



UBC BAJA RACING

**SPONSOR
PACKAGE 2023**

THE TEAM



UBC Baja is an engineering student team dedicated to the design, construction, and testing of a single-seat all-terrain vehicle. Each year, the team optimizes and customizes the vehicle for participation in the international Baja SAE (Society of Automotive Engineers) series.

The team comprises students from various engineering disciplines, fostering interdisciplinary collaboration.

Team members go beyond textbooks and lectures, honing their practical engineering skills by designing and manufacturing complete vehicle systems and subjecting them to rigorous testing for validation.

With our most ambitious and competitive vehicle to date, we invite you to be a part of this year's journey.



The University of British Columbia

BAJA SAE



THE COMPETITION



Baja SAE is one of the five vehicle design series organized by the Society of Automotive Engineers (SAE). It originated in South Carolina in 1976 and has since expanded into an international competition with events held worldwide.

The competition is divided into static and dynamic events and spans four days.

STATIC EVENTS

Industry professionals evaluate the team's engineering design, business presentation and vehicle costs.

SALES PRESENTATION

The team pitch the "executives" of a hypothetical company to initiate production of the vehicle's design at a rate of 4,000 units per year.

DESIGN PRESENTATION

The team showcase feature vehicle components with justification and validation through physical test data and software analysis.

DYNAMIC EVENTS

ACCELERATION

Teams are ranked based on the time it takes to accelerate from a standstill and complete a 100m course.

HILL CLIMB

Teams are ranked by both the distance covered and the time it takes to ascend a challenging pebbled steep hill.

MANEUVERABILITY

Each vehicle must navigate a demanding technical course designed to push the handling limits of these vehicles.

SUSPENSION & TRACTION

This event tests the vehicle's suspension and off-road capabilities through obstacles like bumps, jumps, technical rock sections, trenches, and log piles. Teams aim to complete a lap of the course in the shortest time without going out of bounds.

4 HOUR ENDURANCE RACE

The final event is a race where all competing vehicles go wheel to wheel, striving to complete as many laps as possible. The course is a blend of motocross and desert racing, featuring large jumps, sweeping turns, rock gardens, single tracks, and mud pits. It serves as the ultimate test of strength and durability, with approximately 50% of competing vehicles retiring each year due to crashes and failures. This event is a favorite of UBC Baja.

THE VISION

Our students are tasked with not only designing, building, testing, and racing the vehicle but also with the challenging responsibility of securing financial support. All of this while they balance the demanding commitments of engineering studies and other obligations.

While we've been fortunate to secure grants and sponsorships, we now look to you for assistance in furthering our passions and ambitions, striving to rank among the top ten.

Throughout the years, our team has cultivated connections with numerous sponsors who have played a pivotal role in our journey. These long-standing sponsors are highly esteemed and have remained with us through the years. Looking ahead, we aim to continue this tradition and to pursue the creation of a more professionally engineered and fabricated vehicle with your support.





Your funding will empower UBC Baja to construct a vehicle that can rival the best in the field. This year, we aspire to fine-tune and reduce the weight of every vehicle subsystem from the ground up. Additionally, we plan to invest in new custom tuning equipment to enhance our ability to optimize components, predict performance, and validate designs. While these endeavors come with costs, they will enable us to craft the ultimate single-seat all-terrain vehicle, turning engineering excellence into reality.

Your support will directly enable UBC Baja to carry forward its legacy.

THE BENEFITS

OUR REACH

SOCIAL MEDIA

UBC Baja actively engages with our audience through real-time updates on vehicle construction progress and competition developments, while showcasing sponsor products. Current platforms include Facebook, YouTube, the UBC Baja website and Instagram, standing out as one of the largest Baja SAE influencers with an impressive following of over **3,000** devoted followers.

THE VANCOUVER AUTO SHOW

UBC Baja proudly exhibits at one of Western North America's largest automotive exhibitions, attracting over **120,000** attendees in 2018. This provides an ideal opportunity to connect with automotive industry professionals and auto enthusiasts while inspiring and guiding the next generation of young automotive engineers

THE BAJA COLLEGIATE DESIGN SERIES

This series hosts competitions at three U.S. locations, fostering academia-industry relationships. It attracts major global industry professionals, like Honda, who spectate, volunteer, and judge. Attract interest in your business among graduating students with each competition hosting over **3,700** students from the world's leading engineering and technology universities.

THE SPONSORSHIP PACKAGE

Sponsorship Level	Bronze \$500	Silver \$1500	Gold \$5000	Platinum \$10,000	Title \$20,000+
Company logo on vehicle	3 x 5 "	4 x 6 "	5 x 7 "	6 x 8 "	Full car
Feature post on social media	X	X	X	X	X
University sponsor appreciation night	X	X	X	X	X
Logo on team apparel		X	x	X	X
Logo on promotional materials			X	X	X
Company name on all social media posts				X	X
Company logo livery designed for vehicle					X

THE VEHICLE

CHASSIS & ERGONOMICS: \$6,731

- Brand new chassis
- Brake and throttle optimization
- New safety gear
- Professional paintwork

DRIVETRAIN: \$30,466

- Custom gearbox
- Interchangeable and Optimized
- Front and Rear Wheel Hubs
- CVT Cooling System
- CVT Tuning Components
- Engine Dynamometer
- Gearbox Efficiency Spin-Down Rig
- New Custom Driveshaft


COMPETITION: \$8,578

- SAE Registration
- Truck Rentals
- Food and Accommodation

TOTAL: \$94,787

(Costs reflect real vehicle budget)



A BAJA SAE off-road vehicle is shown on a dirt track. The vehicle is black with purple accents on the frame. It has large, knobby tires and a roll-over protection structure. The background shows a dirt hill with some sparse vegetation and a clear blue sky. Two white arrows point from the text blocks to the vehicle's suspension and electrical systems.

ELECTRICAL & INSTRUMENTATION : \$10,972

- Data Acquisition System Accessories
- Alternator and Custom Battery Pack
- Load Cells or Strain Gauges and Accessories
- Electronic Continuous Variable Transmission (ECVT)

SUSPENSION: \$38,037

- Offroad Racing Shock Absorbers
- Lower Control Arms and Trailing Arms
- Billet Aluminum Upper Control Arms
- Billet Aluminum Front Uprights
- New Tires, Shocks, and Rims

THE FIRST STEP

UBC Baja expresses gratitude to our current sponsors for their support, which has fueled significant growth and set us on the path to achieving our goals. To continue this success, we seek support from both existing and potential sponsors. We propose a mutually beneficial partnership between your company and UBC Baja, where your support will contribute to the future of engineering and provide valuable brand recognition.

If you have any questions or are interested in sponsorship, please don't hesitate to contact us. Thank you!

Contact Information

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