



UNIVERSITY OF STRATHCLYDE MOTORSPORT

# **SPONSORSHIP PROSPECTUS 2025-2026**



# WHO ARE WE?



Every year, the University of Strathclyde Motorsport (USM) team, design, build, market, and race a formula-style car as part of the global Formula Student initiative, a series of international competitions focused on developing engineering and business talent in a practical, competitive and performance-driven environment.

## THE TEAM

We are an entirely student-run society, with over 200 students spanning across all university faculties and engineering disciplines.

## THE CAR

Following 20 years of combustion powered race cars, we are entering our 5th year of running an electric vehicle. This year has a wide range of goals, spanning from team development and recruitment to improved project management, and an overhaul of several key powertrain elements to push for greater reliability and performance.

# WHAT WE DO

We have two main priorities as a team. One is to deliver a car that can compete with the best Formula Student teams in the UK and abroad. The other is to proactively develop our team members skills first-hand in a fast-paced project environment. Luckily, these go hand in hand.

While unfortunately we were unable to compete in the dynamic events this year, we achieved some great statics results, such as 8th in business which is our best score yet. The teams hard work and effort allowed us to achieve 23rd place overall and we are incredibly proud. The team are now hard at work on turning our fifth electric vehicle into a competitive challenger for summer 2026.



## THE VISION

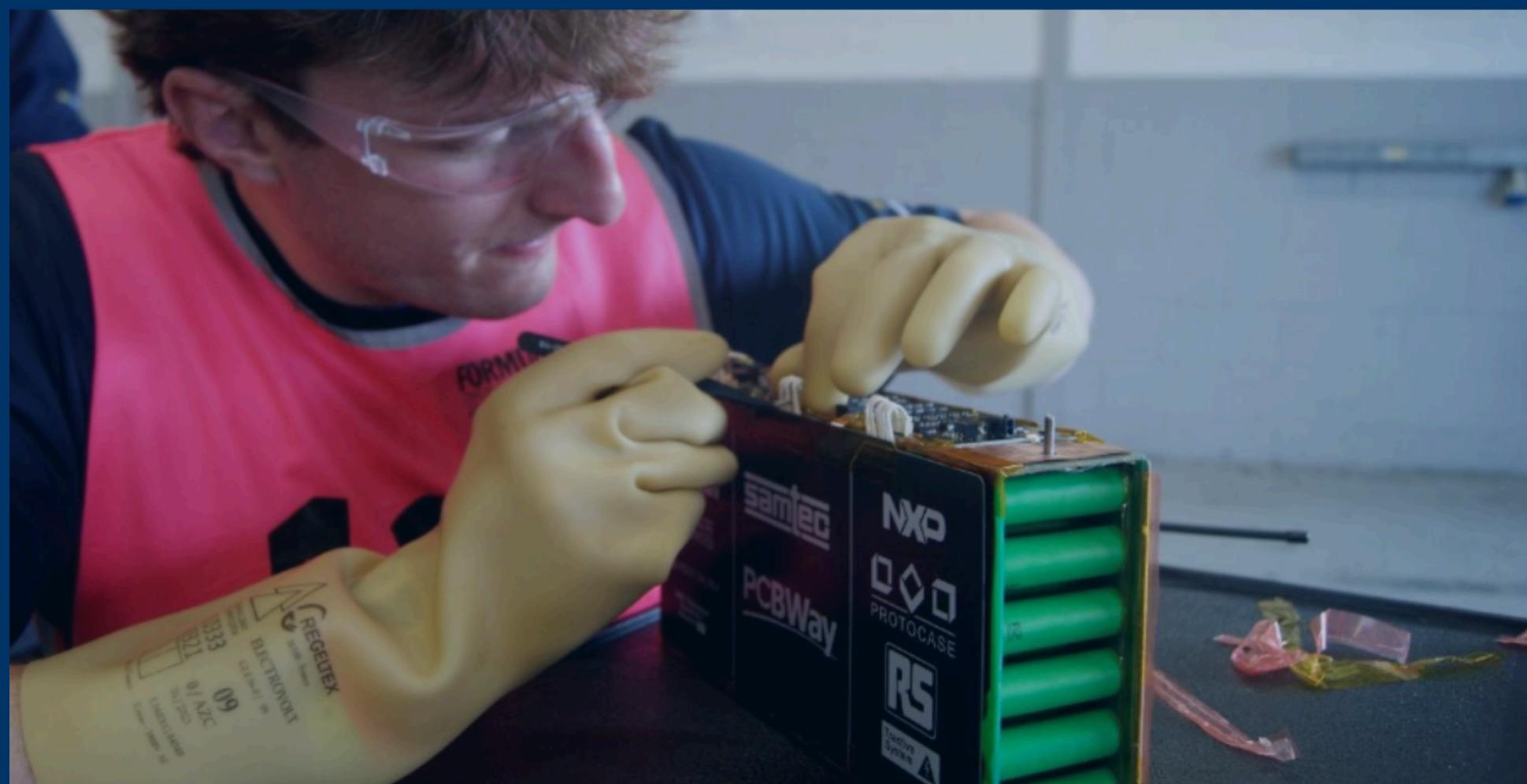
- Provide hands-on engineering, business planning, and project management experience.
- Raise the ceiling of our performance year on year, to compete at the top level of the FS community.
- Engage directly with industry to create lasting links between students and professionals, enabling the team's capabilities and supporting their future careers.

