



Sponsorship Packet 2025 - 2026



illinisolarcar.com

Valued Sponsor,

Illini Solar Car has developed a strong presence at the University of Illinois through the dedicated work of our more than 250 students. As a result, we have successfully designed, built, tested, and raced with fully road-legal, highly efficient, and state-of-the-art solar cars at several international competitions.

Illini Solar Car brings students of the highest caliber from the award-winning Grainger College of Engineering, the College of Liberal Arts and Sciences, and the Gies College of Business to our workspaces every day. This combination of multidisciplinary minds and an R&D process not unlike that of a large corporation provides the perfect environment for our members to master a wide array of technical and professional skills.

Our four subgroups work with cutting-edge technology and industry-standard practices as they simultaneously design a revolutionary vehicle and manage the associated day-to-day operations.

Argo, our first car, was completed in August of 2017 and raced across the United States and Australia, driving in total close to 10,000 miles.

The second-generation Illini Solar Car, Brizo, was completed in 2021 and has two cross-country races under its belt.

Calypso, our third-generation vehicle was completed in 2023 and debuted at the 2024 American Solar Challenge. Most recently, Calypso took 1st place at the 2025 Formula Sun Grand Prix, proving to be our most efficient and reliable car yet.

Your sponsorship will not only aid the completion of the next Illini Solar Car—it can also provide numerous benefits to your company. We hope that you will make the choice to support Illini Solar Car and help sustain a community of some of the greatest minds at the University of Illinois.

Within this packet you will find more information about our team, solar car racing, and the details of the aforementioned benefits.

Sincerely,
Matthew Adler

*B.S. Physics, May 2027
President of Illini Solar Car*



The Competitions

Our History with Solar Racing



The American Solar Challenge is a competition to design, build, and drive solar powered cars in a cross-country time/distance rally event. Teams compete over a 1,500-2,000 mile course between multiple cities across the country. The event has had over two decades of races in North America.

Our team competed in Four American Solar Challenge races. We made our debut in 2018 with Argo, placing 7th overall. In 2021 and 2022, Brizo raced and earned both the perseverance and safety awards. In 2024, Calypso finished 4th overall. Now, with our fourth-generation car, we're excited to return stronger than ever in 2026.

As the world's toughest and most prestigious solar car event, the Bridgestone World Solar Challenge provides teams the opportunity to design and build a vehicle to operate along a 3,000 kilometer route in the Australian outback from Darwin to Adelaide, solely relying on solar power.

Our team debuted at the 2017 Bridgestone World Solar Challenge, racing Argo in the Adventure class. In 2027 we aim to return to Australia for our first entry in the Challenger class.

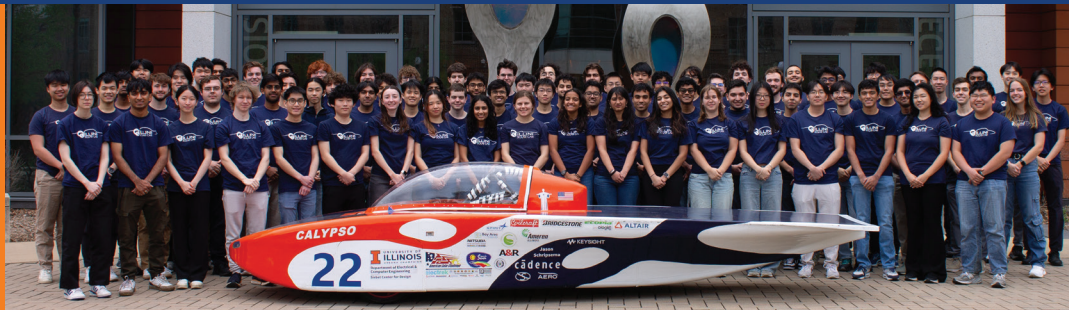


Our Team

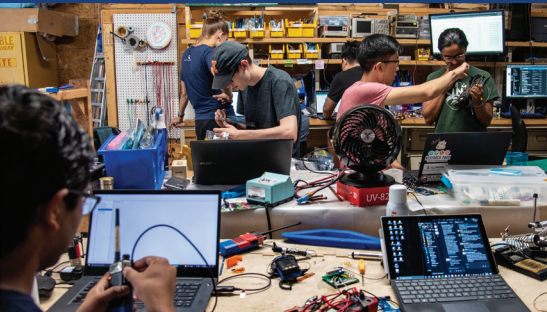
Building Vehicles of Innovation and Education

