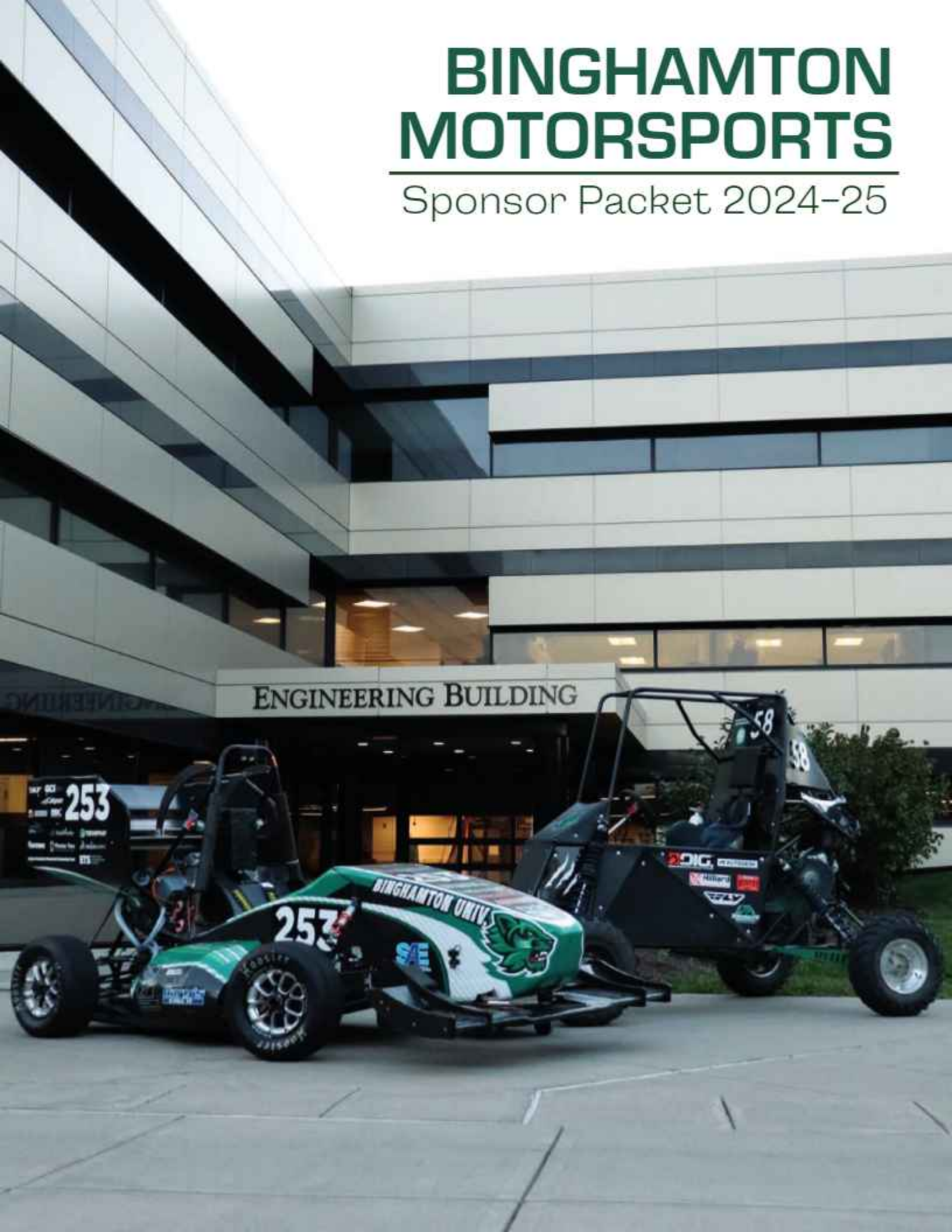
