



UBFALCONS RACING TEAM

2026-27



UBFALCONS
RACING TEAM



UNIVERSITY OF
BIRMINGHAM | DUBAI
دبي

SPONSORSHIP PROSPECTUS 2026-27

FORMULA STUDENT UK · SILVERSTONE, JULY 2027



01 · ABOUT

ABOUT THE TEAM

UBFalcons Racing is the Formula Student team of the University of Birmingham Dubai. Students design, manufacture and test an autonomous single-seater race car for the Formula Student AI class, and manage the business case, budget and partnerships behind it.

35+

students across engineering, business and operations

7

sub-teams: autonomous systems, software, vehicle dynamics, electronics, operations, business, marketing

FS AI

class entry at Formula Student UK 2027

OBJECTIVES

- 01 Design, build and test an autonomous FS AI car to compete at Silverstone in July 2027.
- 02 Give students hands-on engineering and project management experience that industry recognises.
- 03 Represent the UAE on the international Formula Student stage and put the country's engineering talent in front of global industry.



UNIVERSITY OF
BIRMINGHAM | DUBAI
دبي

A top-100 global university delivering the same UK degree as Birmingham's main campus.

Engineering accredited by the UAE Ministry of Education and IMechE, the body that runs Formula Student.

Sister team: UBRacing, Birmingham UK.

**02 · COMPETITION**

THE COMPETITION

Formula Student UK is run by IMechE at Silverstone, the home of the British Grand Prix. More than 100 university teams take part each year. Every car is assessed by senior engineers from the leading names in motorsport, automotive, engineering software and manufacturing.

DESIGN

Engineering decisions presented and defended to industry judges

BUSINESS AND COST

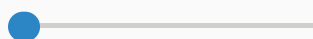
Cost report and business plan presented to industry judges

DYNAMIC

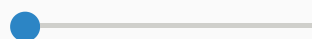
Acceleration, skid pad, autocross and endurance

JUDGED BY INDUSTRY LEADERS**JUDGING PANELS INCLUDE ENGINEERS FROM****AMG
PETRONAS**
FORMULA ONE TEAM**McLaren**
FORMULA 1 TEAM**Ansys****MAHLE**

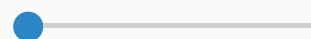
Your brand is seen by the engineers and managers who recruit graduates and choose suppliers across the industry.

SEASON TIMELINE**NOW - DEC 2026**

Design freeze,
drawings released,
parts ordered

**JAN - MAR 2027**

Chassis fabrication,
assembly and wiring

**APR - JUN 2027**

Testing in the UAE
and freight to the UK

**JULY 2027**

Formula Student UK,
Silverstone



03 • VALUE

WHY SPONSOR US

BRAND VISIBILITY

Your logo on the car, team kit and all team media, seen at Silverstone and at events across the UAE.

ACCESS TO TALENT

Direct contact with engineering and business students for internships and graduate recruitment.

UNIVERSITY ASSOCIATION

Association with the University of Birmingham Dubai and IMechE, with opportunities to take part in campus activities, showcases and team events.

CLEAR REPORTING

A mid-season update and an end-of-season report showing where your support was used.

OUR COMMITMENTS

GUARANTEED

Logo on the car and team kit

Logo and profile on ubfalcons.com

Coverage on UBFalcons social channels

Mid-season update and end-of-season report

SUBJECT TO APPROVAL

Posts on University of Birmingham Dubai channels

Sponsor-led campus activations

Pit, garage and test-day access

Car appearances at sponsor events





04 • BUDGET

SEASON BUDGET

The full cost to fit and test the autonomy kit in the UAE, enter Formula Student UK and ship the car to Silverstone. Figures use the lower end of current supplier estimates.

TOTAL SEASON BUDGET

AED 49,867

≈ USD 13,600



Autonomy kit
AED 36,000 · 72%

Registration fees
AED 7,400 · 15%

Shipping to the UK
AED 6,467 · 13%

AUTONOMY KIT	AED
Compute	7,000
Emergency brake system (AI-triggered)	6,500
Lidar	5,000
Steering actuator and controller	4,000
GPS and IMU	4,000
Brake actuator	3,500
Wiring, boards, status lights	3,500
Camera	2,500
Remote Emergency System	Quote pending
Subtotal	36,000

REGISTRATION	AED
Formula Student UK entry (£1,500)	7,400
Subtotal	7,400

SHIPPING TO THE UK	AED
Freight	3,000
Packaging	1,240
ATA Carnet	1,000
Insurance	818
Customs fees	409
Subtotal	6,467

NOTE Students arrange and fund all personal travel costs themselves, including flights, visas and accommodation. No sponsorship funds are used for personal travel.



05 · CONTACT

CONTACT US

We would welcome the chance to discuss a partnership that suits your business. Sponsorship can be tailored to your goals, and in-kind support is always considered.

GET IN TOUCH



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NEXT STEPS

01

INTRODUCTORY CALL

A short conversation about your goals and how the team can support them.

02

AGREE THE PARTNERSHIP

Agree a financial or in-kind contribution and the benefits that come with it.

03

CONFIRM AND ONBOARD

We confirm the agreement and collect your brand assets for the car and kit.

