

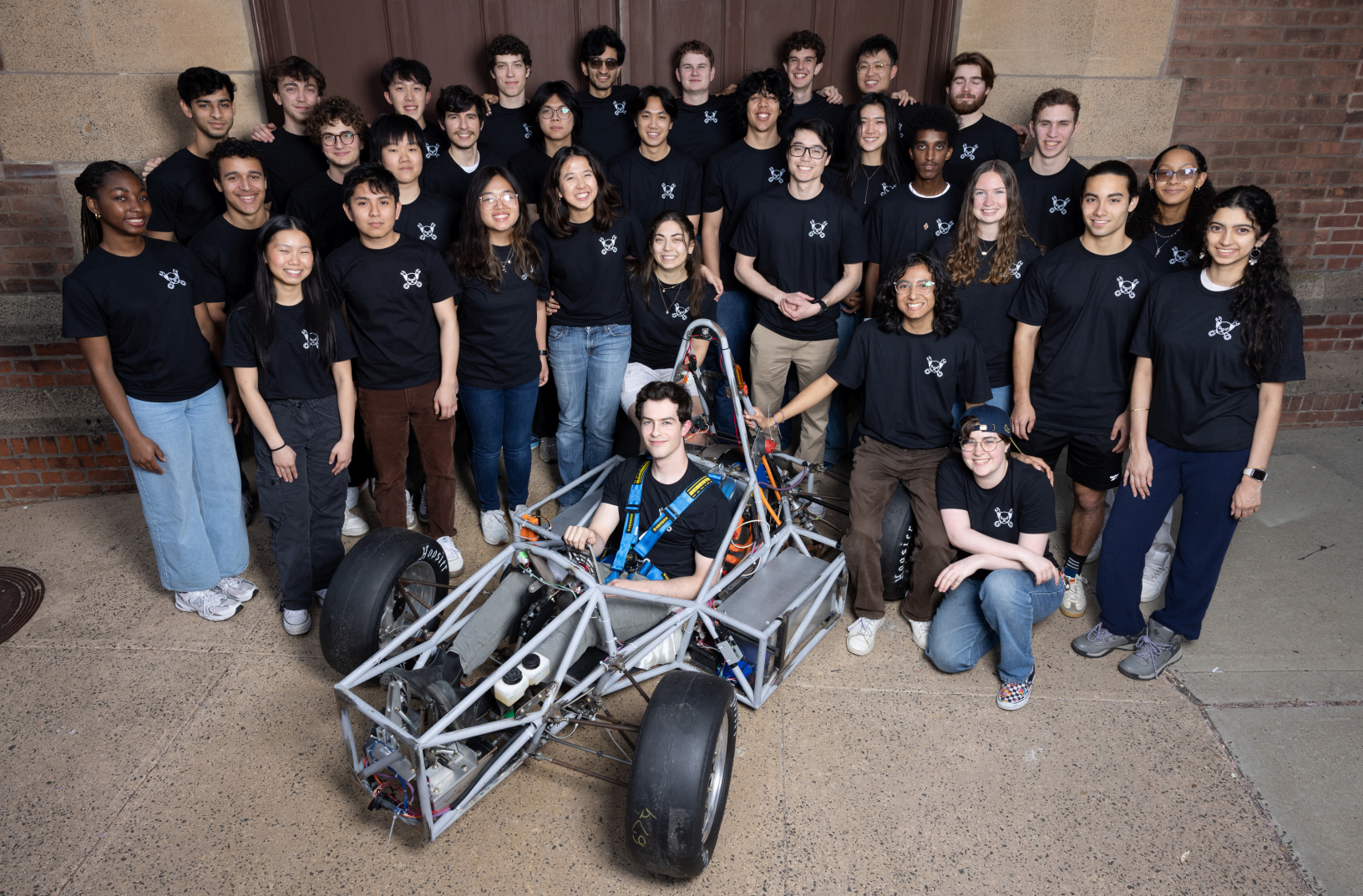
2025 - 2026



BULLDOGS RACING

SPONSOR PACKAGE

YALE UNIVERSITY'S
FORMULA SAE TEAM



ABOUT US

Bulldogs Racing is Yale University's Formula SAE Racing team.

We design and build open-wheel, formula-style, electric race cars to compete in the Formula SAE Hybrid+Electric Competition. With your support, we could be on the racetrack in Spring 2026, making this the fastest design and manufacturing cycle in the club's history.

