



BAJA SAE

2016 - 17 SPONSOR GUIDE





A photograph of a Purdue University campus. In the background is a large, classical-style building with a pediment and columns. In the foreground, there is a modern, abstract sculpture made of concrete blocks. The sky is blue with white clouds. The text "WE ARE PURDUE" is overlaid in large, bold, gold letters, and "WHAT WE MAKE MOVES THE WORLD FORWARD" is overlaid in smaller, bold, white letters below it.

WE ARE PURDUE

WHAT WE MAKE MOVES THE WORLD FORWARD

Every year, Purdue Baja SAE build a car to compete in the highest level of collegiate off-road racing — Baja SAE. But at Purdue, we are making more than just a off-road race car. We are developing the next generation of engineers and industry leaders. Because we are Boilermakers.

THE VALUE OF BAJA SAE

Baja SAE is dynamic, colorful, global, and annual. It is an opportunity unlike any other to promote brand awareness and for recruiting and developing relationships with future professionals.

The Baja SAE season consists of three races across the United States, attracting teams from all over North America and even around the world. Past race locations have included California, New York, Oregon, and Texas.

Teams design and build their own single-seat off road vehicle to compete each season. At every race, the students compete in a series of static and dynamic events, including a design and sales presentation, acceleration, hillclimb, and maneuverability. The weekend



culminates in a four-hour endurance race that is the ultimate test of vehicle and engineer.

Baja SAE attracts some of the most talented and motivated students at each university. Its highly technical and competitive nature demands dedicated professionalism, engineering excellence, and fosters an environment that helps create engineering graduates that are among the most sought-after in industry.



PURDUE BAJA SAE - A UNIQUE OPPORTUNITY

In 1979, Purdue University established an elite design course for the top engineers in the School of Mechanical Engineering. In 1988, Purdue Baja SAE was founded and became a part of this design course. The goal of this course was to encourage a better and comprehensive understanding of vehicle design among participating students.

Today, Purdue Baja's membership has grown to over 50 students ranging from freshman to seniors. The team is overseen by Dr. Greg Shaver, a professor of the School of Mechanical Engineering, and is completely run by students. Every year, the team designs and manufactures a new vehicle and implement changes to improve its performance. Our previous vehicles and more team history can be found on our website and Facebook page.

Purdue Baja SAE is focused on community outreach as well as achieving our design and competition goals. We give back to our community by attending events that are geared towards promoting STEM participation and education among younger generations. These events range from on campus student organization fairs to presentations at local children's museums.

2016: 36th OVERALL

2015: 48th OVERALL

2014: 10th OVERALL



SPONSORSHIP OF PURDUE BAJA SAE



There are many ways you can sponsor our team including service donations, supply donations, and general funding. Without the help of our sponsors, our team would not have the opportunity to build our car or participate in competitions. We offer 4 tiers of sponsorship, each designed to offer different benefits depending on the level of investment. Every partnership can be customized to the needs of the company, but there are range of benefits common to each.

Recruiting is a key reason for sponsors choosing Purdue; Purdue Baja SAE graduates have gone on to work for companies such as Ford, GM, Fiat-Chrysler, Cummins, John Deere, Caterpillar and others. Every partner will receive priority to recruit Purdue Baja SAE students and will have full access to the team resume book.

Our commercial proposition is simple: we exist not simply to race, but to develop the best engineers and leaders for today's world. To our partners and potential partners we say: "Join us. You help us compete, and we help you recruit the best and brightest for your company."

Platinum Partner (\$10,000+)

8x10 framed photo of car
Significant branding on car, team apparel, team website
Invitation to speak to team and tour shop
Car available for partner events

Gold Partner (\$5000-9999)

8x10 framed photo of car
Large logo on car, team apparel, team website
Invitation to speak to team and tour shop

Silver Partner (\$2500-4999)

8x10 framed photo of car
Medium logo on car, team apparel, team website
Invitation to speak to team and tour shop

Bronze Partner (\$1000-2499)

5x7 framed photo of car
Small logo on car, team website
Invitation to speak to team and tour shop

General Partner (< \$1000)

5x7 photo of car
Minor branding on car, team website
Invitation to speak to team

All partners

Right to promote association with team worldwide
Promotion on team social media outlets
Priority recruiting of team members
Access to team resume book

ACKNOWLEDGEMENTS

Donations of any amount or type are greatly appreciated by Purdue Baja SAE and its members. Without your generous support, this team would not be able to provide the enriching experience that our members currently enjoy. Any donations made will greatly aid the development, improvement, and performance of our team throughout the 2016-2017 school year. Feel free to contact us with any questions you may have. We look forward to being in contact with you.

Thank you,
Alex Alfery, President & Hrishi Deshpande, Treasurer



SPONSORSHIP FORM

Please fill out the following form and either return it with your donation or attach it to an email to the President and Treasurer. Make all checks payable to "Purdue University Baja SAE".

Contact Name: _____

Phone Number: _____

E-mail Address: _____

Donation in the form of: ☐ Check ☐ Materials

(Please describe type of material donation in comments)

Donation Amount: _____

Comments: _____

Send donations to:

Purdue University

School of Mechanical Engineering

Attn: Baja SAE

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