

OUR MISSION:

Our mission is to help develop the next generation of automotive industry professionals while building a race car for the Formula SAE competition. The design, construction, and financing of the car provides students with an introduction to all aspects of marketing, project management, engineering, and more.



ABOUT US:

Laker Racing is a multi-disciplinary, non-profit, student-run organization that competes against other technical universities from around the world. Our team is comprised of students from multiple different majors and backgrounds.

THANK YOU TO OUR GENEROUS SPONSORS:

autocam
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SOLIDWORKS

PLASAN
CARBON COMPOSITES

MIDWAY
MACHINE TECHNOLOGIES

GRAND VALLEY
STATE UNIVERSITY

LR

LAKER RACING



GVSU

FORMULA RACING TEAM

www.lakerracing.org
Instagram: @gvsulakerracing

WHY ARE SPONSORS IMPORTANT?

We believe that an innovative vehicle cannot be created without quality design and effective sponsorship outreach. Your sponsorship gives us the opportunity to continue to expand our technical capabilities and knowledge in a hands-on manner. Sponsors will have the option of choosing what project their money is used for including, purchasing of new materials, maintenance, and research and development. With your help we are determined to continue the tradition of innovation, gaining valuable knowledge and experiences that can be applied in both the workplace and a classroom setting.



SPONSORSHIP TIERS

(In kind donations will be valued and paired to the nearest sponsorship tier.)

Platinum - \$5,000

- Extra-large logo on vehicle
- Large logo on apparel
- Logo featured on website
- Logo at the end of videos
- Featured on sponsor banner at events (Large)
- 250 word sponsor profile on social media including 5 photos
- Opportunity to provide poster for events
- Opportunity to provide promotional material for event
- Opportunity for further promotions
- Opportunity to receive sponsor newsletter

Gold - \$3,000

- Large logo on vehicle
- Small logo on apparel
- Logo featured on website
- Logo at the end of videos
- Featured on sponsor banner at events (Large)
- 200 word sponsor profile on social media including 4 photos
- Opportunity to provide promotional materials for events
- Opportunity for further promotions
- Opportunity to receive sponsor newsletter

Silver - \$1,500

- Medium logo on vehicle
- Logo featured on website
- Logo at the end of videos
- Featured on sponsor banner at events (Medium)
- 150 word sponsor profile on social media including 3 photos
- Opportunity for further promotions
- Opportunity to receive newsletter

Bronze - \$800

- Small logo on vehicle
- Logo featured on website
- Featured on sponsor banner at events (Small)
- 100 word sponsor profile on social media including 2 photos

Club - \$300*

- Logo featured on website
- Featured on sponsor banner at events (Mini)
- 50 word profile on social media including 1 photo

*Sponsorship of less than \$300 by negotiation