

UHART Formula SAE

Sponsorship Prospectus



**HARTFORD RACING
FORMULA SAE**

UNIVERSITY OF HARTFORD

2024-25

JOIN OUR TEAM

Hello!

Thank you for taking the time to learn about Hartford Racing and considering to sponsor our 2024-2025 season.

Formula SAE is a **collegiate competition** where students design, build, test, and race their own Formula-style race car annually at Michigan International Speedway. Students compete against 120 teams from around the world and are judged by industry leaders.

At Hartford Racing, we are highly dedicated students undergoing an intensive design and manufacturing process to meet the competitions' rules. We strive to improve our cars performance, design, and quality year after year.

We have the privilege to solve practical and real-world problems in this setting. We see applications of our education from the classroom. It is invaluable experience for our time in college and preparing for our next steps after we graduate. We practice teamwork, problem-solving, manufacturing, business strategy, the engineering process, and much more!

Generous donations help us focus on the crucial work of building our car and gaining hands-on experience. We greatly appreciate sponsors' support for the cost of materials, tools, equipment, and travel expenses to Michigan.

Thank you for your interest. If you have any questions or inquiries, please contact us at the email below.

Sincerely,

Hartford Racing

fsae@hartford.edu

Thank you for your
consideration

OUR TEAM



OUR CAPTAINS



Fredrick Marshall
CAPTAIN + POWERTRAIN



Michael Robert
CAPTAIN + SUSPENSION

OUR TEAM LEADS



Gavin VanNest
COOLING SYSTEM



Ajani Rose
AERODYNAMICS



Hazel Bet Hill
BUSINESS/MARKETING



Spencer Freedman
CHASIS



Leif Farber-Krug
ERGONOMICS



Vanden Haviland
ELECTRICAL



EVE STETSON
MANUFACTURING

HISTORY



Hartford Formula Racing has been active since 1993; being one of the first teams to join the competition. Hartford Racing was invited by a representative of Chrysler through Dr. Frank Lahey. Dr. Lahey saw it as a great opportunity for the students at University of Hartford so a team was started.

In Spring 2018, there was a fire at competition with our car. Due to challenges with knowledge transfer, fluctuating leadership, and the impacts of COVID-19, we did not have a car in 2019 and 2020. For the year of 2020-2021 we were determined to have a car that went to competition.



HR-21

We had one clear goal for this car; we would make it to competition. We succeeded in getting there. However, due to an axle failure we did not make it through all of the competition. We made it half way through endurance, and did not pass acceleration and skid pad.



HR-22

To improve our success from the previous year, we aimed to finish and score in everything at competition. We had not done this since 2017. We achieved that goal. Our car looked good but was very heavy. Our next goal was to increase design scores and decrease weight.

HISTORY



HR-23





We aimed to continue with reliability. We were adamant about our goal to have a lighter car. We improved our design and achieved a lighter car. Thus, improving our design and other scores.



HR-24

This year we were more aggressive with lighter weight and overall design. There was a push to gain points in design. We took weight into account throughout the design process. We also participated in one driving event in LimeRock.

Goals for HR-25

-  Place in top 25% overall in Michigan
-  Increase reliability by 50% based on maintenance and repairs of HR-24 during driving periods
-  Ensure validation and documentation of testing and design process
-  Participate in minimum three driving events.



Our Plan of Action:

Improving the overall reliability of our vehicle is a priority this year. We aim to do so by finishing initial design plans in Summer. That way we can have more time dedicated to manufacturing. Then, we will be able to have more time in testing and validating our work and designs compared to previous years.

We plan to utilize the extra time we've created to support this year's goals. We are excited to document, validate, and thoroughly showcase our work in Spring 2025 at Michigan International Speedway.

Sponsor Tiers



Diamond

< \$10,000

Magnetic logo on our trailer

Car Appearance at Corporate Event
within 100 miles of shop

Logo - Extra Large
10x12in

All Gold Benefits

Gold

< \$5,000

Invitation to Driving Event

2x/year Social Media Appreciation Post

Logo - Large
8x10in

All Silver Benefits

Silver

< \$1,000

Logo on team apparel

Logo - Medium
6x8in

All Bronze Benefits

Bronze

< \$500

Invitation to sponsor appreciation event

Name on website

Logo/Name on car
Small 4x6in

Donations of parts, services,
discounts, and support are
truly valued!

Bronze & Silver Sponsors



REKLUSE



Gold & Diamond Sponsors



Contact Us



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Captain

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