UGA MOTORSPORTS

Sponsorship Platform



College of Engineering
UNIVERSITY OF GEORGIA

2026 | 2027

COMMIT TO ACHIEVEMENT.

Dear Sponsors,

On behalf of UGA Motorsports, I'd like to extend our sincere appreciation for your time and consideration of our program. Our progress is made possible through the tremendously generous support of donors like you. Your investment empowers the brightest minds at our university to push the boundaries of engineering and bring thoughtful, methodical innovation into the modern world.

We look forward to building lasting relationships with industry leaders who share our commitment to meaningful, career-shaping experiences. May your generosity pave the road to grander innovation for the mean machine in red and black.

William Wallace

William Wallace
President



UGA MOTORSPORTS

Formula SAE at UGA

The Society of Automotive Engineers (SAE) is a domestic organization hosting the international Formula SAE Collegiate Design Series competition for university students to design, simulate, fabricate, advance, and race a variety of vehicles. The University of Georgia's Motorsports team ultimately competes in an annual four-day event (located at the Michigan International Speedway) against **120+ colleges around the globe!** This incorporates rigorous dynamic and static testing rewarded respectively via a points system. Abiding by a strenuous rulebook, teams must compose a business presentation and justify their design before a panel of judges, rendering the physical product a reflection of the **students' academic and professional excellency.**



"Formula SAE provides students the opportunity to use their learned concepts, their lab-developed skills, and their interpersonal relations to work in teams that design, fabricate, and build complex systems that, when assembled, become one complete project."

Dr. John Mativo, Department of Workforce Education and Instructional Technology | College of Engineering

The development of this quarter-scale formula car is the perfect stepping stone for prosperous careers of **all disciplines** combining mechanical, electrical, and automotive engineering practices. Our students embrace UGA's young team and are eager to improve the car.



We strive to always encourage and **nurture engagement in active research.** This crucial collegiate program molds a well-rounded student and promotes the esteemed traditions set forth by the University of Georgia.



Endurance at UGA

We are one of only three college teams competing in the **ChampCar Endurance Series**, a nationwide racing league known for its competitive atmosphere and iconic tracks such as Road Atlanta and Daytona International Speedway. The series runs year-round and features teams of not only passionate hobbyists but also seasoned professionals. Our team was founded in 2014 and currently races in C Class with our 2003 BMW 330i. As a student-run organization, we work within a limited budget and focus on attending as many races as possible while maintaining, repairing, and improving our car through performance-optimizing projects.



Every event we attend is an opportunity to develop practical skills in automotive engineering, logistics, race strategy, and team coordination. Not many collegiate programs provide students with exposure to real wheel-to-wheel racing, something that is extremely valuable to those interested in a career within the motorsports industry. Sponsorship is critical to our success. With your support, we can expand our racing calendar, improve our vehicle performance, and continue to provide students with a unique and valuable educational experience through competitive motorsports.





Program History

In 2014, engineering students gathered to form UGA's chapter for **Society of Automotive Engineers (SAE)**. This evolved into **UGA Motorsports** by 2018 as we gratefully acquired limited funding to race in Formula SAE through the College of Engineering. The team made a bold return to competition in 2021 after the global pandemic to energize the trajectory of our program. From this period on, our team has exponentially improved while embracing the success of past iterations. In 2024, the team received the highest score in program history, validating the diligence of this premier student-run organization.



2014

Inception of the UGA Motorsports Program under the college of engineering inaugurated with our first Endurance Vehicle



2021

UGA Motorsport's first vehicle to pass all technical inspections and compete at the Michigan International Speedway

2019

Our inaugural car to meet competition at its first event in Lincoln, Nebraska | UGA accepted this student organization to fulfil the experiential learning requirement



Program History

Since its inception, UGA Motorsports has made remarkable progress, continually pushing the boundaries of what our team can achieve. Over the past year alone, despite operating with a small team and limited resources, we've accomplished record-breaking milestones that surpass anything we've done before. Each season, we build on the foundation laid by previous years, using every success and challenge as a stepping stone to reach even greater heights. Our ambition grows with each passing year, and we remain committed to setting our sights higher and redefining what's possible for our team.



March 2025

Our Endurance team out-performed at NCM, getting 3rd place overall and 1st place in their class | Placing the best they ever have in their 10 year program history



May 2026

Our FSAE - IC team places 43rd overall at Michigan | Team takes 1st place in the Cost Report, marking our first event win at FSAE Michigan

May 2024

The FSAE-IC team nearly tripled the score from the previous year's SAE Competition | Placing 54th or higher in all dynamic events; program record of 26th in Skidpad



May 2025

Our FSAE - IC team places 38th place overall at Michigan: the highest we've ever placed | Team reached many milestones including completing the Endurance Event for the first time



Sponsorship Details

Who's that comin' down the track? Proudly representing the College of Engineering. Our car is instantly recognizable and our sponsors are held to the same prestige as the reputable University of Georgia. The competitions utilize industry officials and leads as volunteer judges, giving additional exposure to your company's image. In order to embrace the mutual relationship between students and the generous companies that lend support, our team strives to provide a source of promotion to display your commitment to educational endeavors and community efforts.

The UGA Foundation is a registered 501(c)3 non-profit, and all donations will be routed through this source and exclusively allocated to our student organization. This provides all donors to UGA Motorsports a tax deductible receipt as 100% of monetary donations directly support car development. Our team would like to kindly extend the request to support our program, whether through monetary aid or in-kind donations, and further the innovation of this team's creations.

Below are our established tiers of sponsorship enumerated for your convenience:

Tier Description	Gray $500+*	Black $1,000+*	White $2,500+*	Red $5,000+*
Company displayed on UGA Motorsports website	✓	✓	✓	✓
Logo presented on team competition merchandise		✓	✓	✓
Social Media promotional posting		✓	✓	✓
Team led tours of fabrication facilities and garage			✓	✓
Video Promotion on Social Media				✓

*or equal value of in-kind donation or discount

Logo Showcase				
Company name listed on car	✓			
Small Logo on Car *Endurance ~ 15, FSAE ~ 6 sq. in.*		✓		
Medium Logo on Car *Endurance ~ 30, FSAE ~ 15 sq. in.*			✓	
Large Logo on Car *Endurance ~ 70, FSAE ~ 30 sq. in.*				✓



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Thank you for regarding the details of our program; we look forward to the forthcoming steps of this process!

UGA Motorsports

@ugamotorsports

UGA® MOTORSPORTS

If donating by credit card, please visit give.uga.edu and click "Give Now." Select College of Engineering and Engineering Enhancement Fund - 90495000 as the designation. After submitting your donation, please notify Michaela Collins at **Michaela.Collins1@uga.edu** that the donation is specifically intended for UGA Motorsports to ensure the funds are properly designated.