Since its founding in 2006, the team has consistently trained future leaders in both engineering and business, equipping students with real-world experience that spans technical expertise and strategic management.

2025 - 2026 SEASON

Engineering Goals

Bulldogs Racing will continue to put the finishing touches to the BR25 to meet technical inspection, safety guidelines, and continuously test the car and make upgrades until competition. Engineers are separated into project teams in order to complete all subsystems of the car. The BR25 is the first car built from scratch on Yale's campus since before Covid-19. We aim to have a working car by Spring 2026, conduct a track testing day, and hold an unveiling event. Following the completion of the BR25, design of the chassis, accumulator, and powertrain of the 2026-27 car will begin.

Competition

With the support of our sponsors, we will return to the racetrack in April 2026. Following the completion of BR25, it will race at the Formula Hybrid+Electric competition in Loudon, New Hampshire against university teams from across the United States and beyond. We hope to send between 15 and 20 students.



THE COMPETITION

Formula SAE (Society of Automotive Engineers) is an annual intercollegiate **racing series** that challenges universities from around the world to design and build an open-wheel, single seat race car.

Teams operate like **small-scale race car companies**, taking ownership of all the engineering, fundraising, and management.

An important but often overlooked aspect is **project management**. A race car cannot be built overnight, with countless teams trying and failing to prove otherwise every year.

Teams are **evaluated** on technical inspection, engineering design, cost, project management, race performance, and endurance.



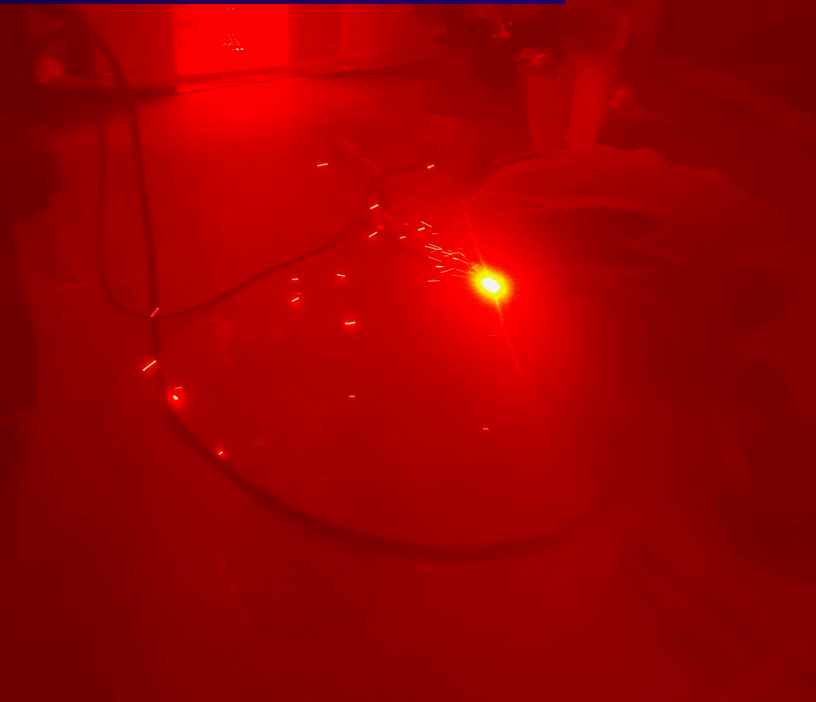
BULLDOGS RACING

HISTORY OF SUCCESS

2025 - 2026

Team Highlights

- **2010** GM Best Engineered Hybrid Systems Award (2nd)
- **2013** Ford Most Efficient Hybrid Award (1st)
Chrysler Innovation Award (1st)
GM Best Engineered Hybrid System Award (2nd)
- **2014** Formula SAE Hybrid (4th)
- **2016 - 2020** First all-electric vehicle built at Yale
- **2023** New Hampshire Motor Speedway Formula Hybrid
+ Electric competition (8th)