# ELECTRICIFICATION



USM23 made its debut as Scotland's first running EV three years ago, after two years of electric development. The decision to pivot away from internal combustion, beginning in 2021, resulted in the development of more versatile engineers, while setting the team on a path of innovation and sustainability.

Over the years since electrification, the team has embarked on many projects to improve the performance, efficiency and reliability of the vehicle. A thermals-based overhaul of our accumulator segment design, incorporation of a custom cutting-edge battery management system, and testing of a HV-LV DC/DC converter to power our cooling system demands.



# USM DRIVERLESS

This year we competed for the second time in FS-AI, the driverless vehicle competition running alongside the FS competition at Formula Student UK. During the year, the DV team develops their own software for use on the Autonomous Driving Systems - Dedicated Vehicle (ADS-DV) car developed by the IMechE exclusively for FS-AI. This is with the goal of reliably competing in a series of static and dynamic events, similar to these of the EV team.



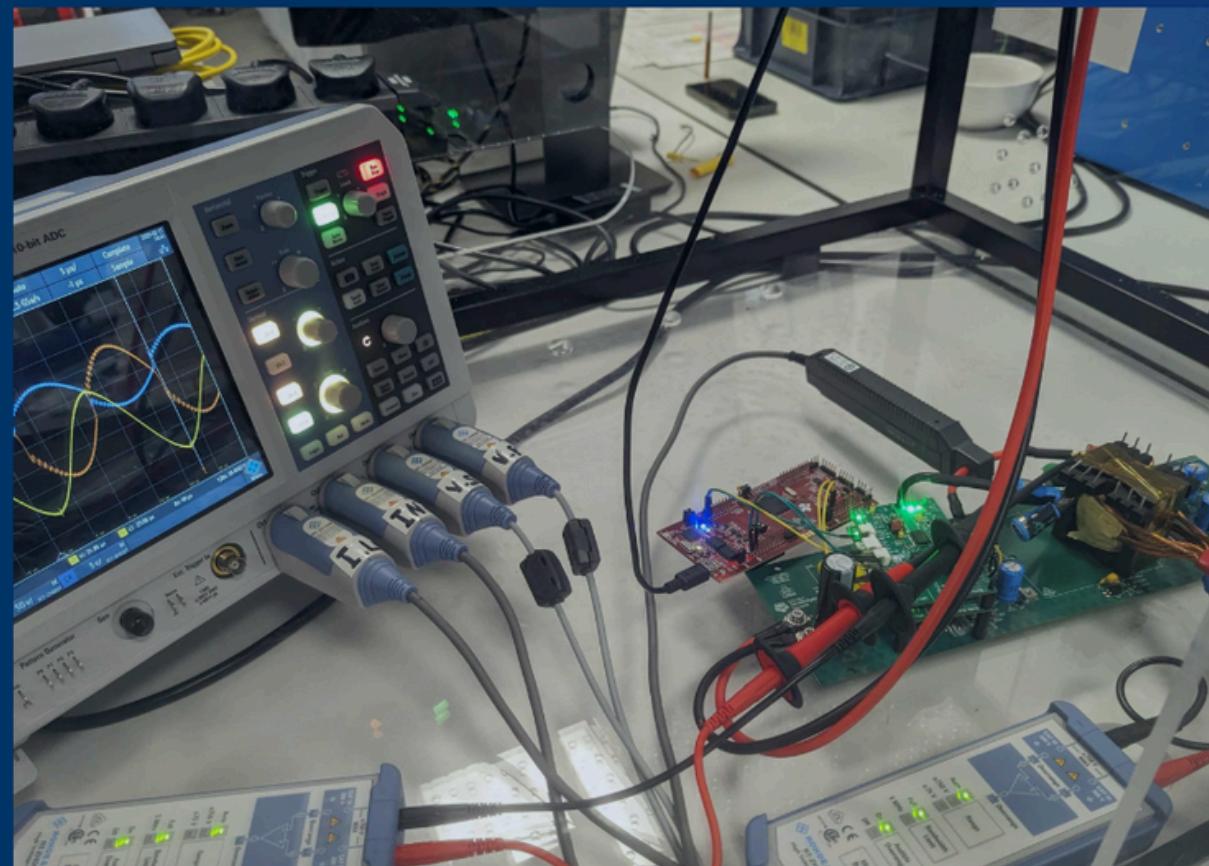
Our growing team worked hard and prepared for each challenge over the course of the year. While unfortunately we were unable to compete in the dynamic events, our performance in the static events went very well. This allowed us to achieve our highest score yet with 7th place in statics and 10th place overall!

This year we are building on last year's entry by incorporating LiDAR and a custom SLAM algorithm to unlock further performance. We are also creating our own testing platform which will enable us to take our simulations and reproduce them on track, while continuing to provide our ever-growing number of members with industry-relevant experience that will help them in the future.



