

RIT RACING

SPONSOR PACKET

2025 - 2026



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Dear Sponsors,

On behalf of everyone here at RIT Racing, we thank you for your interest in supporting our team. RIT Racing, the Formula SAE team at Rochester Institute of Technology, is a collegiate, multidisciplinary, student-run motorsports team. Each year, our team focuses on the design, fabrication, and testing of an open-wheel FSAE race car geared to be competitive against teams from around the world. Our one-year design and build cycle pushes us to constantly innovate in a fast-paced, team-focused environment. **As a registered 501(c) Non-Profit, all donations go directly to supporting our team.**

Here at RIT Racing, we pride ourselves in our ability to give team members a hands-on experience that brings classroom education to life. Upon graduating, our team members excel in their careers due to years of practical, real-world experience that they gained from their time on the team. Every year, many of our members are recruited by our sponsors because of the experience and talents they develop.

After 27 years of making internal combustion cars, RIT Racing made the switch to an electric powertrain in 2019. This was due to the ever-increasing need for zero-emissions alternatives in the automotive and motorsports industries. In 2024, our team made the switch to 4 electric hub motors. This made F33 the first all-wheel-drive car in team history.

RIT Racing has established itself as a competition-leading team with three consecutive top ten finishes with our electric cars. This reached its peak in 2024 with a first overall finish at FSAE Michigan, for the first time in the teams history! Following our victory, we continued to push boundaries, finishing eighth overall with our first ever hub motor car. This would not have been possible without the help and generosity of our sponsors. With your help, RIT Racing continues to thrive in competition while simultaneously empowering our team members to become pioneers in their respective industries.

Thank you,

RIT RACING



What is Formula SAE?

The Formula SAE competition is a collegiate competition organized by the Society of Automotive Engineers (SAE). It focuses on evaluating students, and their cars, through a series of static and dynamic events in all aspects of the engineering design process. Throughout the competition, student-engineers are challenged to use problem-solving and critical thinking skills. During dynamic events, they will need to develop innovative solutions to the various challenges that arise on the racetrack. Additionally, static events allow students to demonstrate important professional skills such as public speaking, project cost analysis, and design justification. Each event is judged by a panel of industry professionals, and students are given feedback at each step of the way.

Overall, the FSAE competition teaches young student-engineers hands-on lessons that will be used throughout their careers while fostering an environment of creativity, innovation, and teamwork.

Static events include:

- Business Case Presentation
- Cost Report
- Cost Case Presentation
- Engineering Design Presentation

Dynamic events include:

- Endurance & Energy Efficiency
- Autocross
- Skidpad
- Acceleration Test

First-Place at FSAE Michigan 2024

After thousands of hours of hard work, RIT Racing won First Place Overall at FSAE Michigan 2024! It was an incredibly competitive field with 76 teams, and we are honored to bring home the trophy. This incredible achievement represents the first win at Michigan in the team's 33 year history.



Eighth Place at FSAE Michigan 2025

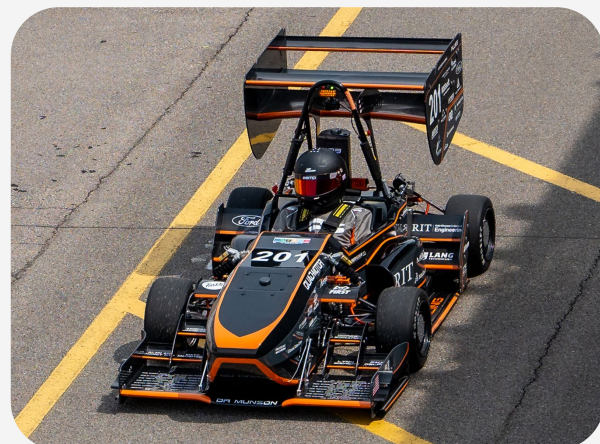
As competition continues to grow more fierce and teams become faster every year, RIT Racing was faced with a decision--continue with our competition-proven single motor design, or take a risk. This year, RIT Racing transitioned to a cutting-edge quad hub motor platform--the first in our team's 33 year history. This bold decision ensured that RIT Racing will remain at the forefront of motorsports innovation for generations to come. The move to four independent motors marks the most significant technical leap since our switch to an electric powertrain in 2018. This advancement not only strengthens our competitive edge but also prepares us for our long-term goal: a return to international competition in Europe.

