



2025/26

# **OXFORD UNIVERSITY RACING** Sponsorship Prospectus



## About the team

**Oxford University Racing (OUR)** is Oxford's **Formula Student** team, showcasing the University's passion for motorsport at the **UK's largest student engineering competition**. Our team brings together talented, committed students from across disciplines and backgrounds, reflecting Oxford's values of diversity and inclusion.



OUR bridges the gap between theory taught in lectures and the practicalities of a high-stakes competition. We focus on **rigorous engineering design**, the **personal development** of our members, and, above all, delivering a **competitive, reliable battery electric car** on track while **inspiring future engineers** through outreach and engagement. Our work is made possible by the support of our industry partners, enabling us to perform at our best on and off the track.

## At a glance

10k+

hours spent in the  
workshop

17

nationalities

118

student engineers

8

Oxford University  
departments represented

10

alumni in Formula 1

200k+

social media reach

## Members spotlight



### Beth

Entering her second year of her biochemistry undergrad, Beth is leading our powertrain electronics team next year.

### Lewis

Lewis is helping manage our technical teams after returning from a successful placement at Alpine F1 while he completes his Master's in Engineering.



### Yansheng

After helping lead OUR4 to our first track performance Yansheng is working at Mercedes AMG Petronas F1 in simulations.

### Codruța

After leading the software and electrical development of OUR2, Codruța has gone on to work in software systems at Cisco.



### Jack

Jack developed our first high voltage battery for OUR1 and is now applying these skills at a battery startup, after completing his PhD in power electronics.

# The University of Oxford



Photo credit: "Oxford" by Binayak Dasgupta, licensed under [CC BY 3.0](#)

The University of Oxford is a global research university with a long tradition of advancing science and engineering for real-world impact. It brings together diverse disciplines and perspectives, creating an environment where research and application coexist. Within this ecosystem, the **Department of Engineering Science** integrates every modern branch of engineering.



Students are trained to think as systems engineers, to design responsibly, and to work to exacting safety and quality standards. The University's **innovation culture** spans both laboratories and student spaces, and a vibrant spin-out community supports collaboration with organisations from start-ups to multinationals.



For partners, this means **access to exceptional student engineers, leading academics, and an extensive alumni network** across motorsport, biomedical, aerospace, energy and technology. By supporting OUR, sponsors **connect directly with Oxford's talent pipeline** and the University's broader research and innovation community.

# Team history

## Early Days

OUR 0

From 2018 to 2020, we competed in the Formula Student UK (FSUK) Concept Class, learning the **fundamentals of vehicle design and motorsport management**, while attracting funding.

## Building Reliability

OUR 1-3

Between 2021 and 2024, we turned our theoretical knowledge into a **safe and rule compliant vehicle**, improving year on year, while growing our base.

## Wheels on Tarmac

OUR 4

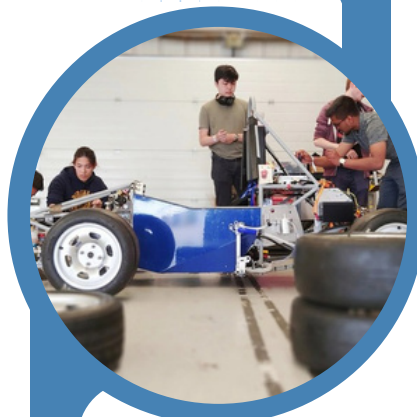
In 2025 we ran for the first time being **one of only 5 UK EVs to run** out of the over 30 entrants. A massive achievement for our team, signalling great things to come.

## Chasing Performance

OUR 5+

We have delivered a reliable vehicle, now it's time to focus on performance.

**With your help, we will turn our honed experience into a competitive and powerful new series of cars.**



# Why partner with us



## The People

Sponsoring OUR means investing directly in Oxford's engineers. OUR alumni progress to roles at leading Formula 1 teams, in the finance sector, biotech firms, and high-tech manufacturers. Your support funds the tools, materials, and mentoring that turn ideas into tested designs; **building real, transferable skills** as students move from the workshop to professional engineering roles.

## The Team

Partnership with OUR strengthens our team culture and enables focused training and networking. Through motorsport and engineering, we bring together students from across Oxford's diverse background. Sponsored workshops, technical reviews and networking events give you **direct access to motivated engineers and future hires**.



## The Car

After years of design, testing, and setbacks, OUR4 marked a historic milestone: Oxford's first Formula Student EV to pass scrutineering and complete dynamic events. Only **five UK electric teams made it on track in 2025, and OUR was one of them**. That breakthrough proved our engineering rigour, and now the focus shifts to raw performance. With your support, OUR5 will deliver a **lighter, faster, and more competitive** car designed to challenge the UK's best and expand into European competitions



## Industry partners

Currently, our industry partners provide us with discounted goods and services, and technical support, akin to professional motorsport relationships.

Cash sponsorship is an exciting avenue for our team, allowing us to branch out as a racing and motorsport society, and attract more talent.