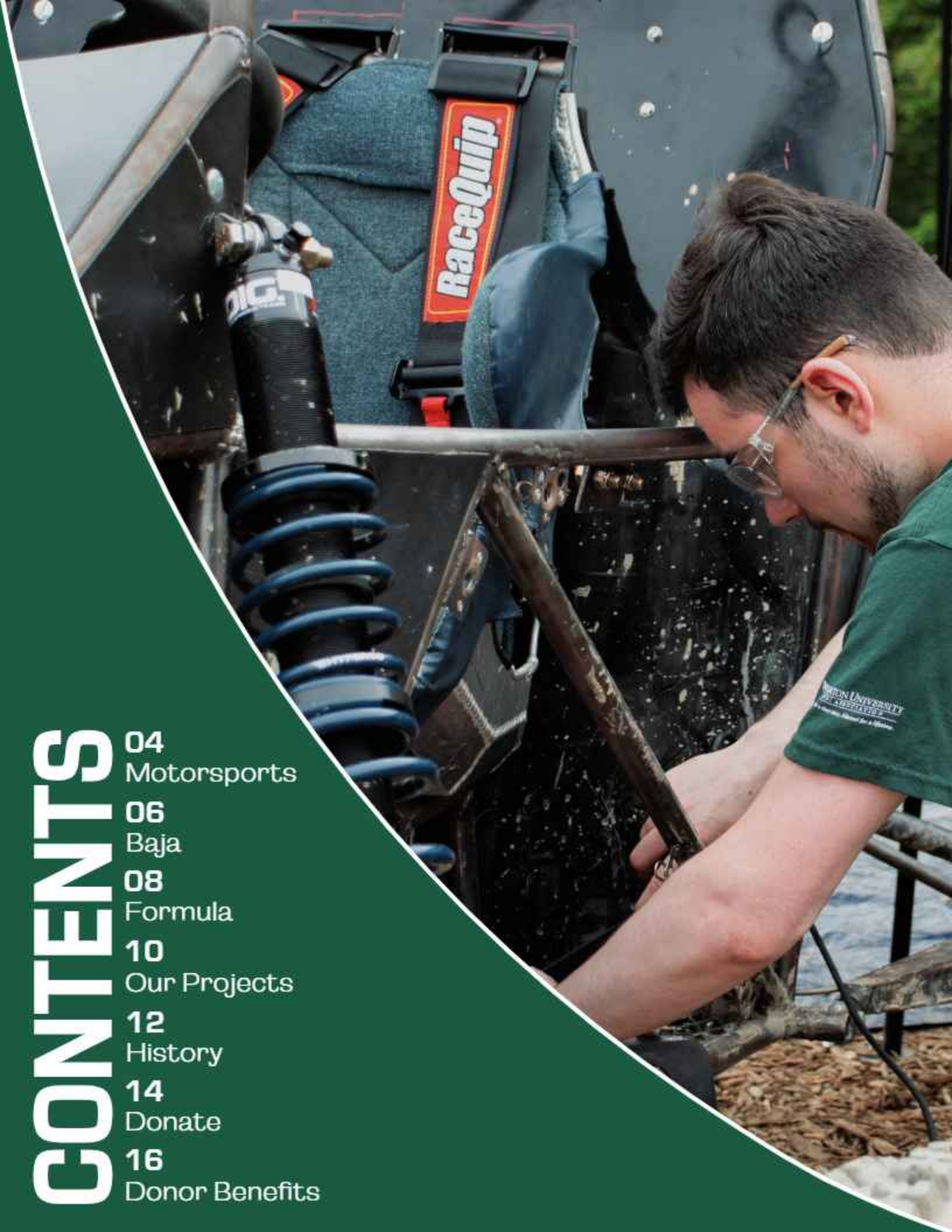