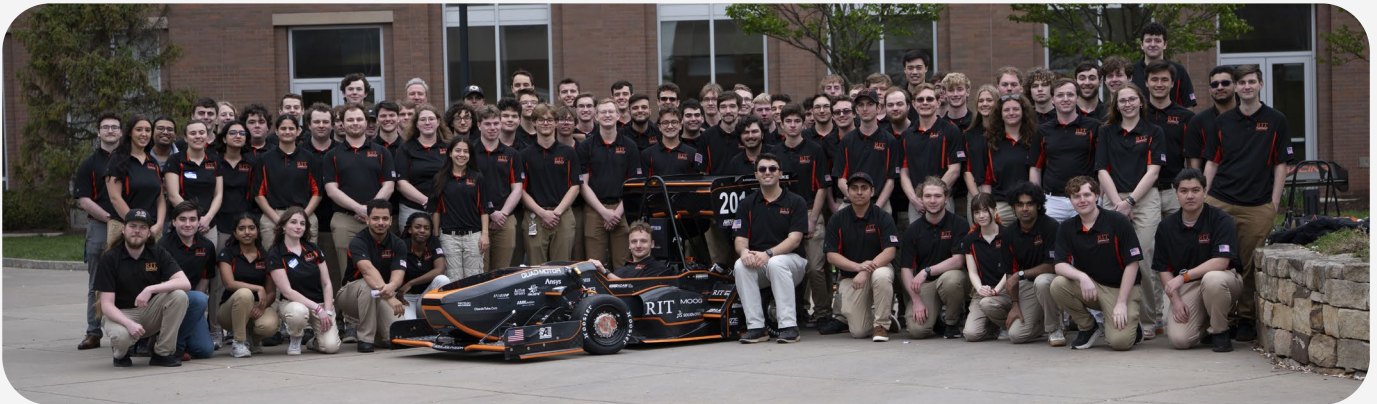
Continued Improvement Hub Motors

For the 2025-26 season, we will be fully redesigning our aero package. To take advantage of regenerative braking, we will be optimizing our custom calipers and rotors. Improvements to our battery pack and motor cooling systems will further increase efficiency and allow for quicker pace in the endurance event. Refinements to our planetary hub motor gearboxes and torque vectoring algorithm will improve performance in all dynamic events. Several systems will also be made in house this year, including the low voltage battery, power distribution unit, and data logger.

F33 Technical Specs (2024-2025):

- Power: 107 HP and 756 lb * ft torque
- Weight: 449 lbs
- Downforce (at 65 mph): 575 lbs
- Electronics: Fully In-House Low/High Voltage Wiring Harness, BMS, and Firmware
- Drivetrain: Custom 1.5 Stage Compound Star Gearbox
- Chassis: Full Carbon Fiber Monocoque designed and manufactured in-house





Our team's continued success is impossible without the help of the extremely generous companies and individuals who give their support. As a registered 501(c) non-profit, all donations made to RIT Racing go directly to continue our mission to develop the best and brightest engineers. Sponsorships can include but are not limited to direct monetary donations, tooling and hardware, software, discounts on products, and services.

Due to RIT emphasis on its cooperative education program, nearly all of our team members need to do two 6-month internships as a part of their graduation requirements. For our sponsors, this means that our team always has engineers to fill any internship or full-time positions.

The terms of sponsor agreements are negotiated on a per-sponsor basis, but may include:

- Private Recruiting events with your recruiters and our team
- Access to team resumes
- Company logo and/or Donor name on the car
- Company logo and/or Donor name on the team's website
- Company logo and/or Donor name on the team's sponsor shirts
- Invitation to sponsor appreciation nights
- Guided tours of our machine shop
- Personal Invitation to the Unveil of F34 at ImagineRIT 2026
- Shoutouts on the team's social media accounts (Instagram, Facebook, LinkedIn)

For more information and sponsorship inquiries, please reach out to the team at formula@rit.edu

Once again, thank you for your support of our team. You make it possible for us to do what we love and learn so much in the process.

Yours Truly,
RIT RACING