# TECHNICAL ADVANCEMENT

This year we are updating our cells and battery configuration in an effort to raise our powertrain performance ceiling. This will involve selecting and sourcing new cells, and redesigning parts of the accumulator from the ground up.



Another area in which we are further developing our design is implementing a new DC/DC converter, built and tested in-house. This will allow us to have a smaller LV battery, absorbing the power demands of the cooling system, helping reduce weight and increase available space.

This year we introduced a new carbon fibre suspension setup. It was a big success, and we plan to build on and continually improve the design this coming year.



# TALENT POOL



As one of our sponsors, you'll gain access to our incredible talent pool. This could involve on-site visits for you to come and receive a tour of our lab and talk to our members, or for our team members to come and visit you! We're also looking to expand our social calendar to include networking events, and you'll be the first to receive an invite.

There is also the opportunity to recruit from within the team for internships or graduate roles. This provides you with access to the next generation of engineers with hands-on skills and experience and in-depth knowledge on the newest technological advancements and techniques. Here are some testimonies from members and sponsors:



# TESTIMONIES

## HARRIOTT

**Harriott:** Star Refrigeration gave me the opportunity to develop my technical skills in a professional setting, building upon the skills I have learned during my degree and my time in USM. I got the chance to learn from experienced engineers and contribute to live projects, all of which wouldn't have been possible without a USM tour of Star Refrigeration facilities, sparking an interest in the company and what they do.



