



SPONSORSHIP PROPOSAL

2024 | 2025



UCDFS is Ireland's 1st EV Formula Student team!



In 2024, we focused on our prototype and making our designs come to life

This year, we are putting in the finishing touches, and are getting ready to compete in the FSUK Competition 2025!

What is FSUK?

Every year, Formula Student UK (FSUK) challenges over **100 university teams** from **30 countries** to design, build, and race a single-seater race car.

It is Europe's most established educational engineering competition and was first held in 1998. Ross Brawn (Formula One Managing Director of Motorsports) is Patron, while sponsors and partners include Mercedes AMG HPP, Ansys, MathWorks and Bentley Motors.

The 5-day competition takes place in July at the UK's Silverstone Circuit and frequently coincides with the British Grand Prix, which recorded 480,000 attendees in 2024.

What is UCDFS?

UCDFS is an all-electric Formula Student team from University College Dublin, Ireland. Our members hail from all year groups and a range of disciplines such as engineering, science, humanities, and law. With a focus on education, technology, and diversity and inclusion, we want to bring sustainable electric vehicles to everybody.

We first competed in Formula Student UK in 2019, achieving 8th place in the Electric Vehicle category in our rookie year. In 2022 we returned to the UK for the first time since the pandemic. Now in our sixth year, we aim to build on last year's success – bringing our prototype to the next level and race on the Silverstone track.



2023



2024



- Top 1% of higher education institutions worldwide.
- No. 1 in Ireland for Graduate Employability since 2018.
- Largest Irish University: 38,000 students drawn from 152 countries

UCDFS Pillars

Sustainability



- Reduce waste through parts continuity and reusing components and materials.
- Reducing greenhouse gas emissions by using our own fully electric powertrain.
- Working with UCD societies to promote sustainable behaviours in the college.

Technology



- From 2025, we plan to:
- Implement a rear pull rod suspension system.
 - Create performance modes for different events (acceleration, sprint, endurance).
 - Use specialist software, such as Optimum Kinematics, to analyse and develop our car's performance.

Diversity & Inclusion



- Finalist in the Racing Pride Aston Martin Diversity & Inclusion Award at Formula Student UK 2023.
- 50% female leadership positions for the 2025 competition season.
- Partnered with Formula Female, promoting racing and STEM to schoolgirls.



2024

113 Teams

39th Overall FS Class*
43rd FS Class Cost & Manufacturing
13th Overall Business Presentation
37th FS Class Design Event

16th Overall Concept Class
19th Concept Class Cost & Manufacturing
2nd Overall Business Presentation
13th Concept Class Design Event

2023

130 Teams



2022

105 Teams

11th Overall Concept Class
11th Concept Class Cost & Manufacturing
14th Overall Business Presentation
16th Concept Class Design Event

22nd in Overall Concept Class
20th in Overall Business Presentation
16th in Concept Class Design Event

2021

131 Teams



**FS Class teams compete with their manufactured IC, EV or hybrid race car. Concept Class teams design and plan, but do not build, their race car.*

Why Sponsor Us?

School and Student Network

Access talent from Ireland's largest university, including Naughton, Réalta and Ad Astra Scholars, plus winners at Engineers Without Borders UK 2024.



UCD Ad Astra Academy
Acadamh Ad Astra UCD



THE
NAUGHTON
FOUNDATION

Formula Student provides real-world engineering and business experience, developing skills that are highly sought after in the workplace. You will connect with future engineers and leaders across disciplines who are eager to discover your internships and employment opportunities.



Brand Exposure

Over 8,000 spectators visit Silverstone for Formula Student UK every year. Your support will place your organisation in front of industry sponsors, students from over 100 universities, and guest judges at the top levels of engineering, business and motorsport.

Our partnership won't just begin on track. We will highlight your company's contributions through our car livery, team merchandise, social media channels, website, launch events and more throughout the year.



Social Media

Followers: 2,700+ | Instagram 1,300+ |
LinkedIn 900+ | Facebook 500+ |

Top Locations: Ireland (33%) | UK (13%) |
| Other (54%) |



Total Estimated Costs 2025

€24,000

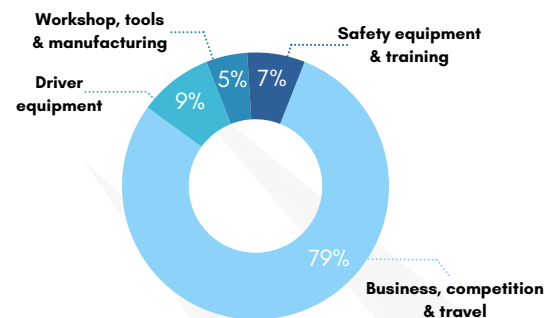
Mechanical parts and
manufacturing
€7,000



Electrical parts and
manufacturing
€3,000



Miscellaneous
expenses
€14,000



Financial Sponsorship

Financial sponsorship ensures that we make it to the track with a car that's ahead of the game. We will repay your trust through one of our valuable sponsorship packages.

In-Kind Sponsorship

You can also support UCDFS in a variety of ways. We happily accept non-financial forms of sponsorship, which are crucial to the success of our project.

Examples of in-kind sponsorship include:

- Provision of components or software.
- Workshop space or welding services.
- Car and/or team transport.
- Equipment/Tools.

Our Sponsorship Levels

	Partner (<€500) ¹	Bronze (€500+)	Silver (€1,000+)	Gold (€5,000+)	Diamond (€10,000+)
Logo on our Car ² <i>Sizing dependant on tier</i>	S	S	M	L	XL
Logo on our Website	✓	✓	✓	✓	✓
Project Updates	✓	✓	✓	✓	✓
Social Media Announcement	✗	✓	✓	✓	✓
Logo on our Merchandise ²	✗	✗	✗	✓	✓
Company Profile on our Website & Socials	✗	✗	✗	✓	✓
Mention in E-mail Correspondence	✗	✗	✗	✓	✓
Social Media Content Requests ³	✗	✗	✗	✓	✓
Dedicated Partner Video	✗	✗	✗	✗	✓
Custom Requests ⁴	✗	✗	✗	✗	✓

The appropriate sponsorship level will be applied to in-kind donations.

¹Minimum sponsorship may apply. Please contact us for more details.

²Logos for car, merchandise, etc. are ordered in May. We cannot guarantee your logo will be included after that. Please contact us to confirm.

³Social media requests will be reviewed based on their suitability with our team content and media policies.

⁴Custom requests can include a personalised banner at the competition (provided by sponsor), a car showcase on location, or logo placement on cars and merchandise. Please contact us and we'd be happy to make arrangements.

Car Preview



Get in Touch!



www.ucdfs.ie



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