ALL - ELECTRIC



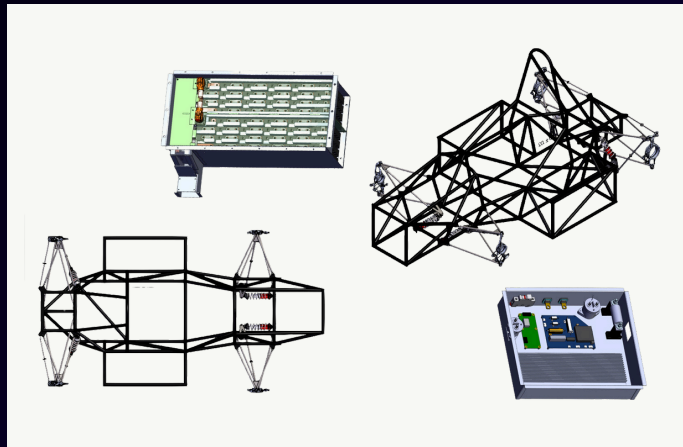
Since 2016, our team has focused on building **all-electric** race cars.

With support from Yale Engineering alumni and Tesla, we use professional grade cells in our design.

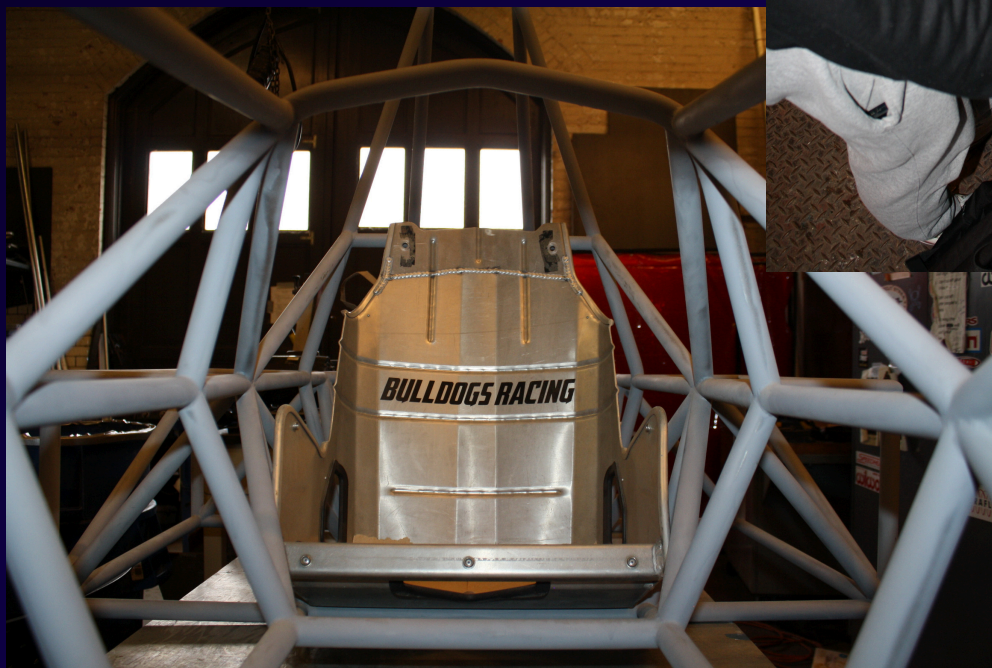


The automotive industry, especially for electric vehicles (EVs), requires well-trained engineers for innovations to make transportation safer, more efficient, and more sustainable.

SPECS - BR25



- **Peak Power:** 92Kw \approx 123 Hp
- **Battery:**
 - 370 V (Peak voltage)
 - 310 A (Peak current)
- **Estimated Top Speed:** 135 km/h
- **Estimated 0-100 kph Time:** 1.99 seconds



PROJECT TIMELINE



SUMMER '25

Manufacturing plans to the car finalized and reworking electrical system designs. Update documentation for project management.

FALL '25

Completing subsystem manufacturing: aerodynamics, suspension, bodywork, cockpit and tractive system completed.

