

MCGILL

# BAJA RACING TEAM

## SPONSORSHIP PACKAGE

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# ABOUT MCGILL BAJA

## OUR CAR

A Baja is a single seat, off-road vehicle that has the ability to conquer all types of terrain including dirt, mud, snow, ice, and rocks. It can drive through shallow waters, fly off jumps, mount boulders, and logs, and climb steep slopes. All Baja SAE (Society of Automotive Engineers) teams are supplied with a standard 10hp Briggs and Stratton engine; it is the only component of the car we cannot customize. Every other aspect of the car must be independently designed and built by the team.



# ABOUT MCGILL BAJA

## OUR TEAM

We are a group of over 50 McGill University students of various academic levels working together to design and manufacture an off-road prototype vehicle. While the team consists mostly of engineering students, we have members from all faculties on campus. The McGill Baja Racing Team offers a unique opportunity for students to apply the theory that they learn in class to real engineering processes. We foster an educational culture, where veterans teach new members design, analysis, and manufacturing skills. Students also develop their teamwork, project management, and business-related competencies as part of the design phase and competition requirements.



# ABOUT MCGILL BAJA

## OUR GOAL

This year the team is taking its very successful design from last year and push the car's limit even further. Our new car (MB20) will include:

- **Custom Suspension Arms, Uprights, Hubs, and Axially-Loaded Drive Shafts**
- **Custom Rack and Pinion Steering**
- **Custom F-N-R Gearbox and Hub Integrated Universal Joints**
- **Custom Continuously Variable Transmission**



# **COMPETITIONS**

## **BAJA SAE**

**The Baja SAE competitions are the proving grounds for the vehicle. They are hosted by SAE International and are attended by over 100 Universities, hundreds of industry professionals, and thousands of engineering students from Canada, USA, Mexico, Brazil, and India. Competition events take place over 3 days and are comprised of 3 sections. The 1st day involves sales and design presentations and technical inspections. On the 2nd day, dynamic events such as rock crawl, acceleration, hill climb, and maneuverability occur. Finally, the biggest event at the competition is a 4-hour endurance race, where over 100 cars race wheel-to-wheel and attempt to complete as many laps as possible. This is by far the most important and taxing event of the competition, and fewer than thirty cars usually finish the race as the course is designed to test the limits of each car.**

## **2020 COMPETITIONS**

- . Midnight Mayhem XI (Louisville, KY)**
- . Epreuve du Nord 15 (Quebec City, QC)**
- . Baja SAE Arizona**
- . Baja SAE Louisville**
- . Baja SAE Illinois**

# COMPETITIONS

## 2019 COMPETITION RESULTS



**4th place Overall -  
Midnight Mayhem X**



**41st Overall -  
Baja SAE California 2019**



**26th Overall -  
Baja SAE Rochester 2019**



**7th Overall -  
Epreuve du Nord 2019**

# WHY SPONSOR US?

McGill is home to over 30,000 students from across the globe, has a world-renowned undergraduate engineering program and a strong history of excellence in student design competitions. By sponsoring us, your company is associating itself with a tradition of success. With your help, we expect to extend that success and finish in the Top 10 in every competition we attend in the coming year.



# SPONSORSHIP BENEFITS

## CAR

Each year, with every new car, we have a new set of body panel wraps that we use to show off our generous sponsors. This highly visible space is seen by all who interact with the vehicle at our competitions, events, and presentations at local and international venues.

## APPAREL

Like our wraps, each year our team sports a new set of shop shirts and polos. Our sponsor titles and logos are proudly displayed across the back, with the size proportional to the amount sponsored. Like the car, these shirts are highly visible at all the events we attend.

## WEBSITE

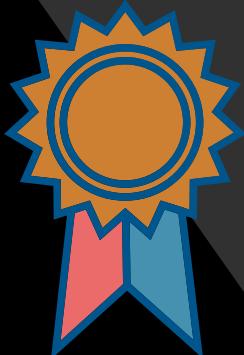
The McGill Baja Racing Team has a website that is frequently updated with the latest news from the team as well as information about our sponsors. We also include the links to our sponsors' websites.

## SOCIAL MEDIA

Our team is also present on Facebook, Instagram, and Twitter. These pages are actively updated with our team's progress and posts become more frequent during the manufacturing phase of our season. Depending on the package chosen, sponsors can have posts advertising their businesses at periodic intervals.

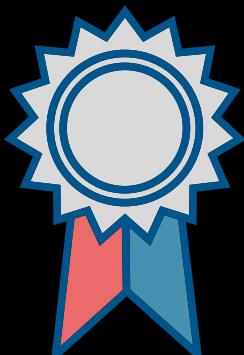
# SPONSORSHIP PACKAGES

\*Please note that all sponsorship packages can be tailored to your advertising needs



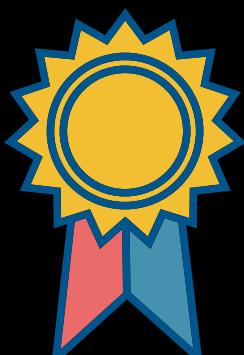
## BRONZE (\$500)

- Logo on website
- Small logo on one side of our car



## SILVER (\$1000)

- Logo on website
- Small logo on both sides of our car
- Small logo on apparel



## GOLD (\$3500)

- Logo on website
- Medium logo on car
- Medium logo on apparel
- Featured on social media



## PLATINUM (\$5000)

- Logo on website
- Large logo on car
- Large logo on apparel
- Featured on social media

# SPONSORSHIP PACKAGES

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## TITLE SPONSOR (\$7500)



- Logo on website
- Large logo on car
- Large logo on apparel
- Featured on social media
- Drive the Baja
- Choose team colours

## SUMMARY

	Title \$7500+	Platinum \$5000+	Gold \$3500+	Silver \$1000+	Bronze \$500+
Logo on Website	Yes	Yes	Yes	Yes	Yes
Logo on Car	Large	Large	Medium	Small	Small
Logo on Apparel	Large	Large	Medium	Small	Small
Featured on Social Media	Yes	Yes	Yes		
Drive the Baja	Yes				
Choose Team Colours	Yes				

# CLOSING REMARKS

This year, we are attending two SAE competitions, in Louisville and Illinois. Given the scale of this project, it requires a lot of funding for our team to be successful. Travel expenses can cost the team over \$15,000 each year, and all the manufacturing processes cost much more. Even with the support of our school, it would not be possible to build a car and travel to competitions without the support of our generous sponsors. As a sponsor, you will receive benefits equivalent to the amount donated. By helping our team attend these competitions, you make the long years of effort in school worthwhile for this vibrant group of students, as attending these competitions is truly the most enriching experience that an engineering curriculum can provide.

**THANK YOU FOR YOUR  
SUPPORT!**

# CONTACT US



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