

SPONSORSHIP 2015 PROPOSAL



RIT
BAJA
SAE



SAE[®]

EXECUTIVE BOARD

Team Manager: Douglas Botto

Project Manager: Dan Palmiter

Treasurer: Ellory Lane

Secretary: Taylor Clow



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ABOUT BAJA

SAE International Baja Collegiate Design Series

The SAE international Baja collegiate design series, is a design competition held across the United States as well as additional races in Brazil, South Korea, and South Africa. The races consist of approximately 100 teams that compete in dynamic and static events. The dynamic events including popular events, such as, suspension and traction, maneuverability, and endurance are designed to test the car's ability to handle varying terrain. The static events consist of 3 reviews: design, sales, and cost. For the design review, the car's engineers present their design to a panel of judges comprised of off road industry engineers. These experts judge the breath, depth, and quality of engineering that went into the vehicle's final design. The sales review tests the student's ability to present the car to potential investors as well as the mainstream market for hypothetical mass production. Finally, the cost review summarizes the anticipated mass production cost of the vehicle. All of these events and reviews are taken into account when determining the team's performance at competitions.

RIT Baja SAE Team

At the core of the RIT Baja team are students committed to engineering excellence. This commitment is shown throughout the design and manufacture of our vehicle, leading us to become one of the top teams in the series. Our drive to be the best encompasses more than just competition performance; we take great pride in being a team that helps others as well. This has led to a respected reputation amongst other teams as well as earning the sportsmanship award on many occasions. Our team is broken down into 10 design teams, each responsible for a system on the car, led by the project manager. Each year, a new car is designed and built almost entirely in house. Design begins in early July, and culminates with the new vehicle participating in the three North American competitions in April, May, and June.



TEAM GOALS

Overall Team Goals

- Pass on skills and knowledge to ensure continued success
- Place 1st at each competition
- Improve and refine technology that goes into the vehicle

Technical Goals

- Develop advanced driveline
- More robust and lighter car
- Improved vehicle aerodynamics
- Improve vehicle dynamics

TEAM FACTS

- Team originally founded in 1986
- Well established in the Baja SAE circuit
- Over 40 members strong with a large alumni network
- Manufacture almost everything in-house



PREVIOUS SEASON HIGHLIGHTS



Alabama

1st: Suspension and Traction

1st: Hill Climb

2nd: Acceleration

3rd: Design

10th place overall - 100 Teams Total

Maryland

1st: Acceleration

2nd: Hill Climb

3rd: Suspension and Traction

7th: Endurance

8th place overall - 98 Teams Total

Oregon

2nd: Design

3rd: Rock Crawl

4th: Acceleration

4th: Maneuverability

5th: Hill Climb

8th: Endurance

3rd place overall - 100 Teams Total

CURRENT SPONSORS



MARKETS

INVOLVED IN BAJA

Baja Teams

Engineers, off road enthusiasts, and mechanics, these students hail from colleges and universities all around the world. They tirelessly spend all summer, fall, and winter designing and manufacturing new Baja cars for the spring season.

Competition Attendees

Students from the host college or university, former Baja team members, parents, teachers, off-road enthusiasts, and engineers. Each group has an interest in Baja, coming from around the country to experience competitions and discover what the students have chosen to compete with.

Team Sponsors

These companies are already supporting our team, they range from small companies performing precision machining and local food chains, to large companies producing consumer automobiles. These companies invest in a team to develop future, skilled engineers.

Sponsors For Other Teams

Each team maintains their own set of sponsors from small, regional companies to large companies that support multiple teams. Every company relies on other companies to perform operations and supply goods. This is one way to expand that network.

Race Staff

Former team members, off-road enthusiasts, and established engineers. These individuals have a multitude of connections to different companies and organizations.

