



FSAE 2026-2027 SPONSORSHIP HANDBOOK



DEDICATED. COLLABORATIVE. EMPOWERING.



Mission Statement

To design, build, and compete with an innovative and high-performance Formula SAE race car. We are dedicated to engineering excellence, pushing the boundaries of automotive technology and performance. Through collaborative teamwork, we foster a culture of learning, creativity, and professional development, empowering our members to become leaders in engineering and motorsports.



Michigan Achievements

ER-05

PLACED 16TH AT FSAE IC NEVADA

ER-08

**FIRST CAR IN TEAM HISTORY TO FINISH
ENDURANCE, EARNED 35TH PLACE OVERALL**

ER-09

**20TH OVERALL, 1ST IN ACCELERATION, 5TH IN
BUSINESS PRESENTATION, 11TH IN ENDURANCE**

ER-X

**GENERAL MOTORS TECHNICAL INNOVATION
AWARD WINNER, 27TH IN DESIGN EVENT**

Evolution Of The Car



ER-01

FIRST IC CAR
ENTERED BY ERAU
MOTORSPORTS. DID
NOT COMPETE



ER-02

2016
FIRST CAR TO
COMPETE AT
FSAE-IC
MICHIGAN,
FINISHED 81ST
OVERALL.



ER-03

2017
FINISHED
70TH OVERALL



ER-04

2018
FINISHED 62ND
OVERALL



ER-05

2019-2021
FINISHED 16TH AT
FSAE NEVADA



ER-06

2022
FINISHED
46TH OVERALL



ER-07

2023
FINISHED
46TH OVERALL



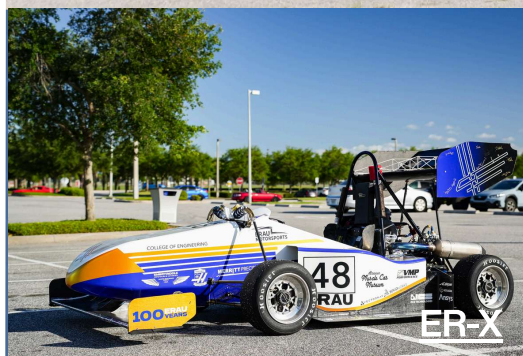
ER-08

2024
FIRST CAR TO
FINISH
ENDURANCE/ NO
WINGS
FINISHED
35TH OVERALL



ER-09

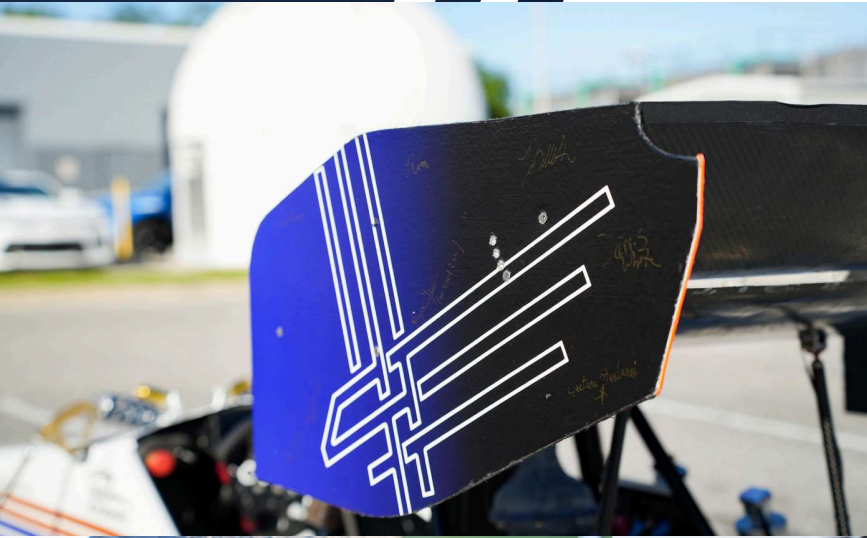
2025
1ST IN
ACCELERATION
FINISHED
20TH OVERALL



ER-X

2026
GM AWARD
WINNER
FINISHED 35TH
OVERALL

Logo Placements



TIER 3 PLACEMENT

REAR WING ENDPLATE
FRONT WING ENDPLATES
1" HEIGHT



TIER 2 PLACEMENT

FLOOR
TOP OF SIDEPODS
2" HEIGHT



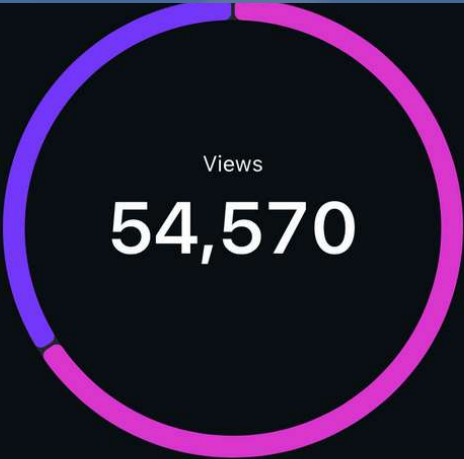
TIER 1 PLACEMENT

SIDEPOD PLACEMENT
4" HEIGHT

Sponsorship Tiers

Benefit	Platinum (7.1K-10K)	Gold (5.1K-7K)	Silver (2.1K - 5K)	Bronze (\$500-2K)	Supporter (\$100-\$500)
Logo on Car	Tier 1 Placement	Tier 1 Placement	Tier 2 Placement	Tier 3 Placement	Name Written on Car
Logo on Website	✓	✓	✓	✓	
Sponsorship Instagram Story	✓	✓	✓	✓	
Sponsorship Instagram Post	✓	✓	✓	✓	
Invitation To Team Testing Day	✓	✓	✓		
Access To Resume Datatbase	✓	✓			
Formula Car At Events	One Event Per Year				

Social Metrics



FSAE IC MICHIGAN 2026:
54K IMPRESSIONS, SHARES,
AND MAJOR ENGAGEMENT

OUR AUDIENCE IS YOUNG AND
INVESTED, WITH OVER HALF BEING
18-24 YEAR OLDS

OUR FLAGSHIP INSTAGRAM
ACCOUNT AMPLIFIES OUR REACH
BEYOND THE BOUNDS OF ERAU

Followers	65.8%
Non-followers	34.2%

Audience ⓘ

Top age ranges

18-24	56.7%
25-34	24.6%
45-54	6.7%
35-44	5.0%

Audience ⓘ

Top countries

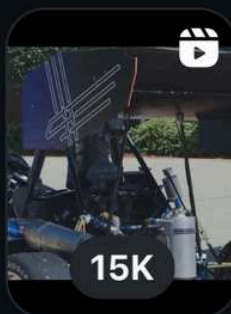
United States	60.1%
India	8.7%
Brazil	3.3%
South Korea	2.8%

By top content

[See all](#)



Apr 13



Apr 12



May 14



May 17