

Innovators Educational Foundation



# Sponsorship Opportunities

**electrek** FORMULA SUN GRAND PRIX 2025



# Sponsorship Package Overview

## FRIENDS OF THE IEF

Our mission is to empower bright young minds to excel in engineering, the sciences, mathematics, and business through diverse, hands-on learning experiences that prepare them for future career success.

We strive to create public awareness and enthusiasm for academic excellence, engineering innovation, and the transformative technologies that arise from them.

**Friends of the IEF share this vision and contribute their support to help us expand our impact, providing the next generation of STEM leaders with exceptional, immersive learning opportunities.**

## ADD-ON

## CHALLENGE

## RECRUITER

Each year, students from 30+ universities hone critical skills through hands-on experiential learning in:

- engineering design
- fabrication
- controls, battery, and power systems
- vehicle dynamics
- composite structures
- logistics

**The Recruiter package provides direct visibility and access to these high-performing students, making it an ideal platform for recruiting top talent for internships, co-ops, and full-time roles.**

Unlike traditional career fairs, our format fosters targeted, meaningful, and organic interactions—eliminating formalities in favor of real-world engagement.

With a diverse range of universities and academic disciplines represented in one location, sponsors can witness students' work firsthand and connect with future industry leaders in an immersive, dynamic environment.

## PRESS

The Innovator Educational Foundation has been featured in global media outlets and publications, including:

- Electrek Magazine
- The Wall Street Journal
- Million Stories 6-part docuseries
- Local news outlet pick-up

**The Press package encourages continuous efforts to elevate the awareness of the event. Its sponsors consistently bring attention to the amazing participants and overall awareness of important causes.**

Included in this category are experiential learning, STEM, young professional development, and progression toward sustainable energy solutions (EV, solar, lightweight vehicle optimization, etc.).






# Friends of the IEF Package

Benefits	\$500+	\$1,000+	\$5,000+	\$10,000+
Social Media Appreciation	●	●	●	●
Website Recognition	●	●	●	●
Event Program Listing	●	●	●	●
Commemorative Event T-Shirt Recognition		●	●	●
Name   All Solar Vehicles			●	●
Logo   All Solar Vehicles				●
¼ Page Promotion in Event Program				●
Booth Space   Formula Sun Grand Prix Event				●
Bespoke Press Release or On-Camera Interview*			\$1,000 / release	
Direct Team Engagement**			\$20,000 cumulative	

\* \$5,000 minimum donation to qualify

\*\* Specifics TBD on case-by-case basis

# Recruiter Package

Benefits	\$10,000
Social Media Recognition	
¼ Page Promotion in Event Program	
Logo   All Participant Solar Vehicles	
Booth Space   Formula Sun Grand Prix Event Includes 10x10 foot Tent Space, Table, Recruitment Team	
Awareness to Teams IEF Pre-approves & Distributes Materials to Participants	
Curated Call for Resumes* IEF Shares Company Hiring Info to Consenting Students IEF Shares Resumes of Consenting Students**	\$1,000 / 3 teams \$5,000 / all teams
Presentation Opportunity at an “All Teams” Event	\$1,000
Logo on Website, Event Programs, & Social Media	\$1,000
Product Display / Demonstration Space*** Includes Larger Tent Space & Company May Provide Cooling Tent, Food & Beverages	\$5,000 + facility fees

\* Resumes provided in advance of visit & minimum # of resumes or prorated discount applied


\*\* Personal info will be deleted after conclusion of event

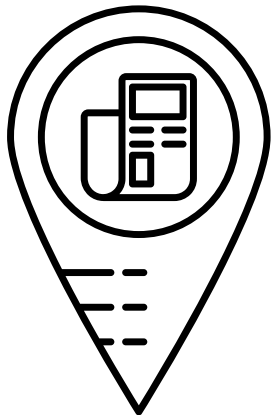
\*\*\* All subject to approval of the facility and space allotment

# Press Package

# electrek

THE WALL STREET JOURNAL.

Million  Stories™



## Local News

Ranked #1 or #2  
SEO on solar  
car-related  
searches

Tailored on-site  
interviews for  
sponsor  
promotional  
materials

218,000+  
unique  
impressions for  
6 weeks  
[2024]

Over 3,000,000  
media outlet  
reach during  
event coverage

# Press Package

Benefits	\$5,000	\$10,000
Logo   Website, Event Program, Commemorative T-shirt, & Solar Vehicles	●	●
Use of IEF and Event Logos upon IEF Final Approval	●	●
Sponsorship Recognition in minimum 2 Press Releases	●	●
Large Sponsor-Provided Signage at Events		●
Mention in Every Written Press Release		●
IEF Participation in Promotional Interviews		●
Bespoke Press Release & Commentary from an IEF Representative*	\$1,000 / release	
IEF Participation in Video Interview Promotional Collateral Specific To Sponsor*	\$1,000 / 15-min interview with IEF	
Booth Space   Formula Sun Grand Prix Event	\$10,000 cumulative	
Event Official Polos**	\$50,000	

\* \$5,000 minimum to qualify

\*\* Often appear in interviews

# Challenge Package

Sponsors have the opportunity to design a special challenge as a complementary competition running parallel to the main events. New technology and applications that fit within the solar car events and respective regulations will stand out as students push the boundaries for disruptive innovation.

**This add-on element for a \$10K grand prize may unlock new solutions, develop valuable skill sets, and further inspire top talent to pursue careers in the field.**

Benefits	\$20,000+*
Co-develop challenge criteria	●
Award naming rights	●
Challenge event recognition in IEF promotional materials	●
Introduction to challenge participants & unique opportunity with winning team	●

\* Amount varies based on sponsorship level and challenge costs



# Itemized Sponsorship

Items	\$5,000	\$10,000	\$15,000
Team Camping   Buyout of camping ground for all participating teams	●		
Dynamics   Rental of Dynamics area for competition	●		
Track   Rental for Day 1		●	
Track   Rental for Day 2		●	
Track   Rental for Day 3			●
Garage   Rental of garages for all participating teams			●



# Contact Info

[sponsorship@americansolarchallenge.org](mailto:sponsorship@americansolarchallenge.org)

[innovatorseducationalfoundation.org](http://innovatorseducationalfoundation.org)



The Formula Sun Grand Prix is not associated or affiliated with the Formula 1 companies, FORMULA 1 racing, or the FIA Formula One World Championship