BINGHAMTON MOTORSPORTS

Sponsor Packet 2024-25





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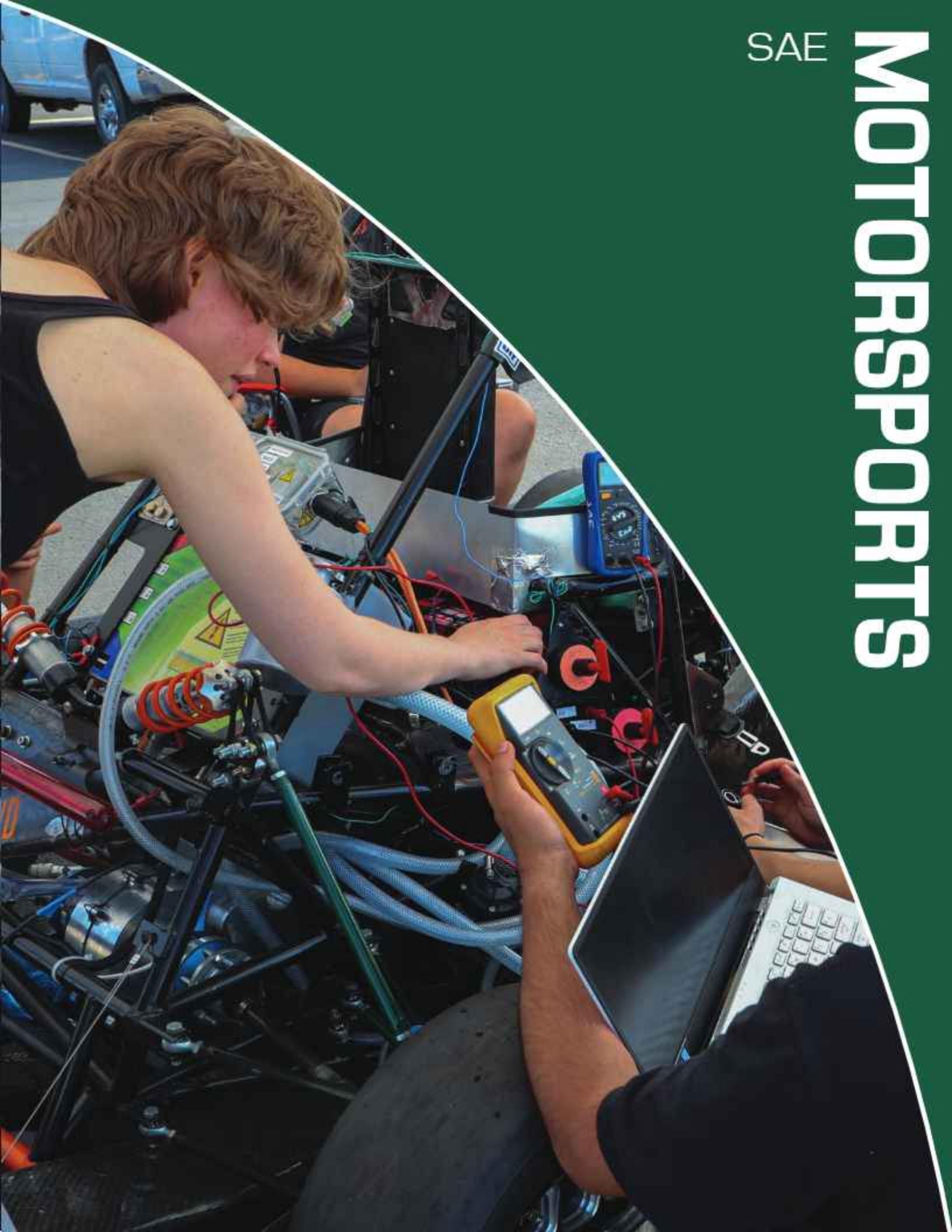
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SAE

MOTORSPORTS



MOTORSPORTS

Binghamton Motorsports is a multidisciplinary organization recognized under the Society of Automotive Engineers International (SAE). We are managed by and composed of university students from diverse majors and backgrounds – everything from engineering to economics. Our group consists of two teams, Baja and Formula, each of which designs, fabricates, and validates a competitive vehicle. All vehicles are made in-house under the supervision of experienced shop technicians and faculty to ensure the quality of the final product. Our team is committed to pushing the boundaries of performance, and aims to improve our competition standings every year. While competition is the culmination of the year's work, Binghamton Motorsport's primary goal is to inspire students to polish and showcase their engineering, problem-solving, and project management skills.



COMPETITION



Project Manager Erick Lopez brings 2023-24 SAE Baja vehicle to Williamsport in May 2024



Project Manager Joe Green brings 2022-24 SAE Formula EV car to Michigan in June 2024

BAJA

Baja SAE is a collegiate engineering program where students design, build, and race off-road vehicles under strict regulations set by SAE International. These vehicles are judged in competitive events that assess both their engineering design and real-world performance. Almost all parts are designed, fabricated, and assembled by student engineers, with only a few specialized components sourced externally. This hands-on process gives students valuable experience in design, manufacturing, and teamwork. Our team recently transitioned from a 2-wheel drive to a more advanced 4-wheel drive system, increasing the complexity and challenge of our designs. We participated in competitions in Williamsport, PA, and Holly, MI, gaining invaluable experience in testing our vehicle under real conditions. As we continue to grow, we aim to refine our design and make a strong impact in future competitions.





Duncan McCormick

Mecanical Engineering BS '24/MS '25
Project Manager

"My favorite memory of working on Baja is when we got our 4th and final inspection sticker on the third day of competition. After countless hours of tedious work to make the car legal for competition, we had done something the Binghamton Baja team hadn't done in years. I think everyone's sleep deprivation disappeared when they saw that sticker."