## Partner spotlights



This year, **YASA** is powering our car with their state-of-the-art axial flux motors.

Their motors allow us to operate at the maximum allowed power of 80 kW, and their ongoing technical support provides us with invaluable knowledge and data to optimise the car's powertrain.

**Onshape** is where all of the team's technical drawings and 3D designs live.

Their version control and collaboration features allow us to work effectively across our entire team of over 100 members.



**Elegoo** provides the 3D printers that give our team rapid prototyping and additive manufacture capabilities.

The printer's advanced feature set allows us to be creative with materials in our new battery design.

# Team goals

## Autumn 2025

During this autumn the car will be upgraded to a full-power **80 kW powertrain** system within a **light and efficiently designed chassis**.

## Immediate

## This year

Over the past three years our static event performance has been rapidly improving, as the **most improved UK team at FSUK 2025**. We look to continue this trajectory by reaching a static event final, while adding points in dynamic events.

## Competition targets



## Ongoing

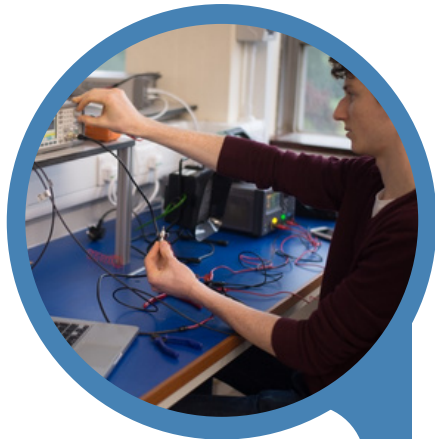
## Team infrastructure

In OUR we are always looking for ways to optimise our operations. With **investment in new electrical and mechanical equipment** we can bring our workshop closer to industry standards as we continue to push boundaries.

## Aspirations

## Logistics improvement

Better logistics funding will allow us to **increase our testing ability**, improving team knowledge and on track performance. After solidifying our place among the strongest FSUK teams, the team is also looking to branch out to **European competitions**, such as Formula Student Portugal.



# Sponsorship tiers

| Benefits<br>(typical contribution)            | Bronze<br>£1,000-<br>2000 | Silver<br>£3,000-<br>5000 | Gold<br>£6,000-<br>10,000 | Platinum<br>£15,000-<br>20,000 | Title<br>Sponsor<br>£20,000+ |
|-----------------------------------------------|---------------------------|---------------------------|---------------------------|--------------------------------|------------------------------|
| Visibility & Branding                         |                           |                           |                           |                                |                              |
| Logo on pit board + website + prospectus      | ✓                         | ✓                         | ✓                         | ✓                              | ✓                            |
| Logo on car and team kit                      |                           | ✓                         | ✓                         | ✓                              | ✓                            |
| Prime logo placement (nosecone + driver suit) |                           |                           |                           | ✓                              | ✓                            |
| Official title rights                         |                           |                           |                           |                                | ✓                            |
| Talent Access & Recruitment                   |                           |                           |                           |                                |                              |
| CV Book + Workshop Tour                       | ✓                         | ✓                         | ✓                         | ✓                              | ✓                            |
| Partner events & networking                   |                           |                           | ✓                         | ✓                              | ✓                            |
| Recruitment day access                        |                           |                           |                           | ✓                              | ✓                            |
| Content & Media                               |                           |                           |                           |                                |                              |
| Social media posts + image pack               | 1 post                    | 2 posts                   | 4 posts                   | 6 posts                        | 12 posts                     |
| Video feature                                 |                           |                           | ✓                         | ✓                              | ✓                            |
| Written case study                            |                           |                           |                           |                                | ✓                            |

| Benefits                          | Bronze<br>£1,000-<br>2000 | Silver<br>£3,000-<br>5000 | Gold<br>£6,000-<br>10,000 | Platinum<br>£15,000-<br>20,000 | Title<br>Sponsor<br>£20,000+ |
|-----------------------------------|---------------------------|---------------------------|---------------------------|--------------------------------|------------------------------|
| Reporting & Analysis              |                           |                           |                           |                                |                              |
| End of season impact report       | ✓                         | ✓                         | ✓                         | ✓                              | ✓                            |
| Mid-season progress reports       |                           | ✓                         | ✓                         | ✓                              | ✓                            |
| Detailed analytics & ROI tracking |                           |                           |                           |                                | ✓                            |

\*All sponsorships are for a **1 year period**, multi year sponsorships can be tailored to a sponsor on request.

## Join us

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By sponsoring Oxford University Racing, you will:

- **Position your brand** at the forefront of student innovation.
- **Gain direct engagement** with Oxford's brightest engineers and future leaders.
- **Demonstrate your commitment** to sustainability, inclusion, and cutting-edge technology.

We look forward to discussing a partnership tailored to your goals.

 **Contact us: [our@eng.ox.ac.uk](mailto:our@eng.ox.ac.uk)**

