

BULLDOGS RACING
YALE UNIVERSITY FORMULA SAE



SPONSORSHIP PACKET

SEASON XXI

2026 - 2027



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 SAE Collegiate Design Series events. This season, Bulldogs Racing begins an entirely new design cycle—our most technically ambitious car yet—with a phased return to competition: Formula Hybrid + Electric in 2027, followed by Formula SAE EV in Michigan in 2028.

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.

60+

Active Members

200+

Student Sign Ups in 2025

89%

Members in SEAS Majors

20+

Years of Engineering Legacy

THE COMPETITION

Formula SAE (FSAE) is an annual, intercollegiate racing series that challenges universities worldwide to design and build an open-wheel, single-seat race car. Teams operate like small-scale race car companies, taking ownership of the full process: engineering, manufacturing, fundraising, project management, testing, and competition strategy.

An important but often overlooked aspect of FSAE is project management. A race car cannot be built overnight, with countless teams trying and failing to prove otherwise every year. Success requires disciplined planning, technical judgment, financial responsibility, and the ability to turn ambitious ideas into reliable hardware.

Teams are evaluated on technical inspection, engineering design, cost, project management, race performance, and endurance. Roughly 40% of available points come from static events, where judges score the engineering reasoning, business planning, and execution behind the car, not just its speed on track.

That means your sponsorship supports more than parts and materials. It helps Bulldogs Racing operate like a real engineering organization: developing student leaders, strengthening technical capability, and building a car designed to perform, compete, and represent our sponsors with pride.



