



2026 SPONSORSHIP PACKET

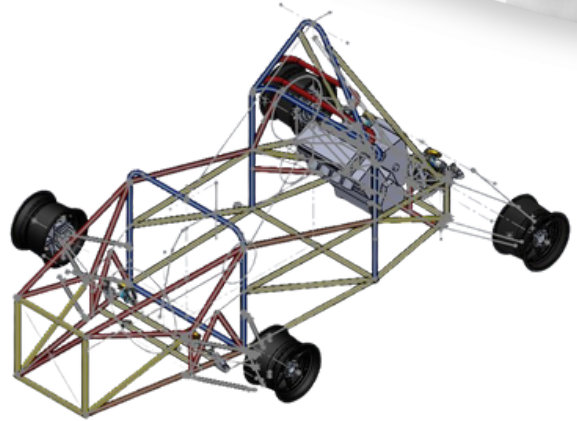


**SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE**

COUGAR FORMULA RACING

Cougar Formula Racing (CFR) is a student led engineering team at Southern Illinois university Edwardsville that designs, builds, and competes with a high-performance Formula SAE race car. Our team participates in the Formula SAE competition; one of the most prestigious collegiate engineering competitions in the world. Teams from across North and South America, Asia, and Europe come together to push the limits of innovation and performance in race car design.

After nearly a decade away from competition, CFR made a successful return in 2025. The team's first time competing since 2015. Building on that momentum, we are now designing and manufacturing a new race car for the upcoming season, with the goal of improving our performance and solidifying our presence in the Formula SAE community.



CFR provides unmatched hands-on learning opportunities, allowing students to apply classroom theory to real-world engineering challenges. Team members gain experience with industry standard CAD software, manufacturing processes, data acquisition, and vehicle dynamics. Our team is organized into five specialized sub-teams: Marketing, Aero, Chassis, Powertrain, and Suspension, working together to design, manufacture, and optimize every aspect of the car. This interdisciplinary structure gives members the chance to develop both technical expertise and teamwork skills in a fast paced, competitive environment.

Throughout the design and build process, students are challenged to think critically and creatively to solve complex engineering problems. The culmination of this work is showcased in our final product: a competitive, fully student designed Formula SAE race car.

As a team in a rebuilding phase, Cougar Formula Racing is focused on laying a strong foundation for long term success. Our growth and progress depend entirely on the support of generous sponsors who provide the resources necessary to design, build, and compete. Sponsorships, both monetary and in-kind, are critical to enabling us to build our next car, develop our team's capabilities, and return stronger to competition.

PREVIOUS CARS

2025

106TH OVERALL



2015

**96TH OVERALL
28TH COST EVENT**



2009

**76TH OVERALL
55TH COST EVENT
47TH SKID PAD EVENT
64RD AUTOCROSS EVENT**



SPONSORSHIP

Cougar Formula Racing relies on the generous support of sponsors to make our Formula SAE program possible. Your contributions, whether financial, material, or technical, directly empower our students to innovate, gain hands on engineering experience, and achieve success in national and international competitions.

Sponsoring CFR provides valuable benefits for your organization. Your brand receives exposure on our car, team uniforms, website, and promotional materials, while also reaching audiences through social media, events, and outreach initiatives. In addition, sponsorship offers direct access to a pool of talented engineering students for recruitment, internships, and co-op opportunities.

As a registered 501(c)(3) nonprofit organization, CFR offers tax-deductible opportunities for charitable donations. By partnering with our team, your organization not only supports the development of the next generation of engineers but also becomes a visible and impactful part of a mission dedicated to innovation, education, and excellence.



