

DUKE ELECTRIC VEHICLES

Sponsorship Brochure

2026–2027 • Battery Electric Urban Concept

Shell Eco-marathon Americas



duke-ev.org • @dukeelectricvehicles

■ Our Mission

Duke Electric Vehicles (DEV) is a student-led team designing and building ultra-efficient EVs from the ground up.

For over 15 years we have competed in the Shell Eco-marathon, combining innovation, sustainability, and hands-on engineering to push the limits of energy efficiency. Members own real subsystems — from composite bodywork to battery management — gaining the skills that launch engineering careers.

We have now moved into the Battery Electric Urban Concept class, applying our record-setting efficiency to street-legal, real-world vehicle design.



OUR GOAL Win the Battery Electric Urban Concept class — turning record efficiency into the future of clean, accessible mobility.

■ A Record-Setting Team

797

mi / kWh

World-record efficiency — our vehicle Eta, ~175× a Tesla Model 3

8.5

mi / <1g H₂

Maxwell, the most efficient fuel-powered vehicle ever built

15+

years

Competing on the global Shell Eco-marathon stage

2nd

overall

Efficiency finish in our most recent Prototype entry

■ Meet Our Subteams

■ Structures & Aerodynamics

Designs the carbon-fiber monocoque structures; shapes the aero package to cut drag and add downforce.

■ Electrical & Embedded

Builds the low- and high-voltage systems end to end: wiring, telemetry boards, motor control, and embedded firmware.

■ Powertrain & Vehicle Dynamics

Builds the motor interface; tunes suspension, brakes, and steering for grip and control.

■ Business & Operations

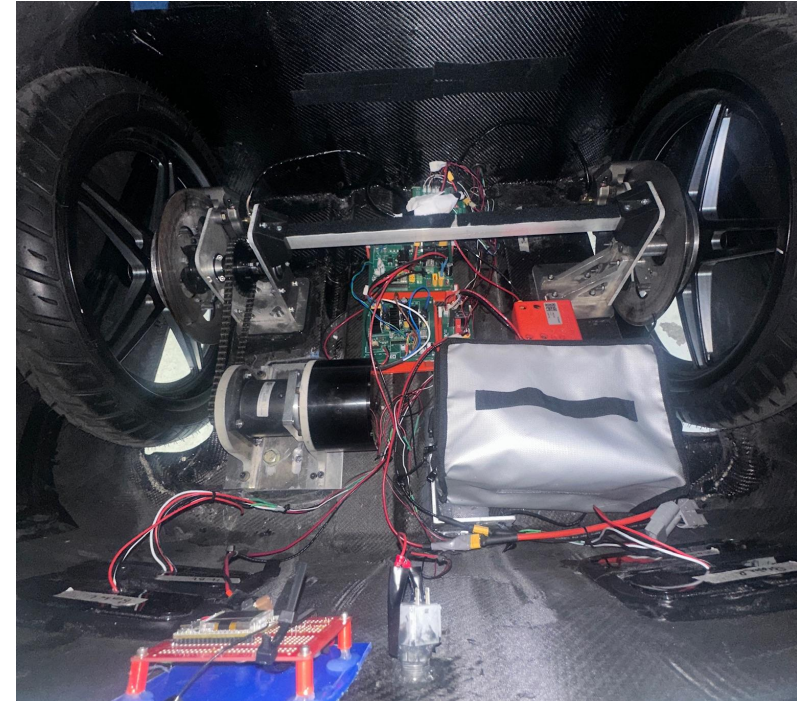
Drives sponsorship, budgeting, outreach, and logistics — keeping the team funded, organized, and growing.

■ Sample Our Work



■ Ultra-Light Structure

Custom drivetrain and structure engineered to extract maximum range from every watt — the core of our record efficiency.



■ Custom Motor Controller & Power Management

In-house power electronics that meter every watt to the motor — designed by students, not bought off the shelf.

■ Why Sponsor Duke EV?

1 Direct Recruiting

Tap an elite, battle-tested talent pool through our resume book and on-campus events. Our members go on to top engineering firms.

2 Media Reach

Your logo travels on a record-setting vehicle to an international competition audience, plus our website and social channels.

3 A Greener Future

Back a team advancing real-world EV efficiency and sustainable mobility.

4 Community Impact

We bring STEM to local schools, inspiring the next generation of engineers and problem-solvers.

■ Sponsorship Levels

BENEFIT	BRONZE \$500–999	SILVER \$1,000–2,499	GOLD \$2,500–4,999	PLATINUM \$5,000–9,999	TITLE \$10,000+
Logo & link on our website	✓	✓	✓	✓	✓
Social media shoutout	✓	✓	✓	✓	✓
Newsletter & behind-the-scenes	✓	✓	✓	✓	✓
Resume book access		✓	✓	✓	✓
Logo on team apparel		✓	✓	✓	✓
Logo on the vehicle (size scales)			✓	✓	✓
Dedicated partnership posts			✓	✓	✓
On-campus recruiting session				✓	✓
Premier dual logo					✓
Custom campaign + team events					✓

Benefits are cumulative: each level includes everything below it. In-kind gifts map to the equivalent cash tier.

Bronze

\$500 – \$999

- **Website logo & link.** Your name and logo on our sponsors page, linked to your site.
- **Social shoutout.** A thank-you announcement of your support across our channels.
- **Newsletter access.** Behind-the-scenes build updates straight from the team.



Silver

\$1,000 – \$2,499

All Bronze benefits, plus:

- **Resume book access.** Our annually compiled book of member resumes for your recruiters.
- **Logo on team apparel.** Your logo on the gear we wear at competition and outreach events.



Gold

\$2,500 – \$4,999

All Silver benefits, plus:

- **Logo on the vehicle.** A medium logo on the car, seen on the global Shell Eco-marathon stage.
- **Dedicated partnership posts.** A launch announcement plus an impact post highlighting your support.



Platinum

\$5,000 – \$9,999

All Gold benefits, plus:

- **On-campus session.** A recruiting or info event with our members — we handle all logistics.
- **Priority placement.** Larger vehicle logo and priority access to our resume book.



Title Partner

\$10,000+

All Platinum benefits, plus:

- **Premier naming.** Largest logo and naming on the vehicle.
- **Custom campaign.** A social media campaign built around your brand and our season.



In-Kind Partner

Products • Parts • Software • Travel

Prefer to give resources instead of cash? We value your gift at fair retail and match it to the equivalent cash tier.

- **Equivalent tier benefits.** Donated parts, materials, software, machining, or travel earn the matching level's perks.
- **Logo to value.** Vehicle and website logo sized to the value of your contribution.
- **Recognition.** A thank-you post and recognition at competition as an official partner.



BECOME A SPONSOR

Let's build the future of efficient mobility — together.

Partner with a world-record team and put your brand on the global Shell Eco-marathon stage.

Every level, and every in-kind gift, makes a real difference.

Duke Electric Vehicles

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