



***Rutgers Solar Car***

**Sponsorship Packet 2025-26**

# Dear Valued Sponsor,

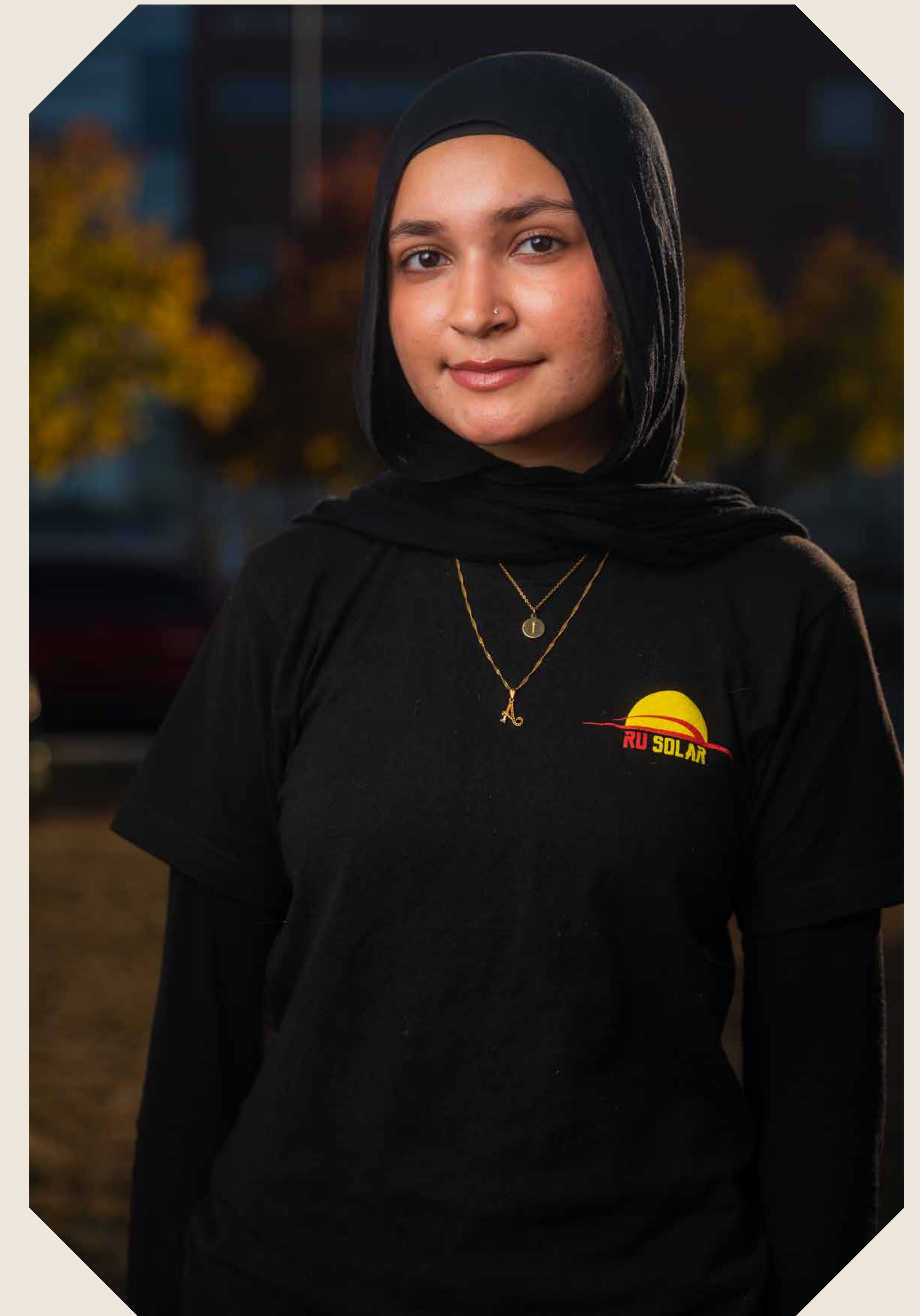
**Rutgers Solar Car is a multidisciplinary, nonprofit organization of over 120 students representing more than 17 different majors. Our collaborative, high-pressure, and fast-paced environment emphasizes research, innovation, creativity, and organization, allowing our members to gain the skills and experience necessary to propel them into the industry. By designing, manufacturing, and testing a road-legal, solar-powered race car completely from scratch, we have the opportunity to compete in endurance races alongside teams from across North America.**

**We competed with our inaugural car in July of 2025 at the Formula Sun Grand Prix in Bowling Green, Kentucky. From that experience we gained invaluable advice and connections from other teams, scrutineers, and industry professionals, and are excited to apply our experiences to FSGP 2026.**

**As innovators driving advancements in solar vehicle technology, we aim to inspire growth in the renewable energy sector and be a catalyst for change within the automotive industry. Your donations and support will not only aid in the development of our upcoming car but also help us bring our vision to life, empowering us to explore new possibilities and build a better, more sustainable tomorrow.**