FORMULA

Formula SAE is a collegiate engineering program in which students build a formula-style open-wheel race vehicle constrained by rules outlined by SAE International. The cars are then judged in competitions by their performance and demonstration of the team's engineering prowess. Almost all parts are designed, fabricated, and produced in-house by student engineers, with a few parts purchased from specialty manufacturers. Our team recently transitioned from internal combustion to our first electric platform since 2016 – a process that spanned over two years. Now that we have established a baseline, we aim to take back our first-place title, which we earned at Formula Hybrid™ in 2016. Our team has also expanded to other competitions such as the Green Grand Prix in Spring 2024, for which we earned second place.





Samantha Fuscus
Electrical Engineering BS '25
Project Manager

"My favorite memory of working on Formula is attending the 2024 FSAE Competition. The team's capacity to collaborate effectively under pressure reflects our dedication and synergy. I'm continually impressed by our collective skills and I'm honored to serve as Project Manager for this upcoming competition year"



OUR PROJECTS

BINGHAMTON MOTORSPORTS PROJECTS

As a competitive team, we build to win! Testing is a vital part of our operations, which is why we always have more than one vehicle ready to roll. This way, we can learn from our mistakes, improve performance, and train our drivers – all in the real world. Here's a little about some of the vehicles currently in our fleet

This Year's Project Goals

BAJA '25

Upon completion of the September 2024 competition, the team will begin a complete rebuild with hopes of being able to compete in May of 2025 with a brand new car. This car will feature a new frame design as well as a modified drivetrain with a focus on weight and size reduction. One of the major benefits to the redesign of this vehicle includes a full returning group of upperclassmen. By combining the multiple years of experience with the recently obtained knowledge from competitions, this team looks to build one of the most successful cars Binghamton Motorsports has ever seen.

FORMULA EV2 '25

In June of 2024, we completed our first electric car. We gained valuable experience throughout the process, and our team is excited to begin work on our next project, EV2. This new car will be our most advanced yet, featuring significant performance improvements. With the knowledge and expertise from previous competitions, we are confident that EV2 will bring us closer to securing a top spot in the next FSAE Michigan competition, proving that Binghamton Motorsports is a serious contender on the world stage.



EV1 '24 (#253)

EV1, our new generation electric vehicle, was developed over two years and debuted at FSAE EV Michigan in June 2024. Although it didn't reach the track, we made significant progress by completing most electrical and mechanical inspections, an impressive feat for a first-year team. Now, we are using EV1 to test and refine our designs, paving the way for future innovations.



BAJA '24 (#115/#58)

Beginning in 2022, Baja '24 was built from scratch to improve on past designs. After two years of hard work, it competed for the first time in May 2024, successfully passed technical inspection, and drove on the track. It was then revamped for the September 2024 competition with reduced mass, and a tuned transmission and suspension. This put us in the spotlight alongside some of the best teams.



"Rose II" FORMULA IC '22 (#79)

Unveiled in 2022, Rose II, also known as "Green Car," the successor to Rose I, featuring a Kawasaki 650 engine and custom paddle shifters, marked a significant advancement in our combustion vehicle lineup. Both cars honor our late Chief Engineer, Andrew Desiderio. Rose II debuted at FSAE Michigan in May 2022 and placed second in the combustion autocross at the 2024 Watkins Glen Green Grand Prix.

HISTORY



FORMULA

Earliest Formula Records	2005
Top 5 in EV class in SAE New Hampshire	2015
1st Place in EV class in SAE New Hampshire	2016
SAE Hybrid in New Hampshire	2017 2018
SAE IC Michigan as Watson Competes!	2019
Covid Pandemic, online competition	2020
1st Carbon-fiber Aerodynamics Package	2021
Transition to EV as Watson Competes!	2022
Continuing EV development	2023
First Formula EV in SAE Michigan	2024
Development of Electric Powertrains	2025+



BAJA

1980s	Earliest Baja Records
2000s 2010s	Independant Baja Teams
2015	SAE Maryland Passed Tech Inspection
2016	Senior Design competes SAE Rochester
2017	Team improves standing at SAE Rochester
2019	Final vehicle to use 2WD Drivetrain
2020	First vehicle design to us 4WD Drivetrain
2021	First year as Watson Competes!
2022	New design with Briggs & Stratton Engine
2024	Team competes at SAE Williamsport and SAE Michigan
2025+	Development of Telemetry System



DONATE

How You Can Support Us

Binghamton Motorsports relies on donations to fund our projects, pass inspections, and build a professional community. While financial support is vital for maintaining our vehicles, we also welcome parts, tools, services, advice, and track-use. We're open to collaborations that promote both our team and your business, supporting the next generation of engineers.