Since our founding in 2014, Illini Solar Car has grown from a small group of engineers to a diverse team of more than 250 students from across many disciplines within the University of Illinois Urbana-Champaign. Through hands-on interdisciplinary work, we spark sustainable thinking by designing and building road-legal vehicles to compete in international competitions. In August of 2017, we completed Argo, which debuted at the 2017 Bridgestone World Solar Challenge. Argo was succeeded by Brizo, which debuted in 2021, and Calypso, which debuted in 2024. Looking forward we are designing our fourth-generation vehicle which is planned to debut in 2026.

250+
Students



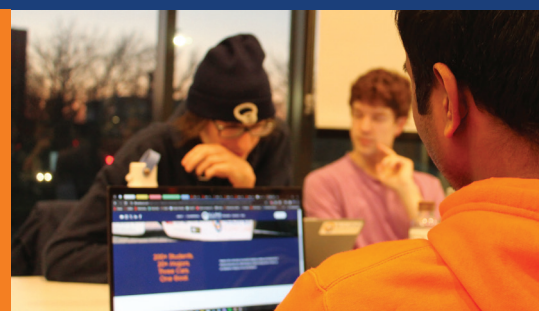
20+
Majors



4 Cars



1 Goal



Benefits By Level

Continue to the following pages for more details

	Friend	Bronze	Silver	Gold	Orange & Blue
Tax Benefits	●	●	●	●	●
Name & Logo on Website	●	●	●	●	●
Social Media Exposure		●	●	●	●
Company Name & Logo on Trailer		●	●	●	●
Resume Book Access		●	●	●	●
Logo on Solar Car's Interior			●	●	●
Statement on Website			●	●	●
Logo on Team Uniforms				●	●
Logo on Solar Car's Exterior				●	●
Recruiting Event On Campus				●	●
Corporate Event with Solar Car					●
Premiere Logo Placement					●



Friend

All Contributions

Friend level sponsors and above receive the following benefits:

Tax Benefits

Your donations will be sent to Illini Solar Car, a registered 501(c)(3) organization. Tax receipts can be provided.

Website Logo Placement

Your company name and logo will be included on the Sponsors page of the Illini Solar Car website in recognition of your support, along with a link to your company's page. Placement will remain for the entire two year cycle of the 4th generation vehicle.



Create Promotional Media with the Team!

Produce a video, write a company blog, or create other promotional media featuring our vehicle and team to highlight your company's support. The solar car and team members will be made available at our garage or on-site. Sponsors also have the option to travel along with the team during competitions to document your support in action.



Bronze

Contributions Above
\$5,000

All Bronze level sponsors receive Friend level benefits in addition to:

Social Media Exposure

To recognize your support, Illini Solar Car will promote your company and sponsorship on our social media. Upon joining as this vehicle's sponsor, you will receive a dedicated partnership announcement post. Later in the cycle, a second post will highlight the impact of your support, displaying use of your product if applicable. Both posts can include your company logo, a direct link to your website, and your social media account(s).

