



HAMMER DOWN

— RACING —



Affiliated with Purdue's Endurance Racing Club

Sponsorship Packet

2026 Season



Our Mission

Hammer Down Racing is a student-led organization dedicated to giving students hands-on **motorsports experience that goes beyond the classroom**. By working in a **real, competitive racing environment**, our members build technical expertise, leadership, and professional confidence through **practical problem solving and teamwork**. Our mission is to **prepare the next generation of engineers and innovators**, while fostering meaningful connections with the community, and creating a lasting impact both on and off the track.

Purdue University®



ABOUT PURDUE ENGINEERING

Many of our members are students within PurdueTM University's College of Engineering, a **nationally recognized** program known for strong industry ties and academic excellence, consistently ranking among the top undergraduate engineering programs in the United States. With a broad range of disciplines and a proven record of graduate success, **Purdue Engineering** prepares students to make an immediate impact in their careers.

MOTORSPORTS ENGINEERING

Within the College, the **Motorsports Engineering program** stands out as one of the most respected in the nation. By blending rigorous engineering fundamentals with **immersive, hands-on experience**, the program equips students to excel in high-performance automotive and racing industries, applying classroom knowledge directly to **real-world technical challenges alongside industry professionals**.

Collegiate Racing Series



The Collegiate Racing Series (CRS) is the first racing series purpose-built for **wheel-to-wheel road racing competition between universities**. CRS operates as a **spec series using ND Mazda MX-5's**, placing all teams on equal mechanical footing and shifting performance outcomes toward engineering decisions, race strategy, cost control, and team execution.



Students manage all primary aspects of competition, including vehicle preparation, driver development, and race operations. Through this responsibility, members **develop technical judgment, clear communication, and disciplined decision-making** under real race conditions, while gaining experience in data-driven setup changes, race strategy execution, and cross-functional team coordination that closely mirrors professional motorsports environments.

Project Timeline



March-April

- Team planning
- Placement on the CRS vehicle allocation list

May

- Submission of initial vehicle deposit to CRS
- Confirmation of participation for CRS summer season
- Vehicle assignment upon confirmation by CRS

June

- Safety equipment procurement (helmets, suits)
- Team training (pit operations, endurance strategy & driver development)
- Logistics planning (transport, tools, spares)

July

- Vehicle delivery per CRS schedule
- Systems checks, setup validation & shakedown testing
- Sponsor branding applied to car & team equipment

Aug - Dec

- Participation in CRS race season
- Ongoing vehicle maintenance & reliability improvements
- Data collection, performance analysis & driver rotation
- Sponsor visibility at events & digital media

Sponsor Student Racing!

Title Sponsor – \$15,000+

Our title sponsors have access to the tiers listed below along with additional opportunities, including a branded livery, our car at your events, involvement in long-form media, and more.

Sponsorship Tier	Bronze \$500	Silver \$2,000	Gold \$5,000	Platinum \$10,000+
Social Story Post (all platforms)	X	X	X	X
Logo on Car	X	X	X	X
Logo on Website	X	X	X	X
Monthly Newsletter	X	X	X	X
Logo on Uniforms		X	X	X
Social Grid Post		X	X	X
Resume Book			X	X
On-Campus Spotlight Session			X	X
Exclusive Post Race Report				X
Banner in Shop				X
Invitation to Racing Events				X

We understand that non-monetary support such as product donations, technical services, or exclusive discounts can play a valuable role in advancing our race program and supporting student development. Questions regarding any sponsorship tier, sponsor structure, or customized collaboration opportunities can be directed to @enduranceracingpurdue@gmail.com



Support & Impact

Hammer Down Racing operates through the support of **industry sponsors** who believe in **experiential, student-led engineering**. Sponsor contributions, both **financial** and **in-kind**, directly **sustain team operations**, allowing us to manage race participation, maintain and transport vehicles, and ensure our equipment and safety standards meet professional expectations.

This support enables our team to **operate at a competitive and professional level** while delivering **meaningful experience for Purdue students**. By maintaining race-ready equipment and participating consistently in testing and competition, students can **apply engineering principles in real-world conditions**, strengthen leadership and problem-solving skills, and gain experience that directly prepares them for **careers in engineering and motorsports**.



Thank You!

Your support makes everything possible.
By sponsoring Hammer Down Racing, you are:

- Investing in the next generation of engineers and leaders.
- Gaining visibility in the motorsport and academic communities.
- Collaborating with dedicated and passionate student teams.

Let's build something amazing together!