

The logo for GT Off-Road, featuring the letters 'GT' in a large, stylized, dark blue font, followed by 'OFF-ROAD' in a smaller, dark blue, italicized font. The background consists of a large white circle with a yellow and orange gradient arc above it and a dark blue arc below it.

# **GT OFF-ROAD**

**Sponsorship Packet**

**2019-2020**



# Thank You!

## Dear Prospective Sponsors,

Thank you for your interest in supporting the Georgia Tech Off-Road team. Since our founding in 1998, the team has made tremendous strides. We have experienced various failures and successes and learned equally from both. This year we will use that knowledge to surpass our past performances.

From our first competition in 2000, Georgia Tech Off-Road has always aimed for the top. After a hiatus, the team returned to competition in 2016. Taking part in the 2016 Baja Tennessee competition taught the team what was needed to become successful. With hard work and the knowledge gained from 2016, we accelerated into the 2017 year, more driven than ever. We competed in 2017 Baja California and placed 42 out of 110 teams. This was an unprecedented leap in quality as we had forced our way into the top fifty percent of teams.

With success hot on our heels, we moved into the 2018 season and competed in two competitions for the first time. The 2018 Baja Maryland and Baja Kansas challenged our team like never before. After not fully realizing our goals in the two competitions, the team reorganized and refocused. We changed our timetable from designing in the fall and building in the spring to designing in the summer, building in the fall, and testing in the spring.

Our newly improved system provided the tool to success in the 2019 season. We competed in 2019 Baja Tennessee and Baja California and placed 18 out of 108 in both. This year we plan on placing in the top 10 for all the competitions we attend. Recently, we succeeded in our goal. At the fall 2019 Midnight Mayhem expo, our team placed 8 out of 96 teams. Much like the competitions we take part in, Georgia Tech Off-Road is a dynamic and enduring team, and with your support we can achieve even greater triumph in the future.

**Regards,**  
**Steven Shipley - President, GT Off-Road**

*Steven Shipley*







# The Team

Georgia Tech Off-Road is the official Baja SAE Competition team of the Georgia Institute of Technology. The team is a multidisciplinary group of GT students, representing 10 majors across 4 colleges, striving to overcome an array of challenges presented by a real-world design scenario. Complex task management is the unwritten formula for success, accomplished through careful planning, continuous communication, and endless research. Design and analysis in conjunction with public relations and marketing make for an unequalled learning experience.

In the past 20 years, GT Off-Road has brought a steady stream of innovative ideas to the SAE Baja competition. For the 2020 season, we aim to continue in our tradition of detailed-oriented design, fabrication and testing, driven by forward thinking. With experience, dedication, and knowledge, GT Off-Road is raising the bar to new heights.

# The Competition

Every year numerous Baja competitions are held world-wide. The competitions are sanctioned by the Society of Automotive Engineers and are made possible by the generous donations from companies and universities. In Baja SAE, students must work as a team to design, build, test, and compete an all-terrain, single seat vehicle that serves as a prototype for the recreational vehicle market. The competitions simulate real world challenges and the related engineering problems that these vehicles would face. There are three main events divided among the three days of competition:



## Day One

### Static Events:

Vehicles go through rigorous safety and technical inspection. Each car must satisfy all the requirements and restrictions of the Baja SAE rules before they are allowed to compete. An in-depth design judging and sales presentation for top industry officials emphasize the importance of manufacturability, reliability, appearance, and preparedness.



# Day Two

## Dynamic Events:



During day two, a series of events are held, each targeting a specific vehicle characteristic. The drivers and team must demonstrate their honed ability to function in a fast-paced, schedule-driven environment. The vehicles must undergo various solo and paired events where rank is determined by finish time or distance. The overall stability of the Baja car is tested by a race against the clock in the obstacle-laden maneuverability course. The treacherous suspension and traction course puts the car and driver to the test, challenging the vehicle with jumps, logs, and rock crawls. The acceleration event evaluates the speed of the vehicle in an exhilarating drag-style race.

