

EMR racing

2025-2026 Sponsorship Package



TABLE OF CONTENTS



THE TEAM



FORMULA SAE



BENEFITS



**SPONSORSHIP
OPPORTUNITIES**



MEET OUR TEAM



Allan Miller III
President
allanleemiller@usf.edu
813-848-9740



Dani Charco
Vice President
dcharco@usf.edu
305-815-7973



Ray Burdge
Chief Engineer
burdge16@usf.edu
732-768-9344



Dante Senmartin
Team Captain
dantes@usf.edu
305-942-0143



Cullen Jones
Marketing Director
cullenjones@usf.edu
813-520-6032



WHAT IS BULLS RACING?

■ Student Run, Non-Profit

Students from a wide range of majors collaborate closely with our sponsors to design, build, and compete with a high-performance Formula Society of Automotive Engineers (FSAE) race car.

■ Bulls Racing Placement

At the Formula SAE Michigan 2025 competition, Bulls Racing achieved a 10th-place finish in skid pad — the team's best result to date in that event.

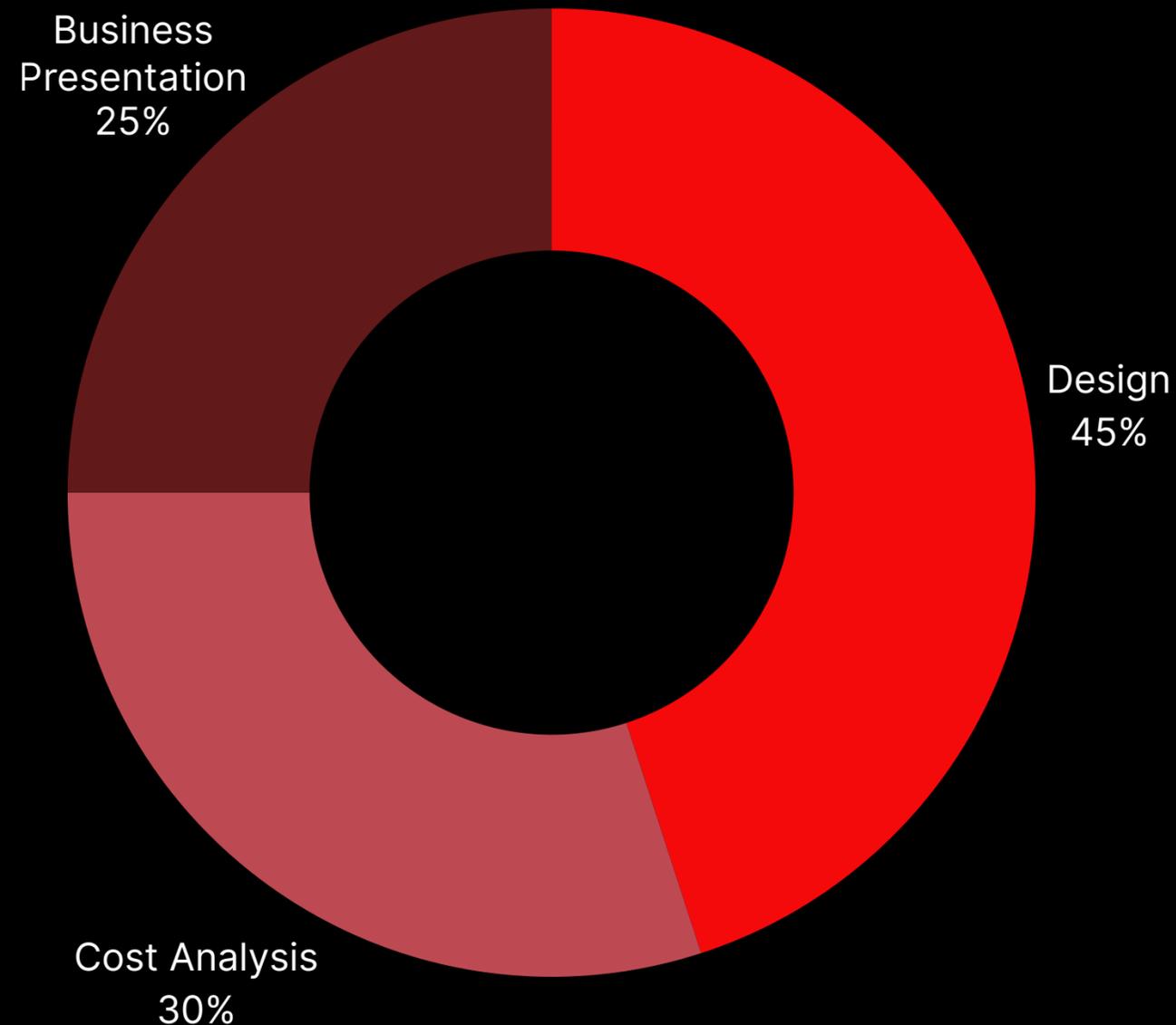
■ Yearly Competition

Universities worldwide compete in events like autocross, endurance, and business presentation in Michigan — and Bulls Racing has proudly competed since 2011.

■ Main Objective

Our goal is to continuously elevate our organization to rank among the nation's top teams while preparing FSAE students for successful careers.

ABOUT FORMULA SAE: STATIC EVENTS



Design (45%)

The Design Event is considered the most prestigious aspect of the competition. Industry engineers evaluate the vehicle based on innovation, assembly methods, ergonomic design, and ease of maintenance. Every design decision must be clearly justified by team members and supported with test results and relevant data.

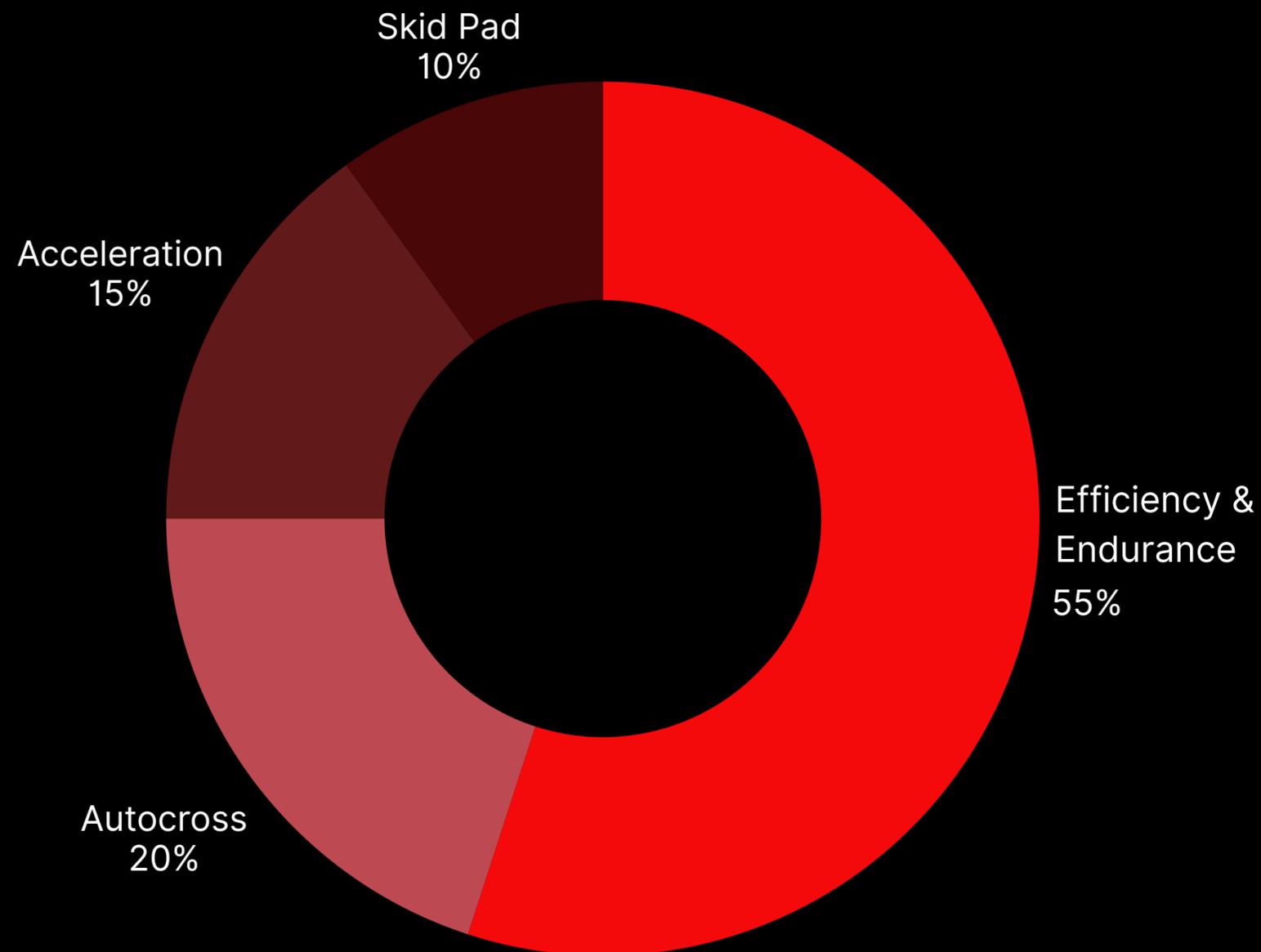
Cost Analysis (30%)