2026 – 2027 SEASON

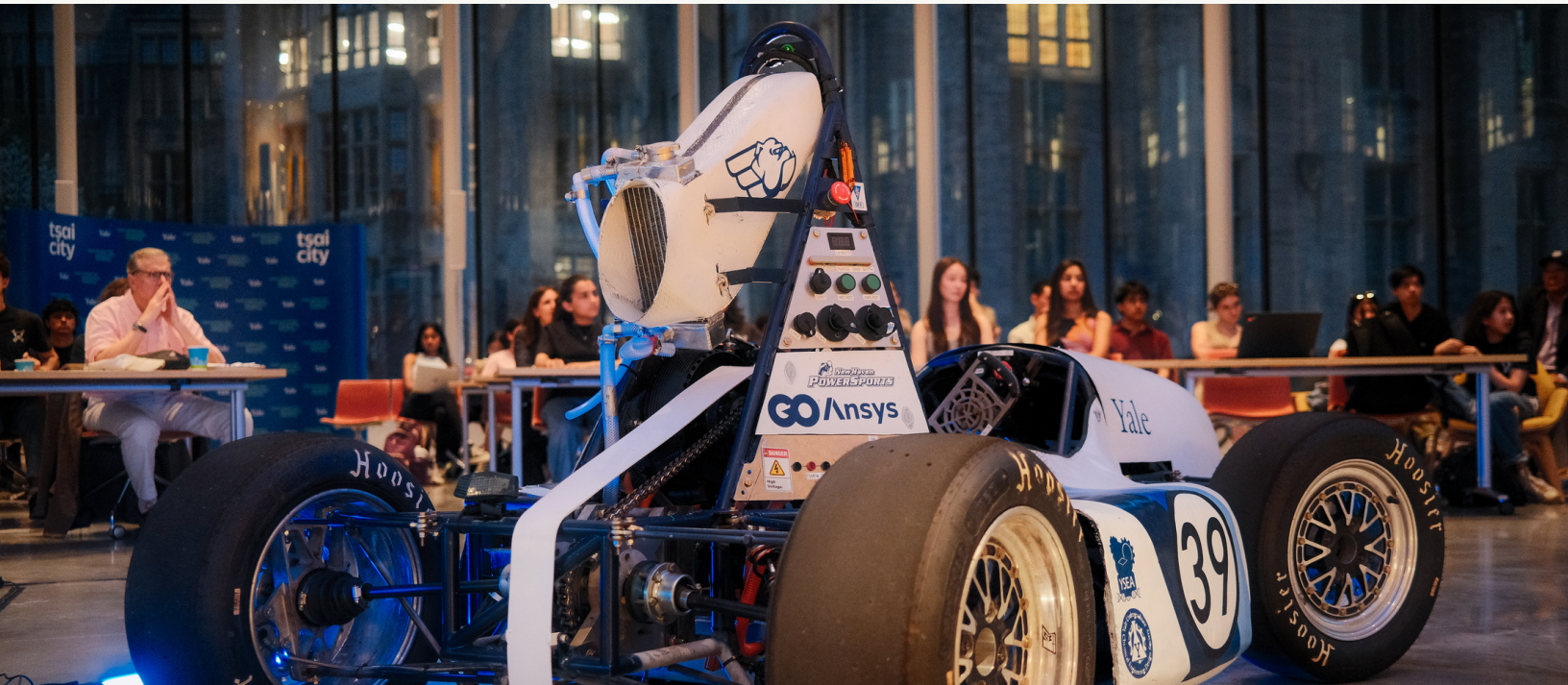
Engineering Goals

This season marks the start of BR27, an all-new, ground-up vehicle built on the technical lessons of the BR25 program. Bulldogs Racing is undertaking an accelerated one-year design cycle aimed at our boldest technical undertaking to date: a discretely adjustable anti-roll bar, carbon fiber control arms, a completely new battery box, and the team’s first-ever front and rear aerodynamic wings.

Competition: A Two-Stage Return

Rather than a single competition push, Bulldogs Racing is ramping up BR27’s competition schedule deliberately as the car matures through its design cycle:

2027 Formula Hybrid + Electric New Hampshire Motor Speedway, Loudon, NH BR27 makes its competition debut, validating the new chassis, suspension, and powertrain architecture.	2028 Formula SAE EV Michigan International Speedway, Brooklyn, MI Bulldogs Racing steps up to the premier stage in collegiate motorsports—competing against top university teams from around the world.
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HISTORY OF SUCCESS

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 Hybrid + Electric 4th Place Overall
- **2016 - 2020** First all-electric vehicle built at Yale
- **2023** Formula Hybrid + Electric 8th Place Overall
- **2026** Formula Hybrid + Electric 6th Place Overall
(Best finish since 2014)



PROJECT TIMELINE



SUMMER '26

Early work on the suspension and chassis design, informed by calculations and simulations from each subsystem.

FALL '26

Focusing on finalizing design work, including a fully detailed CAD model and associated manufacturing plans, the team will finish the project by winter break.

