



SPONSORSHIP PACKET 2026

EDUCATION. EXPERIENCE. OPPORTUNITY.

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Student-Run Endurance Racing Team Built by Clemson Students



CLEMSON TIGER RACING
2026 Sponsorship Packet

Student-Led • 501(c)(3) nonprofit

ABOUT CLEMSON TIGER RACING

WHO WE ARE

THE NEXT GENERATION OF MOTORSPORT, BUILT TODAY.

Clemson Tiger Racing is a non-profit, student-run endurance motorsports team dedicated to pushing the boundaries of collegiate racing and engineering innovation. Made up of Clemson students, CTR provides real-world, hands-on experience that prepares students for careers in automotive and motorsports industries while building a competitive race program.

MISSION

Prepare students for high-impact careers in motorsports and engineering through real-world experience in competition, collaboration, and innovation.

VISION

Become the nation's benchmark for student-run racing programs by equipping members with the tools, mindset, and real-world experience to contribute to successful teams.



CLEMSON STUDENTS • TEAM + CAR



THE GOAL: DEVELOP SKILLS THAT CARRY BEYOND THE CLASSROOM





WHAT WE DO

Our race program begins in the classroom.

CTR combines competition, engineering development, driver coaching, outreach, and live event presence into one hands-on student program.



BUILD • TEST • RACE • REPEAT



Competition

Campaign a purpose-built endurance race car in the Lucky Dog Series.



Vehicle Development

Build and integrate performance upgrades through data-driven engineering and testing.



Driver Development

Structured coaching that takes students from HPDE novices to nationally licensed racers.



Community Outreach

Showcase STEM and motorsports career paths alongside local partners and schools.



Event Presence

Display the car at high-visibility car shows, regional track days, races, and media events across the Southeast.



2026 SEASON SNAPSHOT – WHERE YOUR BRAND GOES NEXT

Every event weekend puts your brand in front of drivers, teams, industry, and spectators.

8

TRACK DAYS

1

RACE WEEKEND

100 +

Team Members

385k +

SOCIAL IMPRESSIONS

PERFORMANCE HIGHLIGHTS + UPCOMING SCHEDULE

Track	Series	DATE	HIGHLIGHT
Carolina Motorsports Park	Lucky Dog	February 28, 2026	P4
Carolina Motorsports Park	Lucky Dog	March 1, 2026	Led 90% of Race Laps
Carolina Motorsports Park	Lucky Dog	September 26, 2026	Upcoming
Carolina Motorsports Park	Lucky Dog	September 27, 2026	Upcoming
Barber Motorsports Park	Lucky Dog	December 12, 2026	Upcoming
Barber Motorsports Park	Lucky Dog	December 13, 2026	Upcoming





BEYOND THE PROGRAM

Our members carry the program into professional paddocks – then bring that experience back to the shop.



WHAT THIS MEANS FOR SPONSORS

When you support CTR, you are investing in a team that gives students real experience in competitive motorsports. Our members are already contributing to professional racing environments, building the technical, leadership, and teamwork skills that carry directly into the industry.



PROFESSIONAL Paddock EXPERIENCE

Several of our club members currently work race weekends with Round 3 Racing, a professional endurance racing team. As our involvement continues to grow, this opportunity will be open to more of our members moving forward.



Race-weekend experience

4 members have worked 10+ total race weekends so far.



Skills that come back to the shop

Pit procedure, data analysis, setup work, and track etiquette learned at the pro level get applied directly to CTR.



A pipeline that already works

Sponsor-backed students become motorsports, automotive, and engineering professionals.



WHY SPONSOR CTR

A partnership with CTR connects your brand to engineering talent, live motorsport, and visible community impact.



Brand Exposure & Recognition

Put your brand in front of students, fans, industry professionals, and the broader Clemson community through placement on our race car, team apparel, social media, events, and competition appearances.



Recruiting & Talent Access

Connect directly with motivated Clemson students across engineering, business, marketing, and other disciplines. Sponsors can build relationships with potential interns and future employees before they enter the workforce.



Community & Clemson Connection

Strengthen your company's connection to Clemson while supporting hands-on education, STEM outreach, and student development. Your partnership demonstrates a visible investment in the next generation.



Content & Marketing Opportunities

CTR gives sponsors an exciting platform for photos, video, social media, product features, collaborative content, and event activation—providing material your company can use in its own marketing.



A Partnership Built Around Your Goals

We work with our partners to identify opportunities that make sense for their business, whether the priority is recruiting, brand awareness, customer engagement, community involvement, or something unique.



Customer & Employee Engagement

Use CTR as a unique way to engage the people who matter to your business. Sponsor events, race weekends, team visits, and car displays can create memorable experiences for customers, employees, and prospective clients.

Clemson Tiger Racing is a registered 501(c)(3) nonprofit organization. Please consult your tax professional regarding the deductibility of contributions.





SPONSORSHIP DETAILS

Choose a level that matches your goals. Benefits are cumulative, and in-kind support can be structured around equivalent value.

BENEFIT	BRONZE \$250-\$999	SILVER \$1,000-\$2,499	GOLD \$2,500-\$4,999	PLATINUM \$5,000-\$9,999	TITLE \$10,000+
Website logo	✓	✓	✓	✓	✓
Social media thank-you	✓	✓	✓	✓	✓
Business card placement	—	—	—	—	✓
Team jersey placement	—	✓	✓	✓	✓
Vehicle logo area (minimum sq. in.)	8	18	50	100	300
Additional tags in media	—	—	—	✓	✓

CUSTOM PARTNERSHIPS AVAILABLE • IN-KIND SUPPORT WELCOME





NEXT STEPS



**LET'S BUILD SOMETHING
FAST.**

01

SELECT A TIER

Review the benefits and choose the level that aligns with your goals.

02

RESERVE YOUR SPOT

Contact us to confirm availability and send your high-resolution logo files.

03

GET ON-BOARDED

Finalize paperwork, branding placement, and content deliverables.

04

JOIN THE ACTION

Receive updates, attend events, and leverage the partnership.



SPONSORSHIP INQUIRIES



CT Racing2023@gmail.com

Clemson Tiger Racing • Student-Led • 501(c)(3) nonprofit

Let's talk about what a partnership with CTR could look like for your company and how we can create value together.

