



Sponsorship Information

About Us: The Blue Devil Motorsports (BDMS) Formula Electric Team is a collection of students attending Lawrence Technological University (LTU) who design, build, and race an all-electric open-wheel race car as a learning experience. We compete in the Formula Hybrid + Electric Competition at the New Hampshire Motor Speedway in May 2026.



About Formula Hybrid + Electric: The Formula Hybrid competition consists of a variety of dynamic and static challenges called events. During events, students assume the role of a design team to create a prototype vehicle. Teams demonstrate their creativity and project management skills, as well as their vehicle's performance and durability. The challenge is to create a vehicle that is roadworthy and prevails over other designs. Events are scored to determine how well a vehicle performed across all challenges, including acceleration, autocross, endurance, design, and project management.



Why You Should Support BDMS Formula Electric: As a student team, we are the next generation of engineers, and we will impact the workplace in the future. Your support allows us to hone our skills and push our limits before we enter the workforce, giving us a priceless experience and advancing our careers. Being a team of 22, we work closely with one another to accomplish our goals, and we extend our values of teamwork to our sponsors by encouraging sponsor interactions with the team and the vehicle. Through your donation, you are helping further our education and giving us the real-world experience that we need to succeed. With a hefty fundraising goal of \$175,000, we need your support so we can have a competitive and educational experience.

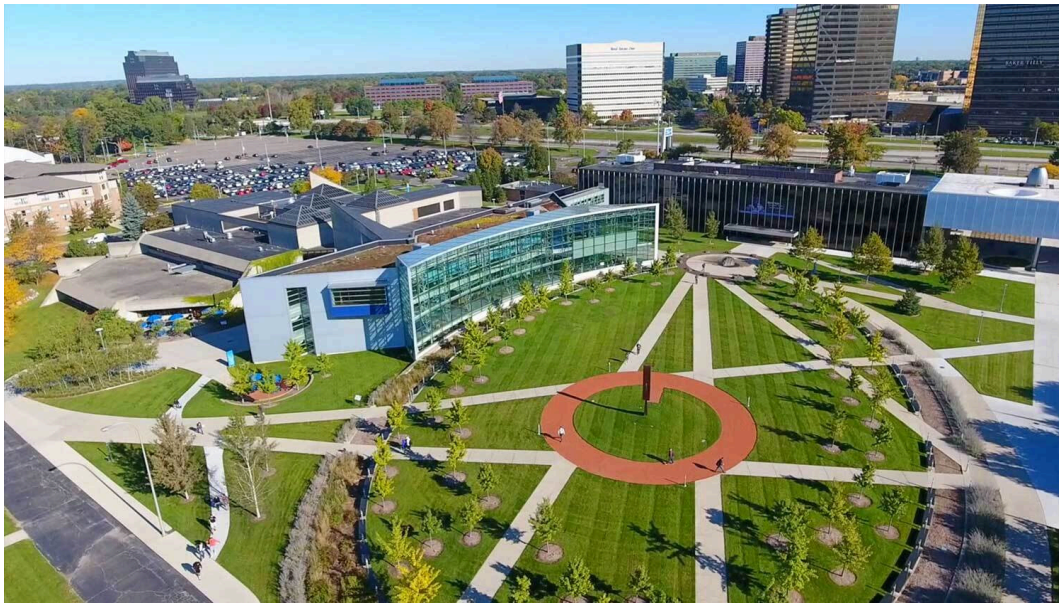
How You Can Help: Being a smaller team, our success and learning are a direct result of our generous sponsors. We accept numerous forms of sponsorship, including monetary, material, mentorship, and specialized services. All donations are tax-deductible, and the appropriate forms are available upon request. Notable benefits include:

- Your company logo on the vehicle
- Banners containing your company logo in our lab and at competitions
- 100% tax-deductible donations
- Social media recognition
- Business plaques
- Special gifts

Benefits For Our Sponsors

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About LTU: Lawrence Technological University, formerly Lawrence Institute of Technology was founded in 1932 at the height of the Great Depression with the motto “Theory and Practice” to serve both traditional students and working adults. Since then, these roots have not been lost, and LTU is still the center for education that it was founded as. Today, LTU has 2,000+ students and provides individual experience in all educational factors. These values have set a strong foundation for the 2026 BDMS Formula Electric team.



Our History: BDMS Formula Hybrid switched to Formula Electric in 2020; due to COVID-19, we achieved LTU’s first all-electric vehicle at competition in 2022, achieving 3rd place in 2022 at Formula Hybrid + Electric. In 2023, the new vehicle saw major performance and design improvements equivalent to that of the competition, again earning 3rd place against top engineering schools around the country with more team members and funding. As many employers in the Detroit area know, LTU students just seem to find a way, and when faced with tough situations, our team has repeatedly proven that we have what it takes to succeed.





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NEXT GENERATION OF
ENGINEERS WILL BE
PREPARED TO MAKE A
DIFFERENCE IN THE INDUSTRY
AND THE WORLD!**