WESTERN FORMULA RACING

2026-2027 SPONSORSHIP PACKAGE



TABLE OF CONTENTS

CAPTAIN'S MESSAGE 01

MEET THE CAPTAINS 02

ABOUT FSAE 03

OUR LEGACY 04

OVER THE YEARS 05

2027 TEAM SCOPE 06

OUR FIGURES 07

SPONSORSHIP DELIVERABLES 08

SPONSORSHIP RETURN 09

SPONSORSHIP RETURN 10

CONTACT US 11

CAPTAIN'S MESSAGE

At Western Formula Racing, we are driven by a shared passion for overcoming technical challenges and pushing the boundaries of what is possible. Our story goes beyond the nuts and bolts of building a car – we are a diverse community of interdisciplinary students, problem-solvers, and leaders who are constantly learning and growing.

The technical skills we acquire here are unparalleled, we are continuously exposed to complex, real-world engineering problems that require innovative solutions. From the moment you join, you feel it—the urgency of the environment, the ongoing push for improvement, and the warmth of the people who make this team what it is. We thrive in the fast-paced challenges, balancing the technical with the interpersonal side of teamwork. The journey of WFR is can be summed up by our motto: Excellence, Endurance, and Enthusiasm

This year, we are continuing the momentum from the previous season. After placing 4th overall at Formula Hybrid + Electric, the team is tackling more design scope to make the car more competitive, the engineering more challenging, and process more fun. WFR-27E will feature an entirely new suspension, a new high voltage battery architecture built on 21700 cylindrical type cells, an improved telemetry system, and a redesign of the carbon fibre monocoque.

You are not just funding a student project; you are becoming part of our story. You're helping us create the memories that will stay with us long after we have left the shop for the last time. When our valued alumni look back at the time on the team, it won't be just the engineering challenges we will remember, but the camaraderie, the laughter, and the sense of accomplishment we built together. It helps us build the foundation for future successes and ensures that we can continue to innovate, learn, and grow as individuals and as a team. By supporting us, you are investing in the future engineers and leaders who will continue this legacy.

Thank you for helping us write the next chapter of Western Formula Racing's story. We are excited to have you on this journey with us.

Sincerely,
Pavan and Dominic
Captains - Western Formula Racing

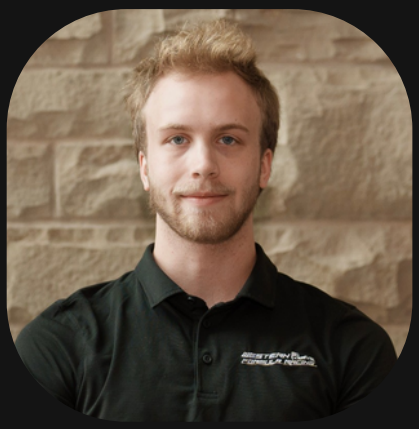
MEET THE TEAM

TEAM PRINCIPAL



PAVAN KARUNAKRAN

TECHNICAL DIRECTOR



DOMINIC GUERRA

TEAM MOTTO

EXCELLENCE

DEVELOP HIGHLY SKILLED AND EFFECTIVE PROFESSIONALS

ENDURANCE

ENSURE THE LONG-TERM SUCCESS OF THE TEAM

ENTHUSIASM

TO HAVE FUN!



ABOUT FSAE



WFR has competed in FSAE for 50 years since its establishment in 1975, with its first completed car in 1988. We are a team assembled through a shared passion and commitment to excellence. Composed from various faculties across Western University, students from engineering, business, law, and science come together to design, build, and race a unique vehicle every year.

WFR is dedicated to providing its members with unparalleled opportunities for learning and personal development, setting them apart as emerging leaders in their fields. Through participation in the team, students can apply theoretical concepts from the classroom in real-world scenarios, mastering essential technical skills along the way. Since its inception, WFR has continually grown and improved, earning recognition as a top-ranking team both nationally and internationally. With competition experience spanning Canada, the United States, and beyond, WFR continues to challenge the global stage with innovative concepts and a competitive spirit.

