



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA



BAJA NITK RACING SPONSORSHIP PROPOSAL

2022 - 2023





NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA

- » NITK Surathkal since 1961 has grown leaps and bounds to earn its place as a premiere technical institute of the country. It is credited as an institute of national importance by the Government of India.
- » Our college is a home to a conducive learning environment which consistently churns out some of the best engineers of our country.
- » NIRF has ranked NITK as 10th among the technical institutes and 2nd among NITs.

WHAT IS BAJA?

BAJA SAE INTERNATIONAL

- » BAJA SAE is an Collegiate Design Series competition run by the Society of Automotive Engineers (SAE) International for engineering students.
- » It tasks students with a particularly gruelling engineering challenges : to conceive, design & fabricate, race and even market an All-Terrain Vehicle, to a panel of judges belonging to SAE India.
- » The competition has two main stages, Virtual BAJA & the main event.

BAJA SAE INDIA

- » BAJA SAE India is a student competition which follows the standards of the international BAJA SAE competition held all over World.
- » BAJA is one of the biggest and most prestigious engineering event in India in which over 350 teams complete against each other.





TEAM NAME

**BAJA NITK
Racing**

COLLEGE NAME

**National Institute of
Technology Karnataka**

THE TEAM BAJA NITK RACING

ENDURANCE ENGINEERED

- » Team BAJA NITK Racing was formed in 2007 with the aim of developing ATV for the BAJA Racing events. The team has grown over the years, with the current team being 81 members strong, comprising of aspiring passionate engineers.
- » The team functions as different Special Interest Groups namely Design and Analysis, Vehicle Dynamics, Power Train and Marketing and Operations which work throughout the year
- » The primary objective is to build a race car, the process of which serves to boost the entire team's understanding on automotive engineering.
- » We strive to promote our university, partners and sponsors at National and International levels.

THE BNR MISSION

Promoting practical automotive experience by designing and manufacturing an affordable robust vehicle that can withstand harsh conditions.

THE BNR VISION

Build a culture of holistic learning in this engineering institution and pass on the importance of optimally engineered vehicles.



ATV2023

Chassis

AISI 4130 Chromoly members

Powertrain

Engine : Briggs & Stratton Vangaurd Model 19

Transmission

4WD assembly with transfer case
Continuously Variable Transmission (CVT)
with a reduction ratio of 0.86 : 3.8
Gearbox : 2 Stage reduction gear box with
a reduction ratio of 8.3

Steering

Rack and Pinion Steering System
C factor : 5"
Turning Radius : 1.5m

Tyres

23x7-10 Carlisle AT 489

Suspension

Front : Unequal Double A-arm
Rear : Lower H-Arm with Camber link
Fox Float 3 Evol R





EVENTS

• Static :

» Technical Inspection :

Professional check to match the BAJA SAE rulebook requirements.

» Design :

Team members explain the different areas of the car to a panel of judges.

» Sales Presentation :

We put forth accurate facts/figures for our hypothetical ATV manufacturing company.

• Dynamic :

» Traction Event :

The car needs to climb a hill with a progressively increasing gradient.

» Maneuverability :

Driving obstacle course filled with narrow paths and sharp turns to assess the car's steering and handling.

» Special events :

To test the vehicle under unique off-road conditions with events like Rock Crawl, Suspension etc.

» Acceleration :

The car is driven at maximum throttle for a set distance, faster the acceleration of the car, the closer to the front they start at the endurance race.

» Endurance Race :

A 4 hour long race that assesses each vehicle's ability to operate continuously and at speed over rough terrain containing obstacles in any weather conditions.

ACHIEVEMENTS



BUDGET

Vehicle Dynamics
₹2,75,656

Registration
₹80,000

Engine &
Powertrain
₹2,00,000

Car Logistics
₹40,000

Miscellaneous
₹20,000

Design & Analysis
₹51,450

**CUMULATIVE FUNDING
REQUIREMENT
₹6,72,106**





WHY SPONSOR US



MEDIA EXPOSURE

BAJA SAE Events are covered nation-wide in major dailies. Event is streamed via Youtube live stream.



ENGINEER EXPOSURE

NITK's Annual Technical Fest, South India's 2nd largest Tech Fest. Reach out to 25,000+ students from 150+ colleges.



INCIDENT EXPOSURE

NITK's Annual Cultural Fest, Reach out to 40,000+ students from 200+ colleges.



ONLINE EXPOSURE

Active handles on all social media platforms, 1000+ followers, Publicise sponsors with specifically curated content.



BRANDING

The sponsor brands are publicized through stickers on our car, and logos on all BAJA NITK merchandise.

SPONSORSHIP BENEFITS

TITLE

(>2 Lakhs)

- Car Naming Rights
- Logo display along with Team logo in all expo.
- Special Mention in BNR Videos.
- Banner during college fests.
- Brand Logo on Team Apparel.
- Mention in Team's Newsletter and Brochure.
- Online and Offline Promotion.
- Organizing events specific to the sponsor's domain.

ASSOCIATE

(1 Lakh - 2 Lakhs)

- Special Recognition in Media coverage.
- Special Mention in BNR videos.
- Banner during college fests.
- Brand Logo on Team Apparel.
- Mention in Team's Newsletter and Brochure.
- A dedicated post on our social media handles.
- Organizing events specific to the sponsor's domain.

PLATINUM

(40K - 1 Lakh)

- Banner during college fests.
- Brand Logo on Team Apparel.
- Mention in Team's Newsletter.
- Mention in Team Brochure.
- Online Promotion.

GOLD

(15K - 40K)

- Mention in Team's Newsletter.
- Mention in Team Brochure.
- Online Promotion.

PAST SPONSORS



GALLERY



CONTACT US



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