



## 2024 Highlights

Team's First EV Car  
Passed Tech Inspection  
Finished Endurance

## 2023 Highlights

10<sup>th</sup> Efficiency  
15<sup>th</sup> Skidpad  
21<sup>st</sup> Overall

## Meet Our Team

### Who We Are

Bronco Racing consists of more than 50 engineering and business students pursuing diverse fields. Led by a President and Vice President, the team is organized into 7 sub-teams:

- Aerodynamics
- Business
- Chassis
- Driver Interface
- Electrical
- Powertrain
- Vehicle Dynamics





## What We Do

Formula SAE is a collegiate competition in which students design, build, and compete a formula style race car. Each year, the Society of Automotive Engineers creates a 150+ page rulebook that teams must adhere to, challenging students' creativity and innovative abilities. As an extracurricular activity, students must allocate time outside of classwork to come together and build the vehicle from the ground up.

## Our Partners

### Partner Support

The generous support of all our partners is indispensable to our success. As we strive to build our best vehicle, we uphold a reputation of excellence for Western Michigan University and for the companies who so proudly and graciously support us.



### Why Choose Us

Bronco Racing enables young students to gain practical, hands-on experience in their respective fields. By acquiring skills that go beyond traditional classroom learning, students are highly sought after by potential employers upon graduation.

## Partner Benefits Breakdown

### How We Value Our Sponsorships

Cash, material, and service sponsorships are placed in a tier according to face value. Sponsorship tiers have increasing benefits offered by Bronco Racing. Bronco Racing is open to special requests from sponsors that may go beyond their tier, like team visits, shop tours, or team photos. Software licenses are automatically placed in at least the silver tier.

### How To Help Us

- Supplying tools, equipment, parts, or materials
- Providing manufacturing services
- Facilities & equipment use
- Professional consultation
- General funding
- Discounts
- Software & engineering tools

	<b>DIAMOND</b> \$7,000+	<b>GOLD</b> \$4,000+	<b>SILVER</b> \$1,000+	<b>BRONZE</b> \$100+
Team visit with car upon request	X			
Hyperlinked logo on website homepage	X			
Receive Bronco Racing apparel	X	X		
Logo on team apparel	X	X	X	
Invitation to vehicle unveiling	X	X	X	
Post on Bronco Racing social media	X	X	X	X
Bronco Racing monthly newsletter post	X	X	X	X
Use of Bronco Racing for marketing	X	X	X	X
Hyperlinked logo on team website	X	X	X	X
Logo sizing on vehicle	Largest Logo	Medium Logo	Small Logo	Smallest Logo