# Day Three

## Endurance Race:

The climactic culmination of every competition, a four-hour endurance race, is meant to test the limits of the vehicles, separating the best designed and prepared from the lesser. The race begins with over one hundred teams vying for the hole-shot position, and often ends with far fewer. Cars push to complete as many laps as possible on a highly technical, grueling race that includes many aspects from the previous day's dynamic events. The endurance race draws many spectators, with off-road enthusiasts and media lining the track and crowding around the finish line to see our vehicle in action.





# Around the Bend



The performance from last year's vehicle, OR-4 Endurer:

Vehicle Weight → 360 lbs

Max Speed → 32 mph

150' Acceleration → 5.5 seconds

Suspension Travel → 10"

Maximum ground clearance → 12.5"

The 2019 season for Georgia Tech Off-Road represented historic finishes for the team in the form of two top 20 finishes. However, the team has no plans on getting complacent. The team has positioned itself for a top 10 finish for the 2020 season, and we've set aggressive design goals to help us get there. The 2020 vehicle, OR-5 Momentum, will include the team's first electronically controlled continuously variable transmission and anti-roll bar. In combination with a downsized frame and new coilover shocks, the car will be lighter and more agile than ever.

Our goal performance for this year:

Vehicle weight → 325 lbs

Max speed → 34 mph

150' Acceleration → 5.2 seconds

Suspension travel → 10"

Maximum ground clearance → 16.5"

## OR-5 →

## Momentum



# Sponsorship Levels



## Diamond – Over \$15,000

- Team assisted on-campus recruitment events
- Plaque of appreciation
- All Platinum level benefits



## Platinum

\$10,000 to \$14,999

- Access to team resume book
- Display racing vehicle at place of business
- Prominently displayed logo on the racing vehicle
- Medium Decal on team trailer
- All Gold level benefits



## Gold

\$5,000 to \$9,999

- Team drive day invitation
- Team facilities tour
- Medium Decal on the racing vehicle
- Small Decal on team trailer
- All Silver level benefits



## Silver

\$1,000 to \$4,999

- Sticker Decal on the racing vehicle
- Annual team newsletter
- All Bronze level benefits



## Bronze

\$500 to \$999

- Company Logo on team t-shirt
- Company Logo on sponsor board
- All Donor level benefits

## Donor – Up to \$499

Company Logo on team website | Tax Deduction for all donated funds

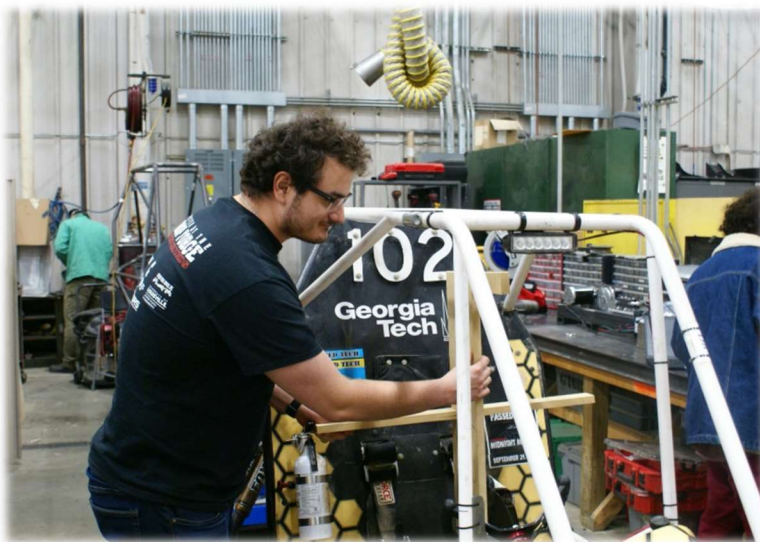


# Making a Difference



Your support directly contributes to the team and our students by:

- Forming future leaders with proficiency in engineering and business
- Teaching students design, manufacturing, and analysis skills
- Providing the opportunity for students to gain hands-on, real world experience
- Maintaining a supportive community with industry partners



# Team Leadership



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