

BRUIN FORMULA RACING

Sponsorship Packet



2022
2023

LETTER FROM THE DIRECTORS

Welcome to Bruin Formula Racing (BFR)!

We are the premier engineering student organization at UCLA, competing in the Formula SAE competition put on by the Society of Automotive Engineers each year. We design, build, validate, and race a single-seater open-wheel race car against teams from colleges around the world.

Established in 2012, we are currently entering our 10th year as a club and our 8th competition season. This landmark comes after battling through the COVID-19 pandemic, which disrupted our lives, our education, and our team. Fortunately, we have come back from this challenging period stronger than ever, with a passionate team of students who have worked hard to place us in the top 5 teams overall. We are excited to share how far we have come, and we are working hard to become the number one team overall.

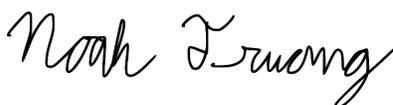
None of this would be possible without the generous support of our sponsors, who provide us with the funding, material, and services to make everything possible. Our sponsors also team up with us to provide critical insight and technical expertise, allowing us to continue improving with feedback from industry professionals. We wear their logos with pride, and we show each and every one of our sponsors the respect and gratitude they deserve.

The following packet gives more background into our team: our history, structure, and goals, as well as how your organization can be part of our exciting future. Support from organizations like yours make our team possible as we strive to learn more, achieve more and bring BFR to the next level. We are excited for you to join the Bruin Formula Racing family!

Sincerely,



Jonathan Huang
Technical Director



Noah Truong
Managing Director



Vinay Nagappala
Financial Director

OUR GOALS

At Bruin Formula Racing, our primary goal is to educate. While every year we work toward building the fastest car we can, the most important part is our process. We provide students with the opportunity to develop hands-on skills that complement the conceptual lessons taught in the classroom. Students learn how to think critically, present their ideas, and propose creative solutions to the unique challenges that accompany engineering projects.

Education



Bruin Formula Racing aims to train the next generation of engineers to solve the world's most pressing problems. This training begins with our new members, where recruits are trained using industry-standard software and learn the fundamental concepts that drive the design behind their subsystems. Students are also trained in manufacturing and machining, as well as specialty fabrication processes.

Accessibility

Another of our goals is to make a world-class technical education as accessible as possible, which is why our program is open to all students, regardless of experience or educational background. In addition, we charge no membership fees; the club covers all material fees. While we are an engineering organization, we also offer roles for students less interested in engineering and more interested in media, marketing, and recruitment.



Career Advancement

Bruin Formula Racing also prepares our students for whatever future they may choose, from pursuing further education to getting a job in industry. We provide services such as resume reviews, company recruitment sessions, and a team resume book to give our members the best chance of future success. We also maintain close ties with our alumni and sponsors, who often inform our team of internship and job prospects.

Sustainability

As a student organization, we are acutely aware of the impact our team has on the environment. We work to understand our climate impact as it relates to vehicle performance, energy usage, and material sourcing. We seek to make high-performance, efficient vehicles while working to make our process as eco-friendly as possible.

THE TEAM



Subteams

Bruin Formula Racing is divided into 10 subteams, each of which is responsible for a specific system on the vehicle. Each subteam is further broken down into subsystems that focus on the design and manufacturing of specific components. Each subteam is overseen by a lead, and each component is designed by a responsible engineer. We begin manufacturing during the fall, when new and returning members work together to machine and fabricate the components that were designed over the summer. Subteams are open to interested students from any background and experience level, and are taught how their system relates to the rest of the subteams and how the car performs.

Aerodynamics Business Chassis Composites Controls
Drivetrain Electronics Powertrain Suspension Wheels & Steering

Committees

A new initiative in 2022, we've created committees for students interested in growing their expertise in non-technical areas. Committees, like subteams, are open to all students and address important areas of our team such as culture, recruitment, and marketing

Media Equity, Diversity, and Inclusion (EDI) Social Sustainability

Electrification

As an internal combustion team, we are mindful of industry trends and student interest. Electrifying our team has been discussed in the past, but has never been fully explored due to a lack of resources. As we strive to be on the cutting edge and prepare students for careers, we are beginning research into transitioning our powertrain to be all-electric.

BRUIN STRONG

5th OVERALL



5th ENDURANCE



2nd EFFICIENCY



6th COST REPORT



6th AUTOCROSS



The past season marks Bruin Formula Racing's most successful season ever.

We competed at the Formula SAE Michigan competition in June 2022; the first competition for our team in 3 years. In our last competition season, we finished near the back of the standings. As one of the youngest teams on the grid, we were able to compete and surpass many of the more established teams to take 5th place overall.

With your support, we're looking forward to building on this momentum for the 2022-23 season and continuing to improve our performance.

SPONSORSHIP LEVELS

Our team would not be possible without the generous contributions of our sponsors. We are pleased to offer a wide variety of sponsorship plans this year. We welcome both in-kind and cash donations. The value of donated goods will determine the sponsorship level.

OUR COMMITMENT TO YOU	AFFILIATE \$500+	BRONZE \$1000+	SILVER \$2500+	GOLD \$5000+	PLATINUM \$10,000+	DIAMOND \$20,000+
LOGO ON WEBSITE	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA FEATURE	✓	✓	✓	✓	✓	✓
TEAM RESUME BOOK		✓	✓	✓	✓	✓
LOGO ON MERCHANDISE		✓	✓	✓	✓	✓
LOGO ON VEHICLE		SMALL	MEDIUM	LARGE	EXTRA LARGE	2X EXTRA LARGE
PROMOTIONAL VISIT				✓	✓	✓
COMPLIMENTARY TEAM SHIRT				✓	✓	✓
FRAMED SIGNED POSTER				✓	✓	✓
PRIVATE SHOP TOUR				✓	✓	✓
INVITE TO PRIVATE DRIVE DAY					✓	✓
SOCIAL MEDIA AND WEBSITE PROFILE					✓	✓
PROMINENT LOGO ON BANNERS AND ALL MERCHANDISE & MORE						✓

Some donations are tax deductible. Please reachout to your point of contact or to our directors for more information

BE A PART OF OUR SUCCESS



Thank you for your consideration.

To sponsor BFR for the 2022-23 academic year, please reach out to your point of contact or to our directors. We look forward to hearing from you!



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