Donor Benefits

All donations, regardless of size, are greatly appreciated.

In recognition of your support, you may receive these benefits:

- Placement of your logo on:
 - Our Vehicles
 - Team Wear
 - Marketing Materials
 - Access to team member resumes
 - Monthly updates through our newsletter
 - Guided tours of our manufacturing facility
-

Social Media

By being a part of the Binghamton Motorsports family you have the opportunity to showcase your brand on our social platforms, with hundreds of followers and daily visitors.



@bingmotorsports



@Binghamton Motorsports (SAE)

Binghamton University recognizes donations made to Binghamton Motorsports, and are tax deductible under the 501(c)(3) US IRS tax code.



What your Fuel Supports

Every donation to Binghamton Motorsports supports the ongoing construction and improvement of our Formula and Baja vehicles. Contributions of any size help us acquire essential components like engines and tires, as well as smaller critical parts. Your gift sponsors the entire program, allowing us to use funds most effectively, regardless of where we are in the design cycle.

Below, we outline how your support is distributed among subteams to bring these vehicles to life.

Past Expenditure and Current Budgets

Subteam	FSAE 22/24	FSAE 24/25	BAJA 22/24	BAJA 24/25
Accumulator	\$ 8,221.10	\$ 8,000.00	-	-
Aerodynamics	\$ 1,597.50	\$ 1,500.00	-	-
Drivetrain	\$ 4,589.88	\$ 8,500.00	\$ 5,098.60	\$ 3,000.00
Frame	\$ 2,300.81	\$ 2,000.00	\$ 902.50	\$ 800.00
Low Voltage	\$ 1,038.10	\$ 1,500.00	-	-
Suspension	\$ 6,713.49	\$ 7,000.00	\$ 4,861.00	\$ 2,500.00
Tractive	\$ 5,032.85	\$ 7,000.00	-	-
General	\$ 4,771.69	\$ 4,725.00	\$ 1,988.60	\$ 1,425.00
Total	\$ 34,265.42	\$ 40,000.00	\$ 12,850.70	\$ 7,500.00

How to Give

Scan QR Code for Donation Links

Email: motorsports@binghamton.edu

Website: binghamtonmotorsports.com

Baja



Formula



DONOR BENEFITS

How Does This Sponsorship Benefit You?

Your company's logo will be displayed on our cars, team apparel, and marketing materials, ensuring consistent brand exposure across a variety of platforms. This visibility extends to competitions, public events, and campus activities, where your brand will be seen by students, faculty, alumni, industry professionals, and prospective students, providing an excellent opportunity for widespread recognition and outreach. As part of Binghamton University, recently ranked the #1 SUNY by Forbes and the Wall Street Journal, our team operates within a prestigious academic environment, further elevating the exposure and credibility your brand will receive through sponsorship.



On-Campus Presence:

Our Fabrication Lab, located in the Engineering Building, is an integral part of Binghamton University's official tours, which are attended by hundreds of prospective students and parents each month. If you want to advertise your brand directly to our collegiate demographic, this is the way to do it! Your company's logo will be prominently displayed on our cars, demonstrating your support to all who visit.

Additionally, our cars are often exhibited at high-profile campus events, many of which attract industry professionals. With your brand on our vehicles, we ensure that your company is recognized.

Visibility at Competitions:

Our vehicles attract considerable attention at a wide range of competitions and events. Your logo will be visible to a diverse audience. Each SAE competition hosts up to 100 universities from around the world, with a waitlist of over 35 additional schools eager to participate. These internationally recognized competitions feature teams from countries such as France, Germany, and Brazil. Our teams compete year-round in various competitions across the United States and Canada, including events hosted by universities and renowned tracks like Watkins Glen. Our main events are hosted by SAE: one Spring Baja event, one Fall Baja event, and Formula EV Michigan.

