

BRUIN RACING

SPONSORSHIP PACKET



2025
2026

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 Eco-Marathon competitions. Our dedicated team of over 400 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. Baja was joined by our Supermileage 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 Supermileage and Formula teams enter their third year in the Hydrogen Fuel Cell class and Electric Vehicle class, respectively.

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,



Ramaditya Kotha
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, along with the invaluable projects we work on, have prepared our members for opportunities at major engineering firms. 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 Arizona

26th Overall

1st Business

2nd Suspension

14th Maneuverability

Baja SAE Maryland

34th 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 EV

35th Overall

8th Cost

26th Design

32nd Business

*Second ever EV car

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 in their third-year transitioning to the Electric Vehicle class and are looking to grow their presence in this new class after passing technical inspections last year.



Shell Eco-Marathon Indianapolis

11th Overall

*Second ever hydrogen car

Bruin Supermileage competes in the Shell Eco-Marathon each year. In the past, they have produced internal combustion and battery electric vehicles. They completed their first hydrogen fuel cell-powered vehicle in 2024, with the team building a new iteration in 2025. Through this 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 each 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, Ramaditya Kotha, at president@bruinracing.org



THANK YOU



Thank you for your consideration. If you're interested in partnering with us for the 2025-26 school year, please reach out to our executive board!



Elizabeth van Blommenstein
Internal Vice President
ivp@bruinracing.org



Ramaditya Kotha
President
president@bruinracing.org



Hunter Janssen
External Vice President
evp@bruinracing.org