## JAKE



**Jake:** My summer placement with TPG provided invaluable experience working alongside engineers in an entirely new environment. I developed a broad range of skills, from project management to proficiency with new software tools, which I have continued to apply throughout my career. The placement also enhanced the team's understanding of one of our key sponsors' operations and capabilities, ultimately strengthening our partnership.

# TESTIMONIES

## MARK

**Mark:** As the Drivetrain system head, I managed the development of the drivetrain system from concept to delivery, by working with a multi-disciplinary team to identify and solve problems under the impending deadline of the next Formula Student event. At Malin Equipment, I applied these skills to real-world engineering problems getting the opportunity to design and prototype novel solutions for Calmac ferry support systems; managing complex fabrication work for submarine support defence projects; and support a team consisting of hydraulic, electrical and mechanical engineers installing the first Smart Green Shipping Wingsail at an offsite location on a Nuclear Transport Solution vessel. The trust and responsibility I was given have reinforced my technical abilities and deepened my recognition of the importance of good communication, adaptability and quality, values shared by both USM and the professional engineering industry.

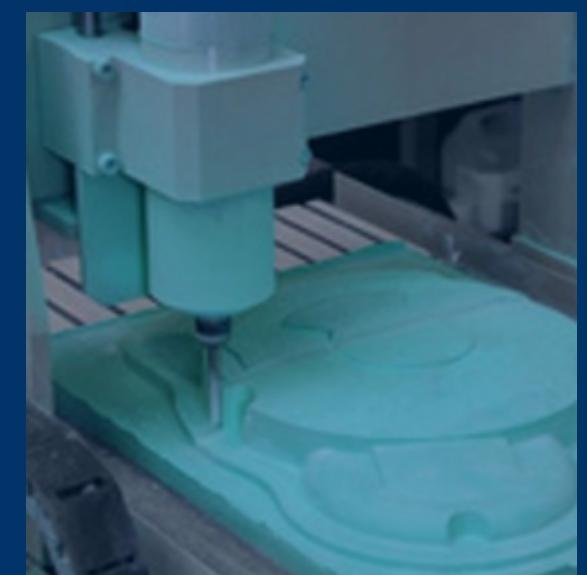


**Malin:** As an employer one of the key attributes we look for in graduate engineers is interest and enthusiasm in engineering. By being involved in USM it clearly demonstrates students have a passion for engineering outside the classroom. Following his year as drivetrain lead Mark joined Malin Equipment for his second summer internship with us, getting greater responsibility and autonomy with experience. He has worked on a diverse range of projects including marine equipment for submarines in Faslane, supporting Calmac ferries on the West coast, 3D printing spooling designs, developing novel designs for drag anchors, project managing aspects of the fabrication of warship keel blocks for Portsmouth naval base and supporting STEM events in local schools.- Michael Hughes CEng MRINA Senior Project Manager , Malin Marine Equipment.

# WHERE WE NEED YOUR SUPPORT

## **COMPOSITE MATERIALS AND TOOLING**

Tooling board, carbon fibre, vacuum bag and breather material to aid in manufacturing of composite structures and more complex aerodynamic parts.



## **DIRECT FINANCIAL SUPPORT**

Financial contributions are always welcome, providing the team with flexibility to support as-needed purchases.



## **IN-KIND MANUFACTURING SUPPORT**

Support through capability in machining can open doors to lighter and more complex part designs, greatly improving our performance.



