

SPONSORSHIP PACKAGE

2026-2027



TEAM OVERVIEW & HISTORY



MAC Formula Electric is a student-led team representing McMaster University in the Formula SAE Electric competition. Each year, our team designs, manufactures, and competes with a fully electric, quarter-scale, formula-style race car, providing students with the opportunity to apply their classroom knowledge to real-world engineering challenges through hands-on design, manufacturing, testing, and project management.

Our annual build cycle is driven by a multidisciplinary team of more than 180 undergraduate students from a wide range of academic disciplines. Through our leadership structure, members develop valuable technical, professional, and collaborative skills while working in a fast-paced, team-oriented environment that mirrors industry. This hands-on experience is built on a culture of learning, teamwork, and excellence, empowering students to grow both personally and professionally.

2015



MAC Formula Electric
is Founded

2020/2021



MAC EV1/2 Goes to
Virtual Competition

2022



MAC EV3 Goes to
Competition

2023



MAC EV4 Goes to
Competition

2024



MAC EV5 Goes to
Competition

2025



MACFE-25 Goes to
Competition

2026



MACFE-26 Goes to
Competition

FORMULA SAE COMPETITION



We compete in Formula SAE Electric, one of the largest engineering design competitions in the world with over 80 participating universities. It will take place in June, 2027 at the Michigan International Speedway.

TECHNICAL INSPECTION

- Technical and Safety Scrutineering
- Tilt Test
- Brake Test
- Rain Test

STATIC EVENTS

- Design Presentation
- Cost Presentations
- Business Case Presentation

DYNAMIC EVENTS

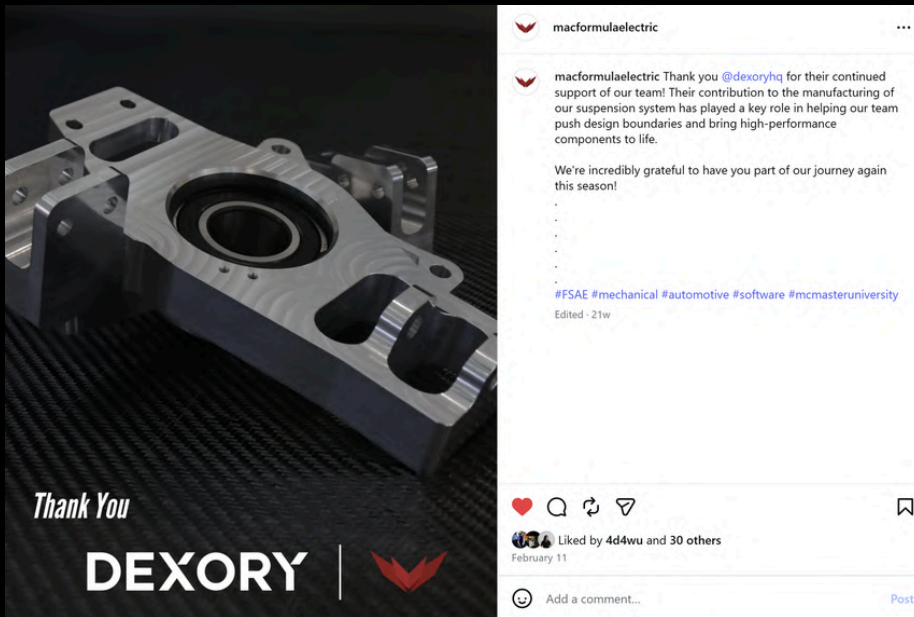
- Skid Pad
- Sprint (Autocross)
- Acceleration
- Endurance/Efficiency



WHY SPONSOR US?



BRAND EXPOSURE



Vehicle Branding: Your logo will be featured on our race car, providing exposure at competitions, public events, outreach initiatives, and throughout the season.

Social Media Recognition: Sponsors are highlighted across our social media platforms that garner 100K+ views annually, our website, and promotional materials through dedicated content celebrating your support.

Collaborative Marketing: We're happy to work with your team on co-branded content and promotional opportunities that highlight our partnership.



RECRUITMENT



Partnering with MAC Formula Electric provides direct access to a diverse group of highly motivated students from McMaster University. Through supporting our team, you invest in the next generation of engineers and industry leaders while building valuable connections, promoting career opportunities, and engaging with potential recruits through networking and recruitment initiatives.

WHY SPONSOR US?



TECHNICAL COLLABORATION

- Showcase your products and technologies in a real engineering environment
- Receive valuable product feedback from engineering students
- Mentor students through workshops and technical guidance



SUPPORT ENGINEERING EDUCATION

- Help provide industry-standard tools, software, and manufacturing resources
- Enable experiential learning beyond the classroom
- Foster innovation and professional development

IMPACT OF YOUR SUPPORT



Every sponsorship, whether financial, manufacturing, software, materials, or mentorship, helps students gain real-world engineering experience while fostering meaningful connections between industry professionals and exceptional future talent.

SPONSORSHIP TIERS



Sponsorship tiers are intended as general guidelines. We understand that every sponsor has different priorities and objectives, and we are always happy to discuss customization to build a partnership that benefits both parties.

Benefits	TITLE > \$10 000	PLATINUM > \$5000	GOLD > \$2000	SILVER > \$1000
JOB PROMOTION AND RESUME BOOK	✓	✓	✓	✓
LOGO ON SEASON SHIRT	✓	✓	✓	✓
MEET THE TEAM & WORKSHOP TOUR	✓	✓	✓	
SOCIAL MEDIA PROMOTION	FEATURED	✓		
PRODUCT TESTIMONIALS	✓	✓		
FEATURED ON TEAM MERCH	✓			
LOGO ON WEBSITE	FEATURED	X-LARGE	LARGE	MEDIUM
LOGO ON VEHICLE	X-LARGE	LARGE	MEDIUM	SMALL

Note: Bronze Tier Sponsorship includes one benefit selected from the options listed above for >\$500.

THANK YOU FOR REVIEWING OUR PACKAGE

Looking to reach out? We're looking forward to hearing from you!



LET'S CONNECT



formula@mcmaster.ca



<https://macformularacing.com/>



[@macformulaelectric](https://www.instagram.com/macformulaelectric)



<https://www.linkedin.com/company/mac-formula-electric/>