The Cost Analysis Event is evaluated through the team's submitted detailed report of the total cost of the car and its capital expenditures (labor, machinery, etc.).

Business Presentation (25%)

The Business Presentation Event features the team's marketing and executive members pitching a comprehensive marketing strategy to industry judges. This strategy presents the car as a prototype intended for sale to a major manufacturer for mass production.

ABOUT FORMULA SAE: DYNAMIC EVENTS



Efficiency and Endurance (55%)

The Endurance Event is a 22-kilometer multi-lap race with a driver change at the halfway point. It evaluates the car's performance, reliability, fuel efficiency, and lap times — all of which factor into the final score.

Autocross (20%)

Evaluates the vehicle's maneuverability and handling qualities on a tight course.

Acceleration (15%)

Evaluates the vehicle's acceleration through a 250 foot distance starting from a standstill.

Skid Pad (10%)

Measures the vehicle's cornering ability on a flat surface while maintaining a constant radius turn.

WHAT IS FORMULA SOCIETY OF AUTOMOTIVE ENGINEERS?

Formula SAE (FSAE) is an international student engineering competition where teams design, build, and race open-wheeled cars under the Society of Automotive Engineers. Each year, new rules challenge teams to adapt while refining past innovations. Students from all majors contribute to engineering, business, and operations, gaining real-world problem-solving and management experience.

While we have many competitions throughout the year, our main competition is FSAE Michigan, which hosts over 120 teams from around the world at Michigan International Speedway. Other major competitions include FSAE North, California, and Lincoln, where teams are judged across multiple categories.



STUDENT BENEFITS

→ Beyond The Classroom

Open to all USF students, regardless of major, with opportunities to go beyond the classroom with real projects. Students gain technical experience through learning Computer Aided Design (CAD), Computational Fluid Dynamics (CFD), and Finite Element Analysis (FEA).

→ FSAE Student Benefits

Students involved in FSAE are professional, well-rounded, and industry-ready graduates, and by partnering with us, you will have the opportunity to help students excel in their future careers!



SPONSOR BENEFITS

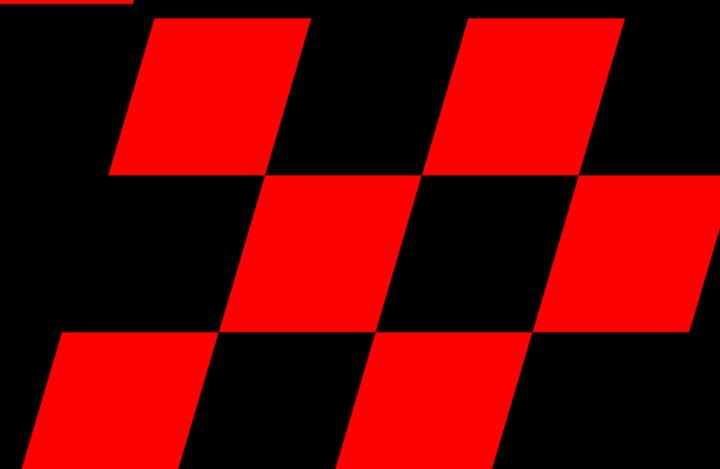
■ **Publicity**

Whether it's a logo on our car, team shirts, online, or in public events, we want to help promote your company.