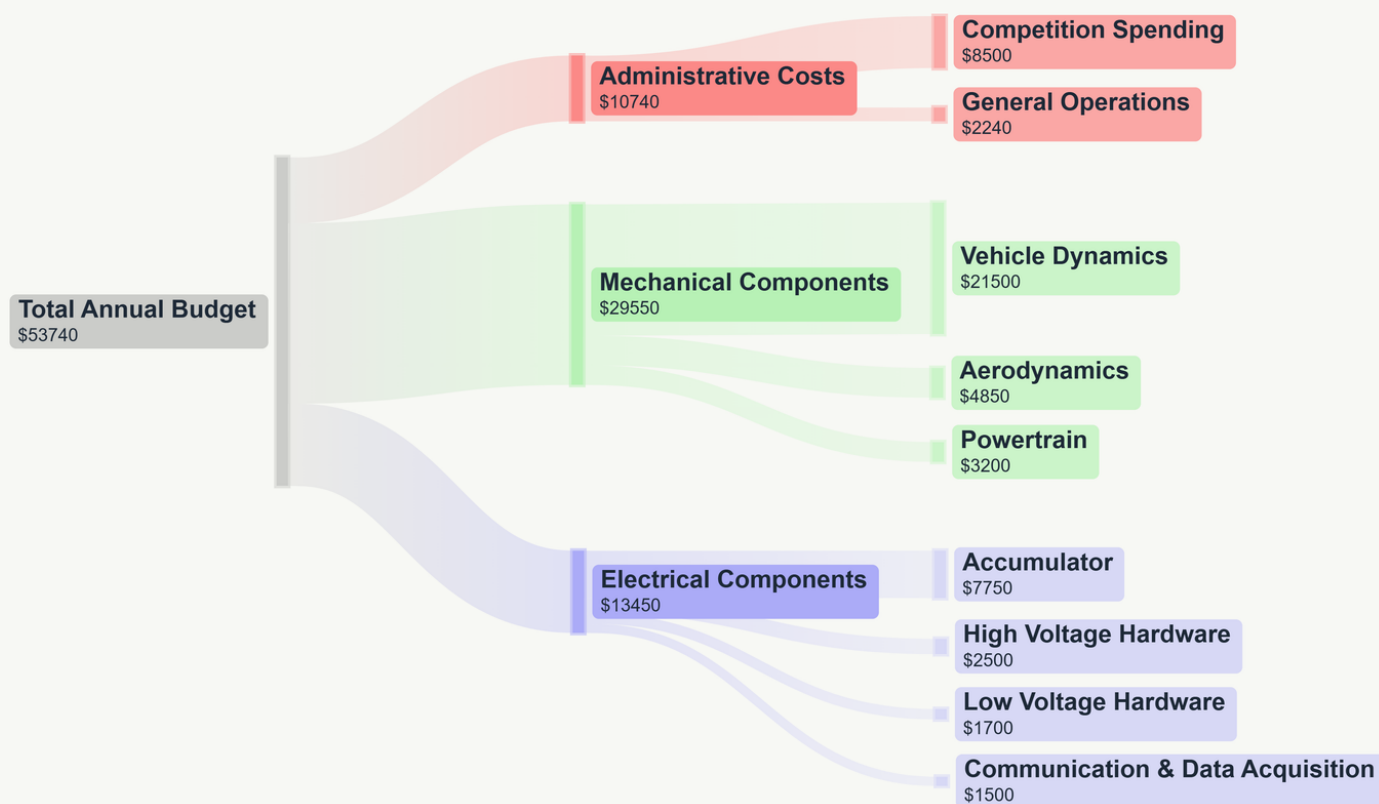
WINTER '26/'27

Complete manufacturing for each subsystem and most of the assembly.

SPRING '27

Finalizing assembly and testing to prepare for the competition in April.

SEASON BUDGET



Annual Budget Details

Bulldogs Racing's projected 2026-2027 annual budget is \$53,740. The largest share of funding goes directly to vehicle hardware.

Support helps us purchase critical materials, run test days, register for competition, and gives Yale student engineers hands-on experience building a real electric race car from scratch. Every sponsorship contribution moves the car closer to the track.

SPONSORSHIP TIERS

Sponsoring the Team

Sponsoring Bulldogs Racing is a direct investment in student engineering, leadership, and technical education. Sponsors help fund BR27 while gaining visibility on the car, our website, newsletters, social media, team apparel, and at competition events.

We welcome both financial and in-kind support – from materials and equipment to mentorship and logistical help – all of which reduce cost barriers and allow students to design, manufacture, test, and compete at a higher level.

Benefit ^{1,2}	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					✓
Where your donation specifically goes	Shop supplies, fasteners, small electrical components	Sensor hardware, testing equipment, or manufacturing supplies	Composites, suspension components, or LV electronics	Major vehicle subsystem support	Flagship support for manufacturing, accumulator, aero, or competition

¹ All sponsorship levels can be customized to fit company goals—including recruiting, brand visibility, technical mentorship, and in-kind support.

² Support for the Bulldogs Racing organization is tax-deductible through SAE International. A receipt will be provided.



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