

# BRUIN RACING

## SPONSORSHIP PACKET



**2023  
2024**

580 Portola Plaza  
Boelter Hall 2730A/B  
Los Angeles, CA 90095



**UCLA** **Samueli**  
School of Engineering

# LETTER FROM THE PRESIDENT

Welcome to Bruin Racing!

Thank you for your interest in our team! We're the largest mechanical engineering organization at UCLA, with three teams competing in the Formula SAE, Baja SAE, and Shell EcoMarathon competitions. Our dedicated team of over 350 students works tirelessly every year to design, build, and compete with vehicles at the top of their class.

Bruin Racing was founded with our Baja team in 1999. In 2004, Baja was joined by our Supermilage team in 2004 and our Formula team in 2012. United under the Bruin Racing banner in 2016, we've been at the forefront of student-led automotive engineering for over 20 years. Since the beginning, our mission has been to train the next generation of engineers to solve the world's most pressing issues. So, we're excited to announce our renewed focus on sustainability and clean technology, as our Supermilage team enters the Hydrogen Fuel Cell class and our Formula team enters the Electric Vehicle class.

Sponsors are crucial in supporting our mission to develop the engineers of tomorrow, providing us with the materials, funds, and technical expertise to realize our designs. We're proud to represent our sponsors and work hard to support their missions and show them the respect they deserve.

This packet gives a glimpse into our amazing team and what we're all about. We hope you share our mission of developing engineering talent through hands-on design and manufacturing, and we invite you to join the Bruin Racing family!

Sincerely,



Vinay Nagappala  
Bruin Racing President



# OUR MISSION

As one of the largest student organizations at the University of California, Los Angeles, our goal is to foster a welcoming learning environment where students can find their passion and career. We provide real-world, team-oriented, and project-based experience to students while preparing them to pursue any career. Bruin Racing also aims to make engineering an accessible and inclusive environment for any aspiring student.



## Education

We're proud to offer free training for all members. Our programs supplement knowledge taught in the classroom and help students apply it to their team's competition vehicle. This project experience also our members go on to work at major engineering firms.

### Our Training Programs

- 3D Design (Solidworks, Fusion360)
- Finite Element Analysis (Ansys, Star CCM+, Altair Inspire)
- Electronics (Low & High Voltage Systems, PCB design)
- Composites (Carbon Fiber & Fiberglass)
- Manual and CNC Machining
- Welding



## Career Advancement

We're fortunate to partner with companies and alumni to host resume reviews and recruiting sessions. These offer unique opportunities to our members and prepare them for the workforce. We also work with other UCLA clubs to host the largest engineering career fair on campus!



## Community Engagement & Inclusivity

We're dedicated to not only creating a safe space for our members but also encouraging students of all backgrounds to pursue engineering. Our efforts include a quarterly ladies' brunches, anonymous reporting forms, and inclusion focused townhalls open to all engineering students. We also partner with the UCLA Community School, to provide elementary school students with opportunities to learn about engineering principles and work on a soapbox car project.





# OUR TEAMS



Baja SAE Wisconsin  
**25th Overall**  
 7th Design  
 10th Acceleration  
 11th Suspension  
  
 Baja SAE Oregon  
**31st Overall**

Bruin Racing Baja competes in the Baja SAE competition, hosted by the Society of Automotive Engineers (SAE). Every year, student engineers design and build an offroad vehicle to compete in harsh environments ranging from desert to swamp. Their car emphasizes reliability, featuring a custom electromechanically-actuated continuously variable transmission (ECVT) system and four-wheel drive.



Formula SAE  
 Michigan IC  
**10th Overall**  
 5th Endurance  
 9th Cost  
 15th Efficiency  
 17th Autocross

Bruin Formula Racing competes in the Formula SAE competition hosted by SAE each year. They design, build, validate, and race a single-seater open-wheel race car against teams from colleges around the world. With almost every system custom, members learn about vehicle dynamics, weight optimization, and aerodynamic development. Their team is transitioning to the Electric Vehicle class, after 5th and 10th place overall finishes in 2022 and 2023 in the Internal Combustion class.



Shell Eco-Marathon  
 Indianapolis  
**EV: 3rd Overall**  
 1st Data & Telemetry  
 2nd Technical Innovation  
  
**GV: 11th Overall**

Bruin Supermileage competes in the Shell Eco-Marathon each year. In the past, they have produced internal combustion and battery electric vehicles, and are looking to construct a hydrogen fuel cell-powered vehicle for competition in 2024. Through this experience, team members learn real-world engineering and leadership skills while encouraging environmental sustainability.



# PARTNER WITH US

Our team would not be possible without the generous support of our corporate partners. We're pleased to offer a wide variety of sponsor tiers and perks, to show thanks to the donors that make our operation a reality.



Partnering with us means access to young talented engineers, a great way to spread career opportunities. Many alumni tend to work with our partners, either as employees or customers.



Our media presence has only grown this past year, with features by [UCLA Newsroom](#), [UCLA Engineering](#), and special events with [NASCAR](#). Our team is a prime way to highlight your company on the national stage.

	Steel \$500+	Carbon \$1000+	Silver \$2500+	Gold \$5000+	Platinum \$10000+
Recognition on our Website & Social Media	✓	✓	✓	✓	✓
Invitation to our year-end banquet, Dinner with Racing	✓	✓	✓	✓	✓
Advertisement in our newsletter		✓	✓	✓	✓
Team T-Shirt & Poster		✓	✓	✓	✓
Private Shop Tour			✓	✓	✓
Logo Placement on Teamwear and Vehicles				✓	✓
Framed Poster of all Vehicles				✓	✓
Logo Placement on Team Trailer					✓

We readily accept in-kind donations! For more information, reach out to our President, Vinay Nagappala, at [president@bruinracing.org](mailto:president@bruinracing.org)





# THANK YOU



Thank you for your consideration. If you're interested in partnering with us for the 2023-23 school year, please reach out to our executive board!



Ellery Allkotob  
Internal Vice President  
[ivp@bruinracing.org](mailto:ivp@bruinracing.org)



Vinay Nagappala  
President  
[president@bruinracing.org](mailto:president@bruinracing.org)



Ella Winett  
External Vice President  
[evp@bruinracing.org](mailto:evp@bruinracing.org)



@bruinracing



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