BAJA IN THE NEWS

Social Media

- Facebook
- YouTube
- Twitter
- Forum
- Website

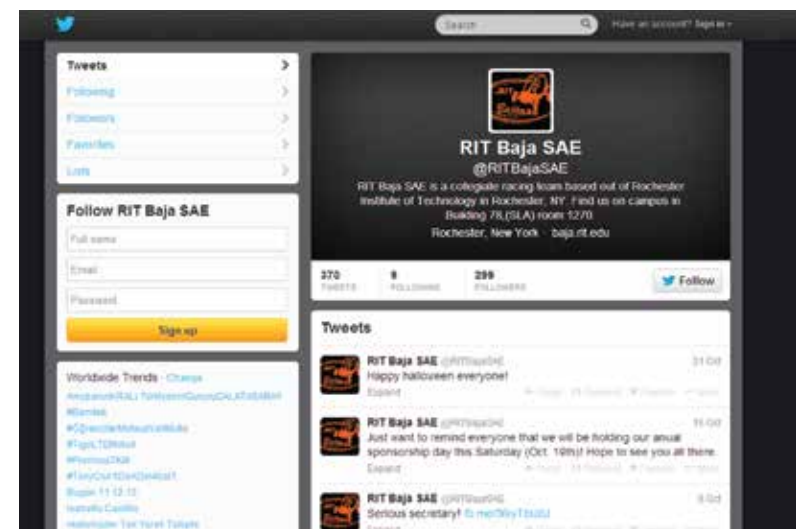
Publicity

Features in the school newspaper for events such as:

- Unveiling Day (New car revealed)
- Competitions
- Sponsorship Day

Website and E-marketing

Website is currently undergoing construction. Once finished, sponsor logos will be linked to their respective websites



LEVERAGE

- Interesting and Unique Challenges for Future Engineers
- Test New Products in Extreme Environments
- Get Name Out to Other Companies

Reputational Value

Supporting the highly successful RIT Baja team looks good. We are a team known for being amazing sportsmen as well as exceptional engineers.

Improving Education and Experience of Future Engineers

The experience and educational value of the RIT Baja team has a large effect on the student's future engineering career. By investing in their education now, your company will have access to highly experienced potential new hires. Many of our alumni now work for past and present sponsors.

Broadening Customer Base

Teams come from all over the world and see us using your equipment and/or material. Our reputation as a team catapults our sponsors' processes, materials, and tools to the forefront of the competition's attention. Also, the competitions attract people from all over the country, with connections to a multitude of companies and organizations looking to innovate and optimize.

Access to Team Pits

No spectator is allowed in the pits during most SAE sponsored competitions unless accompanied by a member of a competing team. As a sponsor of the team you will be able to accompany us into the pits, see with whom we compete, and our fluid operation as a team during competitions.

Community Support

Supporting the environment around your business not only makes your company look good and gets your name out, but it also brings your company closer to your customers.

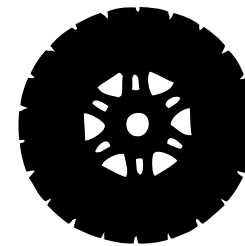
WAYS TO INVEST



Monetary



Material



Products

Bronze	\$5 - 499
Silver	\$500 - 1,999
Gold	\$2,000 - 4,999
Platinum	\$5,000 +



BENEFITS OF SPONSORSHIP

Platinum Level:

- Name featured on website
- Logo featured on car
- Logo featured on sponsorship t-shirts
- Listed as a main sponsor at race events
- Name/logo will be featured on banner during race events
- Special edition picture portfolio will be presented end of race season

Gold Level:

- Name featured on website
- Logo featured on car
- Logo featured on sponsorship t-shirts
- Listed as a main sponsor at race events

Silver Level:

- Name featured on website
- Logo featured on car
- Logo featured on sponsorship t-shirts

Bronze Level:

- Name featured on website
- Logo featured on car

CONTACT INFORMATION

**Website:**

baja.rit.edu

Facebook:

facebook.com/pages/RIT-Baja-SAE/208643804377

Twitter:

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