50-YEAR COMPETITIVE HISTORY

GLOBAL TRACK RECORD

LONDONS PREMIER INTERDISCIPLI-NARY TALENT HUB

OUR LEGACY

2025-2026 YEAR IN REVIEW



1st TIME COMPLETING 44KM ENDURANCE



4tH OVERALL AT FORMULA HYBRID + ELECTRIC



EARLIEST DRIVING CAR IN WFR HISTORY

This is **YOUR CHANCE** to be part of something phenomenal. By joining us as a sponsor during this landmark year, you'll gain exclusive visibility at FSAE events, showcasing your brand alongside an innovation. Together, we can create unforgettabe experiences, foster new talent, and accelerate towards a future of unparalleled excellence supporting the next wave on track.



Join us in celebrating 50 years of racing excellence—because the next lap starts now!

OVER THE YEARS

Team comes together for the first time

1975



1988

First competing vehicle

The first car with complete bodywork - ahead of its time

1997



2013

WFR recieved the William R. Adam Engineering Award for innovation

First carbon fiber chassis. Placed 6th worldwide in Germany.



2015



2019

First electric vehicle, best overall design at Formula North

2nd Generation EV. Decoupled suspension, Carbon wheels, Exposed carbon livery



2021



2024

First EV endurance completion! Won 3rd Place Efficiency Award

TOGETHER, we build a legacy of passion, teamwork, and community pride



2026

Your **SUPPORT** will help us charge for excellence and deliver greatness this upcoming season!

2027 TEAM SCOPE

ACCELERATED VEHICLE R&D

We are driving an unprecedented phase of rapid engineering development this season, completely overhauling our suspension, battery, telemetry, and chassis platforms.



COLLABORATIVE BUILDING PROCESS



Sponsors are integrated directly into our manufacturing and testing phases, allowing your team to actively co-develop tech solutions right on the garage floor.

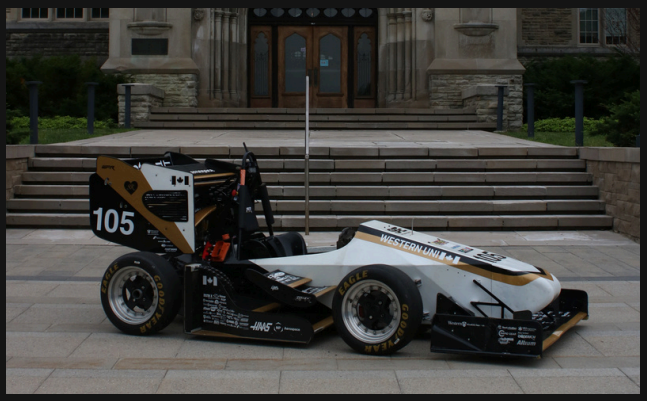
LIVE COMPONENT VALIDATION

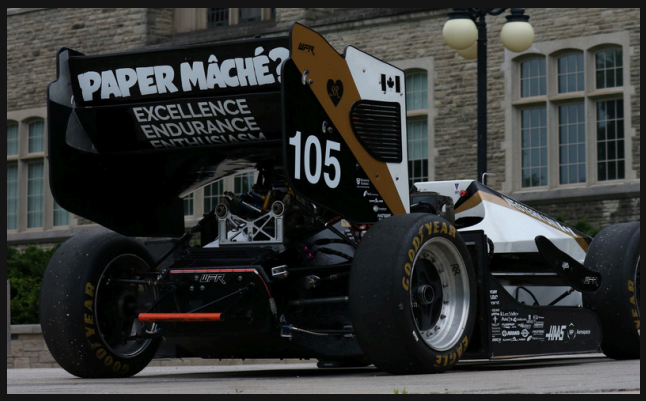
Your specialized parts and tools will be treated as core assets in our building process, giving you direct access to heavy testing in real world applications