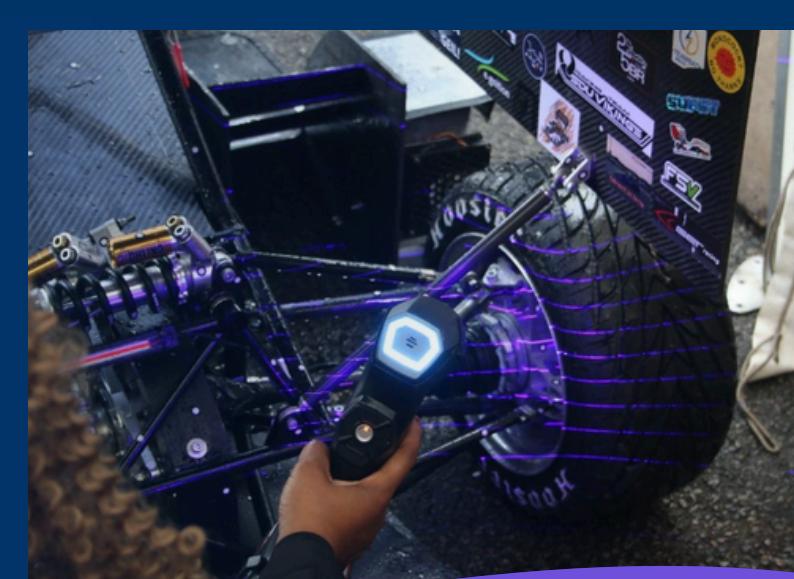
## **ELECTRICAL EQUIPMENT AND SUPPORT**

Hand tools for wiring harnesses, support with PCB manufacture, and testing equipment for PCBs and batteries are all of great use to our growing electrical sub-team.



## **DRIVERLESS ONBOARD COMPUTER**

An onboard computer for running our autonomous software. This will greatly increase our testing capabilities and allow for a more competitive driverless performance.



# **MORE THAN JUST A SPONSOR**

Our sponsors are more than a name on the side of the car. Without their support we wouldn't be able to innovate and improve our performance. We enjoy fantastic relationships with our sponsors - be it from afar or right here in Glasgow. We invite all sponsors to our annual launch night and if available, to on-track testing weekends to see the car running and chat to the team.

## ***SOME OF THE BENEFITS INCLUDE:***

- Tailored promotion on all media platforms and website
- Inclusion and promotion in our Sponsor Update Newsletters
- Logo on our race car, visible at the competition at Silverstone
- Invites to Launch & Networking Events with team and other sponsors

## ***SPONSORSHIP PACKAGES***

<b>Value of Support*</b>	<b>TIER 1</b>	<b>TIER 2</b>	<b>TIER 3</b>
	£7,500+	£3,000	£1,000
Logo on USM26 Race Car	Large	Medium	Standard
Logo on Team T-Shirts	Yes	Yes	-
Promotion and Access to 200+ Students and Top Graduates	Yes	Yes	-
Social Media Coverage	Extensive	One Post	-
Tailored Articles/Case Studies	Yes	-	-
Visitor Tickets to Formula Student UK at Silverstone	Yes	-	-
Access to Race Car for Company Events	Yes	-	-
Invite to USM26 Launch Event (June 2026)	Yes	Yes	Yes
Quarterly Sponsor Newsletters	Yes	Yes	Yes

\*Value of Support is not solely financial. Also includes value of in-kind support and enrichment opportunities

\*\*We are open to discussing bespoke packages tailored to your requirements

# MAKING YOU VISIBLE

We have a large and expanding social media presence which we use to show off our car and our sponsors. Some analytics are included below. We frequently feature on the official Formula Student UK page, with 25,000 followers.



## LINKEDIN

1,100 Followers

5000+ Monthly Impressions

## INSTAGRAM

2,100 Followers

75,000+ Monthly Impressions

## OUR 2025 SPONSORS



# GET IN TOUCH

Thank you for your interest in our team!



We are always happy to provide more information and specifics about certain opportunities. You can browse our website and social media pages using the tags on the right, and feel free to get in touch using our email address as provided.



usm@strath.ac.uk



[www.usmformulastudent.uk](http://www.usmformulastudent.uk)



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usm.formulastudent