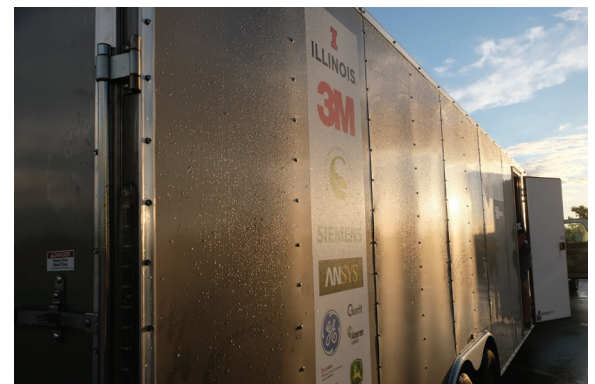


Resume Book Access

Members of our team receive a world-class education in their respective fields at the University of Illinois. Illini Solar Car provides hands-on, real-world experience beyond the classroom, featuring work with industry-standard equipment and protocols. You will receive access to these students' information and talents through our annually compiled resume book.

Trailer Wordmark & Logo Placement

Bringing a large team, supplies, equipment, tools, and spare parts along for 3,000+ kilometer races is no small operation. Central to this logistical feat is the team trailer—a 24 foot car hauler outfitted by the team to bring everything we need. This rolling billboard accompanies the team to races, key events and other community gatherings year-round. At the Bronze level, your company logo will be included on the trailer in recognition of your support.



Silver

Contributions Above
\$10,000

All Silver level sponsors receive Bronze level and below benefits in addition to:



Internal Solar Car Logo

Place your company logo inside our fourth generation vehicle. The car will often be on display with the top removed or tilted for optimal solar array performance, giving viewers a inside look into the inner workings. Internal placement locations will be highly visible in the tilted configuration or on eye-catching features such as the battery box.

Website Statement

A brief description of your company purpose will be included along with a larger company logo on our Sponsors page. The specifics of the description are up to you but would typically include company history, products, services, mission, and/or your role in supporting Illini Solar Car.



Gold

Contributions Above \$20,000*

* At least \$5,000 of which must be monetary

All Gold level sponsors receive Silver level benefits and below in addition to:

Enhanced Logo Placement

At the Gold level, your logo will become increasingly visible in non-solar car locations as well. Placement from previous levels will become more prominent and your logo will now be included on team uniforms at competition.



Recruiting Event

Illini Solar Car will host a recruiting event for your company on campus, providing you with direct access to our team members and the student body at large. We can handle room reservations for presentations and networking events as well as advertising the event to ensure strong attendance. Through our team, you will find hardworking students with unrivaled talent and experience ready to make important contributions to your company.



Solar Vehicle Logo Placement

Perhaps the most exciting perk—your brand on the exterior of the latest Illini Solar Car! This eye-catching vehicle draws significant attention everywhere it travels, offering an exceptional marketing opportunity. The vehicle will be viewed hundreds of thousands of times in its worldwide adventures. Our cars have been featured in The Chicago Auto Show, USA Today and The Guardian, as well as displayed at several University events, tech festivals, and in downtown Chicago at the Merchandise Mart and Millennium Park at IlliniFest. Logo placement on the Illini Solar Car will demonstrate your commitment to innovation, sustainability, and the education of the next generation.





ORANGE & BLUE

**Contributions Above
\$40,000***

** At least \$15,000 of which must be monetary*

Orange & Blue level sponsors receive all lower tier benefits in addition to:

Premiere Logo Placement

Everywhere Illini Solar Car goes, your company logo will be at the forefront. Orange & Blue level sponsors have the most prominent logos on the solar vehicle, apparel, team website, and trailer. Additionally, your logo can appear on all promotional event materials and signage, presentation slides, and all support vehicles at the race. Your company will receive maximum exposure and truly be seen as a premiere supporter of Illini Solar Car.

Corporate Event

Opportunities to see the Illini Solar Car up close are limited—but it's not quite the same from afar. Orange & Blue level sponsors will have the opportunity to host the car at a corporate event. Attendees will get an intimate look at the sleek, stunning vehicle and the impressive technology it contains. Our team members can also be present to talk about the vehicle and answer questions. Illini Solar Car will turn your event into a unique, memorable experience that no one will want to miss.