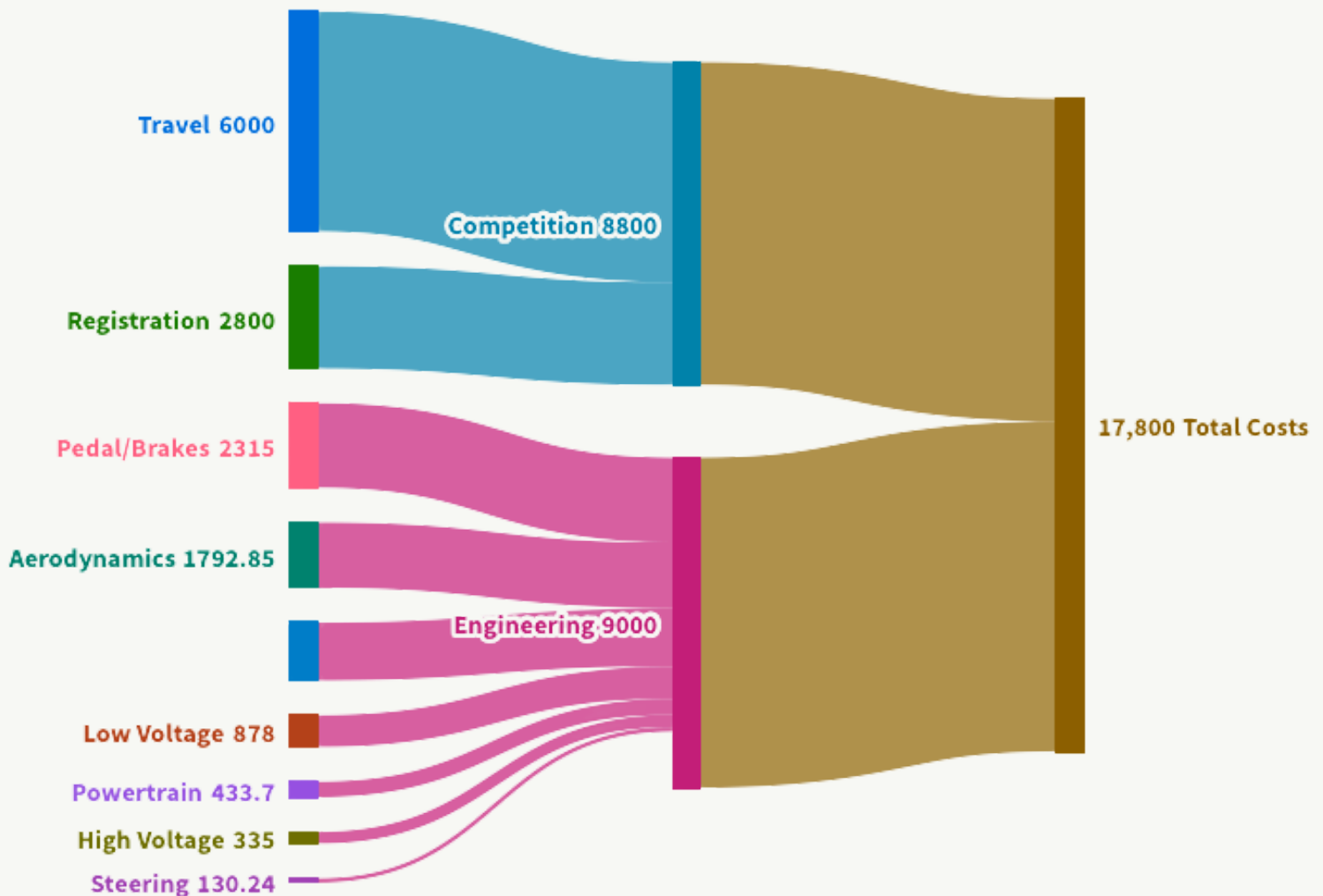
WINTER '25/'26

Control electronics finished.
Preliminary assembly completed.

SPRING '26

Begin design work of BR26 and competition.

SEASON BUDGET



Total Estimated Costs: \$17,800

Main Costs:

- Competition travel and car transport (\$6,000)
- Competition registration (\$2,800)

SPONSORSHIP TIERS

Our project is funded by individual and corporate donors who value innovation, business leadership, and engineering education.

Donations are made in all types and sizes — ranging from cash donations to in-kind donations of parts and services — and every gift is integral to the success of the team.

Benefit	Supporter \$50+	Bronze \$500+	Silver \$1,000+	Gold \$2,500+	Platinum \$10,000+
Logo on Website and Newsletter	XS	S	M	L	XL
Logo on Race Car		S	M	L	XL
Social Media Shoutout		✓	✓	✓	✓
Member Resume Book Access			✓	✓	✓
Team Merchandise				✓	✓
On-Site Car and Garage Tour					✓

Support is tax-deductible through SAE International and a receipt can be provided. Sponsorship will be for the Bulldogs Racing organization and not Yale University.



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