The Next Generation:

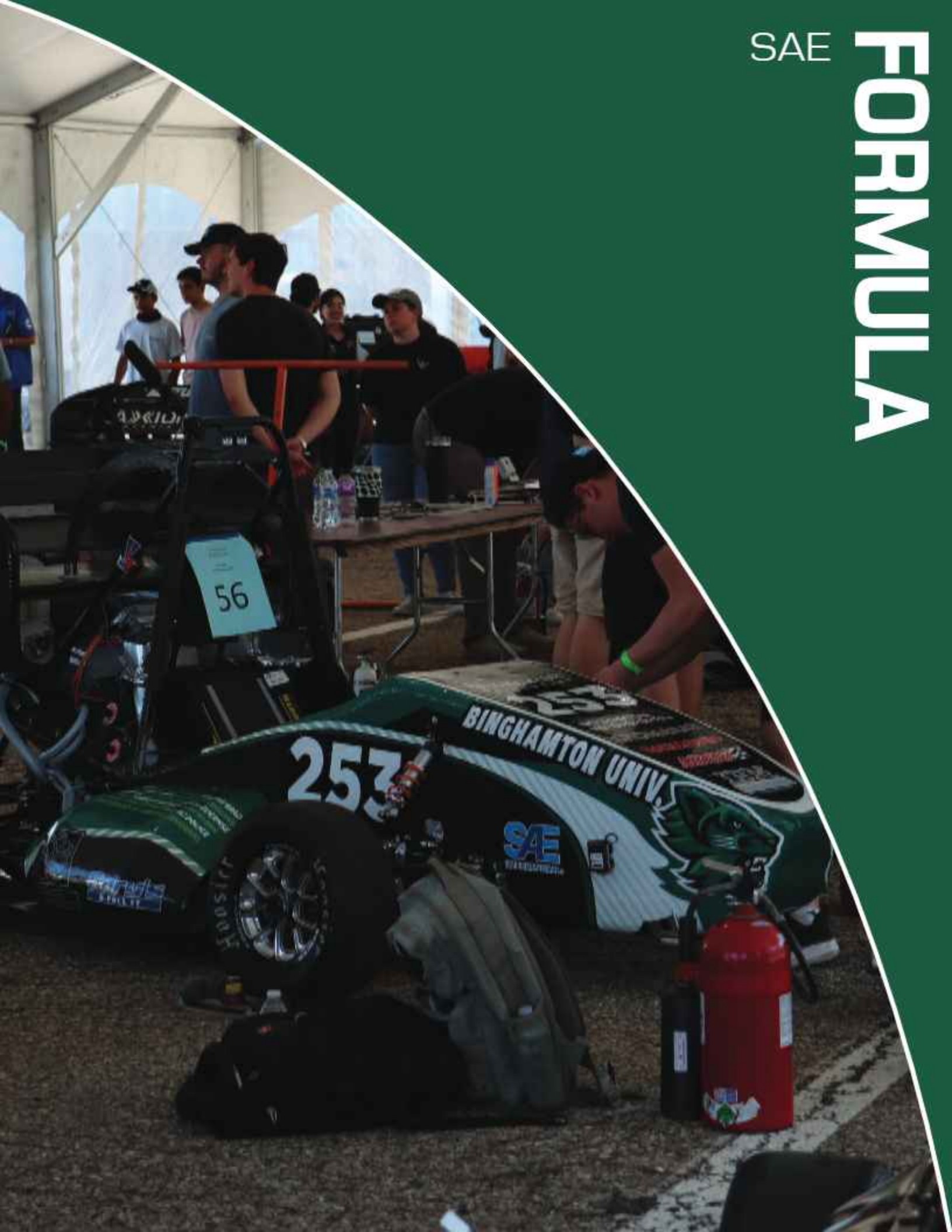
By sponsoring our team, you are investing in the future of engineering talent. We combine academic knowledge with hands-on, real-world experience, to prepare our members to enter the workforce. Your sponsorship will play a critical role in helping these future engineers excel in their careers. Many of our alumni work for Fortune 500 companies and leading organizations like yours, thanks in part to your contribution.



BAJA

SAE

SAE FORMULA



CHOMARAT
PURPOSEFUL

communications

OVERDRIVE
AUTOMOTIVE

Advance
Auto Parts

RAYMOND

RBC
BEARINGS

Agile | manufacturing Inc.

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Muckles!

MathWorks

Gary's
U-PULL IT

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Special Thanks to Vince Brady,
John Guernsey, Jim Canzler,
Bob Pulz, our Alumni, and
Friends and Family of Motorsports



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