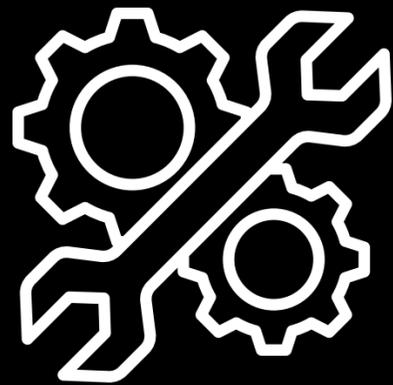
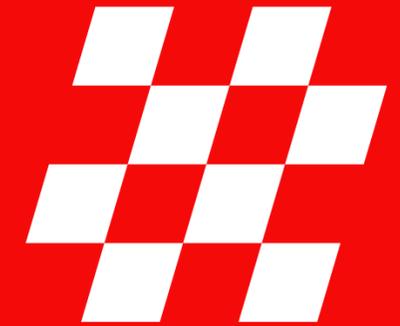


■ **Stronger Interns & Hires**

Bulls Racing gives members practical experience that translates to the workplace before and after graduation.

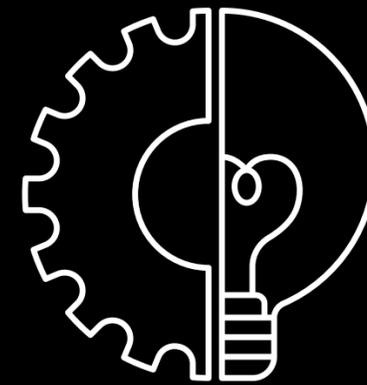


WHY WE NEED YOU



Nonprofit Organization

Bulls Racing operates as a nonprofit, giving students hands-on experience while representing USF on a national stage.



Culture of Innovation

The environment fosters collaboration and new ideas, which are essential for the longevity and growth of our team.



Power of Sponsorship

With the support of our generous sponsors, we maximize creativity and efficiency, which allows us to compete against other schools.



Where Support Goes

Your contributions fund materials, equipment, travel, R&D, marketing tools, and other resources that ensure the success of the team and future cars.

Sponsor Tiers	Bronze	Silver	Golden	Platinum	Legacy	Title
	<\$499	\$500-\$1499	\$1500-\$2999	\$3000-\$4499	\$4500-\$5999	\$6000+
Shout out on Social Media Pages	X	X	X	X	X	X
Logo on Team Website	X	X	X	X	X	X
Logo on Car						
Small		X				
Medium			X			
Large				X		
Prominent					X	X
Logo on team shirts/polo			X	X	X	X
Access to world class engineering students resume book				X	X	X
Large logo on team trailer				X	X	X
Logo placed at the end of each edition in our bi-monthly newsletter					X	X
Digital copy of a high-resolution team photo					X	X
Extra large premiere logo on team trailer						X
Logo on all Bulls Racing materials						X

SPONSOR TIER BENEFITS EXPLAINED

Shout Out on Social Media Pages: This benefit gives your organization the opportunity to be promoted with your company name and logo across all Bulls Racing social media channels. One post will be made promoted with your company name and logo across all Bulls Racing social media channels. One post will be made on all accounts acknowledging your contribution to the team.

Logo on all Bulls Racing Promotional Materials: Your logo will be printed on almost all Bulls Racing materials produced. Items like brochures, posters, displays, and more will include your logo for the public to see. Additionally, your logo may be printed alongside the Bulls Racing logo on some handouts that the team gives out, such as Koozies, t-shirts, and more. This does not apply to situations where the Bulls Racing logo is the focus of the handout, ie., a sticker displaying only the Bulls Racing logo.

Logo on Team Shirts/Polo: Your logo will appear on the official Bulls Racing team shirts given to all team members along with the team polos given to all design leads and executive board members. Logos will be placed on the shirts descending from highest to lowest tier, with the highest tier being 'Title' sponsor and the lowest being 'Bronze'.

Newsletter Logo Feature: Sponsors will have their logo placed at the end of each edition of the Bulls Racing newsletter under a "Thank you to our Sponsors!" page.

