



ILLINI  
ELECTRIC  
MOTORSPORTS

# SPONSOR BROCHURE

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2024



# WHO WE ARE

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Illini Electric Motorsports is a student team at the University of Illinois at Urbana-Champaign that designs, fabricates, and races an all-electric race car against teams from across North America at the Formula SAE Electric competition, the most prestigious collegiate engineering competition in the world.

IEM provides many learning opportunities, giving students the chance to do hands on work beyond anything they would experience in a traditional classroom setting. Students learn to design using industry standard CAD software, verify components using simulations and testing, optimize the manufacturing process, and work with their peers in an interdisciplinary way.

Throughout the design and build process, students are challenged to think critically and creatively to solve complex engineering problems. The culmination of all our efforts is apparent in the final product: a highly competitive, fully electric race car.

Every year our team is pushing the limits of what is possible in high-performance electric vehicle design. To continue and improve our team, we rely entirely on our generous sponsors. Members of IEM are responsible for raising 100% of the resources needed to complete our car through both monetary and in-kind sponsorships of goods or services from our sponsors.





# SPONSORSHIP

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Partnering with Illini Electric Motorsports includes premium brand visibility, extensive value-add benefits, and a strong partnership.

Each sponsorship tier has corresponding levels of advertisement and visibility on our vehicle, website, social media, and apparel along with our other benefits. We strive to create great value for our sponsors including through PR material for public use. This includes pictures of your company's products as well as demonstrating how your company's products or monetary sponsorship helped our team and our vehicle.

Partnering with Illini Electric Motorsports is a charitable contribution towards a **501(c)(3) nonprofit**, making contributions to the team tax deductible.

We look forward to partnering with you. Your support at any sponsorship level is greatly appreciated and allows us to push our mission to provide every student who walks through our shop doors the ability to become a greater engineer.

If you have any questions, please feel free to contact our team at [\*\*team@illinielectricmotorsports.com\*\*](mailto:team@illinielectricmotorsports.com) or visit our website at [\*\*IlliniElectricMotorsports.com\*\*](http://IlliniElectricMotorsports.com)



# 2024 SPONSORSHIP PACKAGES

**LITHIUM**  
>\$15,000

**GOLD**  
>\$5,000

**ORANGE**  
>\$2,500

**BLUE**  
>\$500

VEHICLE AT COMPANY EVENT	X			
LOGO ON TEAM TRAILER	X			
LOGO ON TEAM JACKET	X	X		
COMPANY PRESENTATION TO TEAM	X	X		
PROMOTIONAL INSTAGRAM POST	X	X		
PROMOTIONAL LINKEDIN POST	X	X		
PROMOTIONAL INSTAGRAM STORY	X	X	X	
ACCESS TO TEAM RESUME BOOK	X	X	X	
LOGO ON 2024 CAR	Extra Large	Large	Medium	Small
LOGO ON TEAM WEBSITE	Home Page + Extra Large	Large	Medium	Small





STUDENT INSTABILITY COMMITTEE  
ILLINI FORMULA ELECTRIC

SOLIDWORKS



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BLUE ORIGIN

Altium

BLUE ORIGIN

Altium

# Our Previous Models

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# Our Sponsors

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