LAWRENCE TECHNOLOGICAL UNIVERSITY

blue devil MOTORSPORTS

Formula Electric Sponsorship Info

ABOUT US

MEET THE TEAM

Who We Are

AT the Blue Devil Motorsports (BDMS) Formula Electric, we are team of undergraduate engineering students attending Lawrence Technological University (LTU) who design, build, and race an all-electric open-wheel race car for our senior project. For the upcoming season, we plan to race in the SAE Formula Electric Competition at the Michigan International Speedway in June 2027

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, scoring 3rd place in 2022 at Formula Hybrid + Electric. In 2023, the new vehicle saw major performance and design improvements equivalent to those 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 always seem to find a way, and when faced with tough situations, our team has repeatedly proven that we have what it takes to succeed.

THE COMPETITION

About Formula Electric

The Formula Electric competition consists of a variety of dynamic and static events. During these 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.

SUPPORT

WE NEED YOUR SUPPORT

Why BDMS Formula Electric

As a student team, we are the next generation of engineers entering the workforce. Your support gives us the opportunity 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 fifteen, with six different subsystems, we work cross-functionally to accomplish our goals. 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 providing the real-world experience that we need to succeed. With a fundraising goal of **$100,000**, sponsors play a huge role in creating a competitive and educational race car.

YOU CAN MAKE A DIFFERENCE

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, in-kind, 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

CONTACT

TEAM LEADS

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SOCIAL MEDIA

LTU Formula Electric

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Blue Devils Formula Electric (LTU)

PACKAGES

SPONSORSHIP PERKS & PACKAGES

LTU Formula Electric	Sponsorship Chart	Blue Devil ($5000+)	Platinum ($2500+)	Gold ($1000+)	Silver ($500+)	Bronze ($250+)
Company Logo Displayed	Vehicle - Extra Small					
	Vehicle - Small					1x
	Banner - Small				1x	
	Vehicle - Medium			2x	1x	
	Banner - Medium			1x		
	Vehicle - Large		2x			
	Banner - Large		1x			
	Vehicle - Extra Large	2x				
	Banner - Extra Large	1x				
Gratitude Gifts	Included in every video intro	1x	1x	1x		
	Social Media Shout Out	1x	1x	1x	1x	1x
	Logo on Team Apparel (TBD)	1x	1x	1x	1x	
	Optional Facility Tour	1x	1x			
	Plaque	1x	1x	1x		

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WITH YOUR SUPPORT, THE NEXT GENERATION OF ENGINEERS WILL BE PREPARED TO MAKE A DIFFERENCE IN THE INDUSTRY AND THE WORLD!

Donate Here!