SPONSOR TIER BENEFITS EXPLAINED

High-Resolution Digital Team Photo: Sponsors with this benefit will receive a high-resolution digital copy of the Bulls Racing team photo at competition with the race car.

Access to World-Class Engineering Student Resume Book: With this benefit, your organization has access to the Bulls Racing resume book, comprised of the resumes of each team member. Many sponsors make investments into the team to support the next generation of engineers and business professionals, and look to hire some of these team members upon graduation. Upon request, sponsors in the 'Platinum' tier or higher can receive this digital book, see the experience each team member has, and potentially grant them an internship or hire them upon graduation.

Logo on Team Website: Your logo will appear on the official Bulls Racing website under its designated tier on the 'Sponsors' page. If you are a Legacy sponsor or above, your logo will appear towards the end of the Home page as well.

STAY UP TO DATE!



Bulls Racing



@BullsRacing



@BullsRacingFSAE



TikTok

@BullsRacing



@BullsRacingUSF



THANK YOU TO LAST SEASONS TITLE SPONSORS!



JOIN US IN OUR

2025-2026

SEASON!



For all sponsorship levels, please note the following: Pursuant to IRS guidelines, support is defined as a 'Qualified Sponsorship', which means no endorsement of your business, qualitative of comparative language, price information or indication of savings or value can be included in written words or in program remarks. In essence, your organization can be acknowledged through simple use of your names, logo and location, but no message that promotes or markets and trade or business, or any service, facility or product is permissible.

STATE NONPROFIT DISCLOSURES

The University of South Florida Foundation, Inc. is a 501(c)(3) tax-exempt organization soliciting tax-deductible private contributions for the benefit of the University of South Florida. The Foundation is registered to solicit charitable contributions with the appropriate governing authorities in all states requiring registration. The organization is located at 4202 E. Fowler Ave., ALC 100, Tampa, FL 33620. Financial and other information about the University of South Florida Foundation's purpose, programs and activities can be obtained by contacting Office of Donor Relations, 4202 E. Fowler Ave., ALC 100, Tampa, FL 33620 or by calling (813) 974-2035.

The University of South Florida Foundation, Inc. was formed in Florida. If you are a resident one of the following states, you may obtain financial information directly from the state agency:

FLORIDA: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-435-7352 (800-HELP-FLA) OR VISITING www.FloridaConsumerHelp.com. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

Florida Registration # CH30505

GEORGIA: A full and fair description of our programs and our financial statement summary is available upon request at our office and phone number indicated above. MARYLAND: For the cost of copies and postage, from the Office of the Secretary of State, State House, Annapolis, MD 21401

MISSISSIPPI: The official registration and financial information of the University of South Florida Foundation may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. Registration by the Secretary of State does not imply endorsement.

NEVADA: Contributions may be tax deductible pursuant to the provisions of sec. 170(c) of the Internal Revenue Code of 1986, 26 U.S.C. §170(c).

NEW JERSEY: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-504-6215 AND IS AVAILABLE ON THE INTERNET AT: <http://www.state.nj.us/lps/ca/charfrm.htm>. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT.

NEW YORK: Upon request, from the Attorney General Charities Bureau, 28 Liberty Street New York, NY 10005.

NORTH CAROLINA: Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-919-814-5400. This license is not an endorsement by the state.

PENNSYLVANIA: The official registration and financial information of the University of South Florida Foundation may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

VIRGINIA: From the State Division of Consumer Affairs in the Department of Agricultural and Consumer Services, P.O. Box 1163, Richmond, VA 23218. WASHINGTON: From the Secretary of State at 1-800-332-4483 or <http://www.sos.wa.gov/charities/>.

WEST VIRGINIA: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. Registration does not imply endorsement.

WISCONSIN: A financial statement of the charitable organization disclosing assets, liabilities, fund balances, revenue and expenses for the preceding fiscal year will be provided to any person upon request.

CONTRIBUTIONS ARE DEDUCTIBLE FOR FEDERAL INCOME TAX PURPOSES IN ACCORDANCE WITH APPLICABLE LAW.

REGISTRATION IN A STATE DOES NOT CONSTITUTE OR IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION OF THE UNIVERSITY OF SOUTH FLORIDA FOUNDATION BY THAT STATE.