SPONSORSHIP PACKAGES

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SHOP TOUR				
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CONTACT INFO

President:

Ethan Dietrich
etdietr@siue.edu

Treasurer:

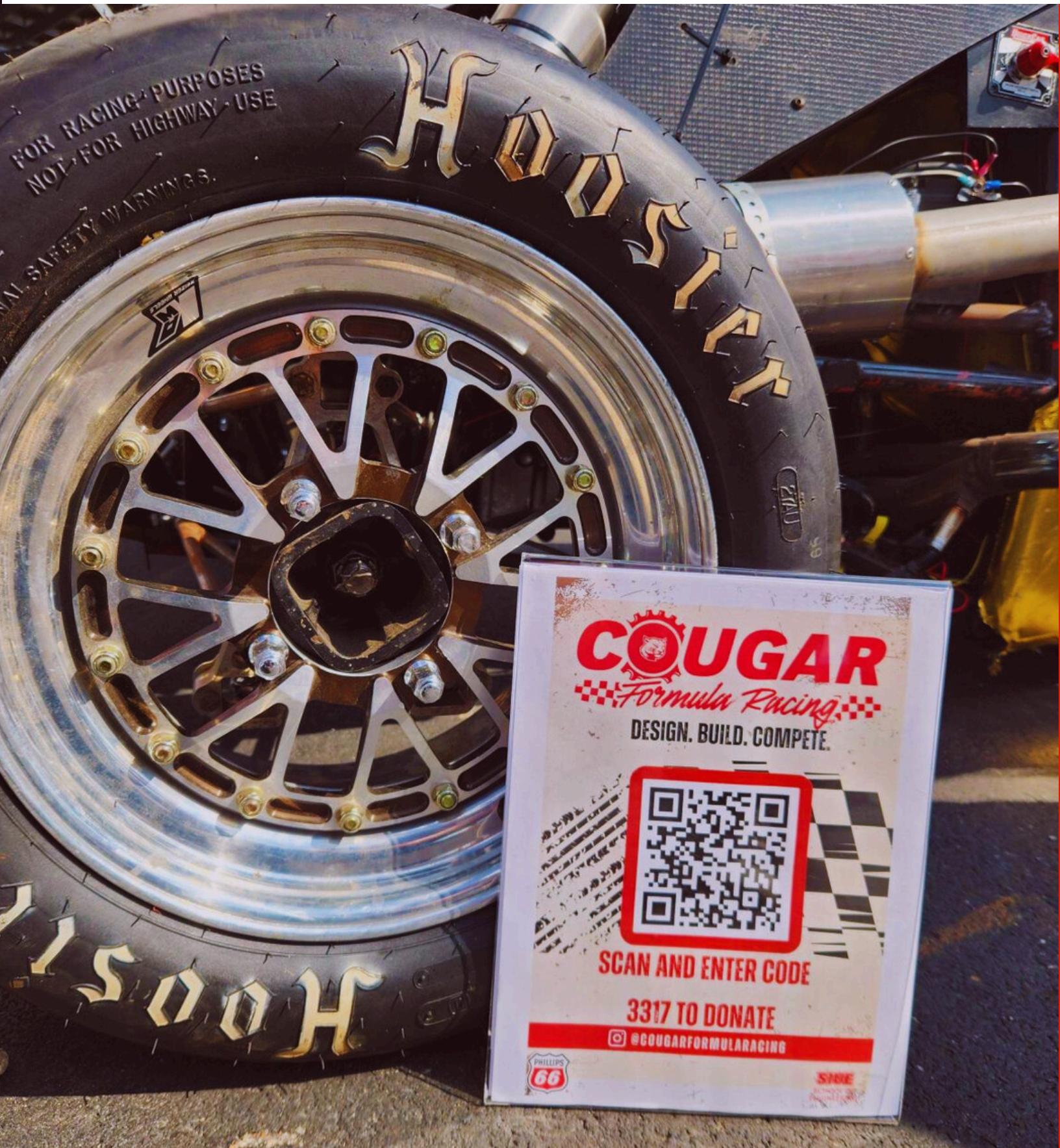
Jacob Sterr
jsterr@siue.edu



@cougarformularacing



siue.edu/fsae



COUGAR
Formula Racing

DESIGN. BUILD. COMPETE.



SCAN AND ENTER CODE

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