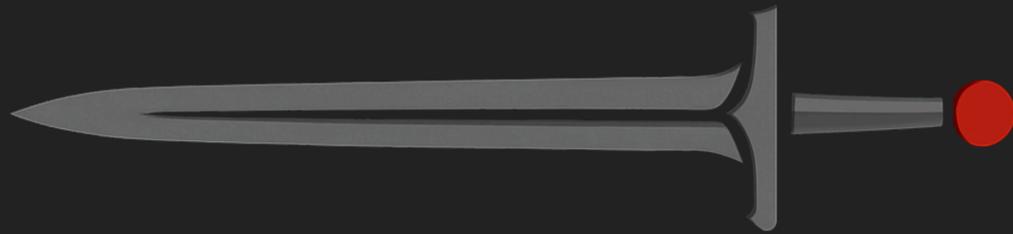


# ***EXCALIBUR*** ***RACING***



## ***2025-2026 SPONSOR GUIDE***



# Letter from our President

Dear Friend,

On behalf of Excalibur Racing, the Wiley residence hall racing team at Purdue University, I am reaching out to seek your support as our team competes in the 69th Purdue Grand Prix. Excalibur Racing is a student-run organization dedicated to designing, building, tuning, and racing two high-performance go-karts while developing skilled, driven engineers and leaders.

As a residence hall-based team, Excalibur Racing brings together students from diverse academic backgrounds who share a passion for motorsports, engineering, competition, and hands-on learning. Members gain practical experience in engineering design, manufacturing, testing, business and race operations while working in a fast-paced, results-oriented environment that mirrors real-world engineering and motorsports challenges.

Our ability to compete in the Purdue Grand Prix is made possible through the support of our partners. Sponsorship enables us to invest in improved materials, equipment, and resources while providing meaningful experiential learning opportunities for our members. We view our sponsors as valued partners whose support directly contributes to our performance and growth.

Enclosed within this package, you will find additional information about Excalibur Racing and the opportunities available. If you have any questions or would like to learn more, I would be happy to discuss how a partnership can align with your organization's goals and values.

Thank you for your time and consideration. We look forward to the opportunity to work with you.

Boiler Up!

Katie Cannon

President | Excalibur Racing

B.S. Marketing, B.A. PR & Strategic Communication

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# Our Team

Excalibur Racing is a student-run, hands-on karting team where every member is actively involved in our race program. Rather than limiting technical work to a small group, members contribute directly to kart preparation, testing, and race operations throughout the season.

Team members gain experience with chassis setup, drivetrain components, engine tuning, and other critical systems, while also supporting logistics, planning, and race-day execution. Our Karting 101 Series introduces new members to core technical and operational concepts through real-world work on the kart, ensuring all members are prepared to impactfully contribute regardless of prior experience.



“Excalibur Racing is built around hands-on learning. Karting 101 gives every member the chance to work directly on the kart, but what sets the team apart is that those skills are applied continuously throughout the season. Members don’t just learn once, they contribute at every stage of preparation and competition.”

— Logan Bateman, Technical Lead

# Our Accomplishments

## 2025 Halloween Hundred

### Kart #72

P6 Start - P2 Finish

### Kart #11

P19 Start - P8 Finish

### Kart #24

P2 Start - DNF



## 2025 Purdue Grand Prix

### Kart #24

P12 Start - P7 Finish

## 2024 Halloween Hundred

### Kart #11

P2 Start - P1 Finish



## 2025 Victory Banquet

We proudly received the *Carol Becker Spirit of Competition Award*. This award is presented to the team that demonstrates the greatest dedication to teamwork and a willingness to support others both on and off the track.



# We Need Your Support

If you would like to learn more about Excalibur Racing, we invite you to visit [excaliburracing.com](http://excaliburracing.com) and follow us on Instagram (@excalibur.racing) and LinkedIn. For questions or to discuss sponsorship opportunities, please contact us directly at [excaliburracingpurdue@gmail.com](mailto:excaliburracingpurdue@gmail.com).



## OUR COMMITMENT TO YOU

	Supporter \$250+	Bronze \$1,000+	Silver \$2,500+	Gold \$5,000+	Platinum \$7,500+
Logo on Website & Social Media	✓	✓	✓	✓	✓
Logo on Kart(s)		✓ One Kart	✓ Both Karts	✓ Both Karts	✓ Both Karts
Logo on Team Apparel			✓	✓	✓
Resume Book				✓	✓
Custom Outreach Event					✓

We welcome both monetary and in-kind contributions. Excalibur Racing (registered as Excalibur Club) is a 501(c)(3) tax-exempt organization, and all monetary donations are tax deductible. Tier values apply to monetary contributions only, with in-kind donations assigned a tier by the team. Sponsorship commitments must be finalized by **February 28, 2026** to guarantee logo placement on team apparel; however, support is welcome anytime.

Thank you for your time and consideration; we truly appreciate your support in helping us continue to provide meaningful, hands-on educational opportunities for our members.

# Why Support Us?

Operating a competitive racing program is inherently expensive and requires reliable equipment, quality materials, and continuous development. Our team operates two competitive karts with minimal residence hall funding, which limits our ability to consistently access the highest-quality materials, equipment, and technology needed to sustain and advance our competitive performance.

Sponsorship supports our critical needs including registration fees, components, tooling, safety equipment, and technical development. Your support improves reliability and performance while directly providing students with hands-on experience using industry-relevant tools and processes.



“Excalibur Racing has been more than a technical experience, it’s where I’ve applied my coursework, developed leadership skills, and built strong friendships. The growth I’ve experienced here extends far beyond the kart.”

— Samuel Vondra, Crew Chief