need to discuss sponsorship? Reach out to us on any of our platforms. Find more information on our website: <https://www.bearcatmotorsports.org>

SOCIAL MEDIA:



@bearcats.motorsports



@bearcats-motorsports



@bearcat_motorsports



@BearcatsMotorsports



@bearcatmotorsports

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