OUR FIGURES

Weight	480lbs
Acceleration	0-100km/h in 3.8 sec
Tires	Hoosier R25B, 8x10"
Max Power	80kW
Max Wheel Torque	850 Nm
Max Braking G	2.0 G
Max Lateral G	2.5 G
Downforce	955N @ 80Km/h
Drag	200N @ 80Km/h
Electrical Motor	Emrax 228 MV Axial Flux
Pack Voltage Capacity	420V 6.48kWh
Pack Cells	Molicel P50B, 21700 Cylindrical
Frame Type	Full Carbon Fibre Monocoque
Drivetrain	Custom Gearbox to Drexler LSD





SPONSORSHIP DELIVERABLES

In supporting our team, you will receive monthly newsletters, an invite to our car unveiling, your company logo on our website, car, and recieve a sponsorship plaque at the end of year.

	Bronze $500-2K	Silver $2-5K	Gold $5-10K	Platinum $10-15K	Diamond $15K+
Media Exposure Posts	1 Story	2 Stories	1 Grid + 1 Story	1 Grid + 2 Story	2 Grid + 2 Stories
Logo on Shirts		★	★	★	★
Logo on Team Sweaters			★	★	★
Logo on Comp Polos				★	★
Dedicated Sponsor Video					★







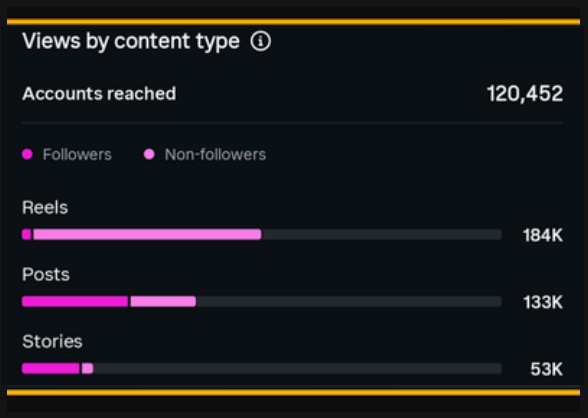
SPONSORSHIP RETURN

VEHICLE & APPAREL BRANDING

Your logo will gain premium placement across our active competitive vehicle surfaces and official team apparel for local and international exposure.



DIGITAL ENGAGEMENT



Connect your brand directly to an average of 100,000+ digital impressions per month, highlighting the key contributions you product executes for the team.

ELITE EXPERINCED TALENT

Secure a direct line to recruit directly from a driven pool of top-ranked Western Engineering students heavily experienced in engineering industry standards and #1 ranked Ivey Business students versed in engineering applications.



SPONSORSHIP RETURN

RESUME & RECRUITMENT EVENTS

Western Formula Racing has a direct Google Drive filled with talented resumes for your ease of recruiting and we will host various recruiting events where your firm has direct access to our talent.



PRODUCT CASE TESTIMONAIES



We actively use your products throughout the season and tiers gold and above receive an end-of-year review highlighting how it held up in FSAE situations. Providing authentic proof of your product's durability and performance.

EVENT OPPORTUNITIES

Partner with our team and have the opportunity of showcasing our car at your events and attending various events we host throughout the year as our coporate sponsor!



CONTACT US

westernformularacing.org

fsae.uwo@gmail.com

@westernformularacing

Western Formula Racing

Western Formula Racing



SUPPORT US

Thank you for your interest in partnering with Western Formula Racing. Your support is instrumental in enabling our team to design, build, and race our formula vehicles, and to develop the next generation of engineers and industry professionals. If you plan on sponsoring please read below

Payment Options

BY CHEUQUE

Please ensure cheques payable to Western University

Reference: WE Formula Racing

Mailing Address:
Western University
1151 Richmond St, WH 260
Advancement Operations
London, ON N6A 3K7, Canada

CREDIT CARD /ETF

To pay with a credit card or ETF email donationrevenue@uwo.ca to arrange a phone call regarding further instructions.

Do not email credit card information to the above email

Payment Inquiries

For payment options please contact sponsorships@uwo.ca