**Partnership can also benefit your company by allowing us to promote your mission as we pursue ours. We hope that you will support Rutgers Solar Car and our mission to sustain a community of innovative, creative, and passionate students while pushing the envelope in renewable energy. We cannot thank you enough for your time and hope you will join us on our mission.**

**Within this packet, you will find more information about our team, solar racing, the competitions we participate in, the events and media where we are featured, and details on how your company can partner with us.**



**Alina Zahra**

**President, Rutgers Solar Car  
B.S. Mechanical Engineering, May 2026**

# Our Story

Our club started in 2016 when we were able to acquire Arctan, Stanford's old Challenger class car. Through the process of rebuilding and fitting Arctan with all of the systems needed to get it driving again we learned a lot. While we were able to make it to competition in 2019, we were only able to pass 2 out of 9 scrutineering stations.

During COVID our club was not able to make any progress towards our goals but in 2022 we set out to make our first car designed and built from the ground up by us. Despite running into a myriad of issues, we were able to arrive at competition in 2025, albeit with an incomplete car. Against all odds, our car drove for the first time in the parking lot of the competition and managed to pass 4.5 out of the 9 scrutineering stations. In spite of the last-minute build, nearly all of the systems that were fitted to the car managed to pass.



Arctan at the Formula Sun Grand Prix in 2019

# Hyperion

Hyperion is our 2025-26 car. It is currently in the early stages of design and construction. Hyperion will build off the same chassis as our previous car but will incorporate all of the lessons we have learned into its design and strategy.

With your support we hope to take on the 2026 Formula Sun Grand Prix and American Solar Challenge this upcoming summer with Hyperion!



# Where Do We Compete?

## Formula Sun Grand Prix (FSGP)

The Formula Sun Grand Prix is an endurance-style 3-day track race. Taking place at a different track each year, FSGP brings over 35 of the best and the brightest solar racing teams together to compete. Over 24 hours of wheel-to-wheel racing, cars and their teams are pushed to the limit as they jockey for position and attempt to finish in one piece.

FSGP also serves as a qualifier for the American Solar Challenge which takes place every other year.

## American Solar Challenge (ASC)

The American Solar Challenge is a cross-country endurance race taking place across 1700+ miles and 7 days. Student teams and their cars race along public roads and highways as they attempt to cross the country in the fastest possible time.

American Solar Challenge takes place every other year, with the next ASC slated for the summer of 2026. The top finishers from that year's FSGP are permitted to move on to ASC.



# Sponsorship Tiers

	 <b>Bronze</b>	 <b>Silver</b>	 <b>Gold</b>	 <b>Scarlet</b>
<b>Tax Benefits</b>				
<b>Name &amp; Logo on Website</b>				
<b>Logo on Uniform</b>				
<b>Social Media Post</b>				
<b>Resume Book</b>				
<b>Media Licensing</b>				
<b>Logo on Solar Car</b>				
<b>Premier Logo Placement</b>				
<b>Company Recruiting Event</b>				

# Bronze

Contributions above  
**\$500**

## Tax Benefits

Rutgers Solar Car is a registered 501(c)(3) non-profit which means all donations are tax deductible. Tax receipts can be provided upon request to verify donations.

## Name & Logo on Website

Your name and logo will be featured under the “Sponsors” section of our website, [rusolarcar.org](http://rusolarcar.org), in accordance with your contribution amount & tier.



# Silver

Contributions above  
**\$1,000**

## Logo on Uniform

Your company's logo will be featured on the back of our competition uniforms which are not only worn at national-level competitions, but also at various events such as New York International Auto Show and EV Expos across New Jersey!



## Social Media Exposure

Take advantage of our 1400+ followers across platforms such as Instagram, TikTok, and LinkedIn to publicize your contribution to our mission! In-kind sponsors will also have their product or services highlighted.

## Resume Book

Gain access to the resumes of all of our team members. Rutgers Solar Car has members spanning across 15+ different majors, all of whom receive hands-on education that goes beyond the classroom. Regardless of your company's needs, we have highly-skilled members who have proven themselves through years of dedication!



# Gold

Contributions above  
**\$2,500**

## Logo on Solar Car

Have your company's logo featured on the side of Hyperion, our 2025-26 competition solar car. In addition to competitions, your company's contribution to RSC will also be proudly displayed at every one of the many events we will show off our car at!

Our previous cars displayed at the New York International Auto Show, 2025



RSC displaying our car at the Highland EV Expo, 2024

## Media Licensing

Get access to hundreds of images/videos featuring our club, car, and events we attend to publicize your contribution to our mission. In-kind sponsors can also receive media displaying their company's products/services being put to use on our car!

# Scarlet

Contributions above  
**\$10,000**

## Premier Logo Placement

As one of our top contributors, your company's brand and logo will be tied to RSC's mission. Your company's logo will be featured prominently on Hyperion's canopy and have a large placement on our uniforms.

## Company Recruiting Event

Host an on-campus recruiting event with our club and find talent perfect for your company. We are home to 100+ members from majors ranging from engineering to business to data science and everything in between!



# Thank You for Your Support

