B16 came equipped with a more reliable KTM 350cc engine, 520 chain, and 2-speed sequential transmission.

B17 incorporated paddle shifting capability, front monoshock suspension, and a 3-dimensional rear wing.

B19 saw the addition of side pod wings for improved downforce and improved ergonomics through a carbon fiber seat and 3-D printed steering wheel.

For B20, the team plans to switch over to a more powerful KTM 450cc engine, improve aerodynamic flow and include a reclined driving position.
Our team is comprised of eight subsystems that each fill a unique role on the team. The key to success is getting everyone to work together towards the same goal—*Competition*.
By the Numbers

59,000  Cal Fans reached
47,000  Youth in STEM reached
37,000  College Students reached
29,000  Auto Enthusiasts reached
17,000  Website Views each year
3,500   Social Media Followers
110     International Universities
55      Team Members
1       Vehicle
Berkeley Formula Racing provides our students the opportunity to enhance their engineering design and project management skills through practical application.

We create a formula-style, single-seat race car over the course of a school year in order to participate in FSAE California, a competition between 100+ teams in Fontana, CA every June.

### 2020 Budget

- **Manufacturing**: 20%
- **Aerodynamics**: 15%
- **Brakes & Driver Interface**: 7%
- **Chassis**: 5%
- **Drivetrain**: 10%
- **Suspension**: 9%
- **Electrical**: 11%
- **Competition Costs**: 16%
- **20%**

![Formula SAE](image)
Each year we attend various events both on and off campus to connect with the community and inspire the future generation of engineers.

Notable events:
- Bay Area Science Festival
- Cal Day
- Goodguys Autumn Get Together
We could not be where we are today without the support of our generous sponsors who fuel our ability to learn and innovate in ways that surpass traditional education. We would like the opportunity to build a unique partnership with your company.

*Thank you for your consideration and we hope to work with you in the future.*

fsae@me.berkeley.edu
## Partnership Levels

### TITLE SPONSOR

$15,000+

- Invitation to all five (5) Milestone Presentations throughout the year
- Exclusive presence and naming rights to a Drive Day
- Permanent Banner & Signage at work garage
- Four (4) large sticker decals in color on car with locations of choice
- One (1) Large decal on BFR Trailer
- Banner and Backdrop recognition at B19 Reveal Event
- Large logo recognition on all BFR Apparel
- Signage at Incoming College of Engineering Orientation
- Large Logo on retractable banner presented at over six (6) high engagement outreach events
- Name and logo recognition on five (5) Facebook & Instagram posts
- Direct access to all BFR members for recruitment opportunities
- Two (2) Sponsor Impact stories on Website
- Large logo on our website, prominent placement

### PLATINUM SPONSOR

$10,000+

- Invitation to all five (5) Milestone Presentations throughout the year
- Two (2) large sticker decals on car
- Direct access to all BFR members for recruitment opportunities
- One (1) Medium decal on BFR Trailer
- One (1) Sponsor Impact stories on Website
- Name and logo recognition on three (3) Instagram & Facebook posts
- Large logo on website
- Medium Logo on retractable banner presented at over six (6) high engagement outreach events
- Large logo recognition on BFR shirts

### GOLD SPONSOR

$5,000+

- Name and logo recognition on three (3) Instagram & Facebook posts
- One (1) Sponsor Impact story on Website per semester
- Direct access to all BFR members for recruitment opportunities
- Small logo recognition on BFR t-shirts
- Medium Logo on our website
- Small Logo on retractable banner presented at over six (6) high engagement outreach events
- Two (2) medium sticker decals on car

### SILVER SPONSOR

$2,500+

- Small logo recognition on BFR t-shirts
- Small logo on website
- Name and logo recognition on one (1) Instagram & Facebook posts
- Two (2) small sticker decals on car

### BRONZE SPONSOR

$500+

- One (1) small sticker decals on car
- Small logo recognition on BFR t-shirts
- Name on website

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