



McGill

McGill Baja Racing

# SPONSORSHIP PACKAGE

2025 / 2026



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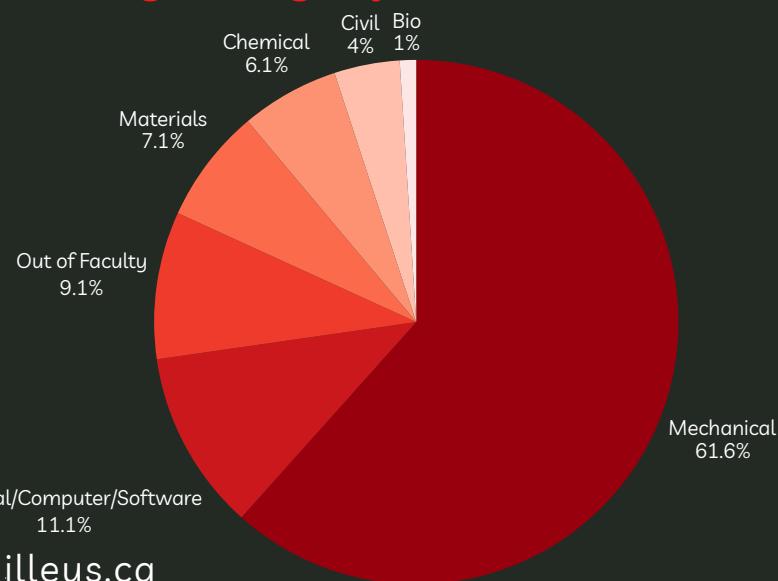
# **ABOUT OUR CAR**

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 climb steep slopes. All Baja SAE (Society of Automotive Engineers) teams are supplied with a standard 10 horsepower Kohler engine; it is the only component of the car we cannot customize. Every other aspect of the car is independently designed and built by our team.

# **ABOUT OUR TEAM**

We are a group of 100 McGill students of various academic levels working to design and manufacture a Baja. While the team consists mostly of engineering students, we have members from all faculties on campus. The team offers a unique opportunity for students to apply the theory they learn in class to real engineering processes while fostering an educational culture of veterans teaching new members design, analysis, and manufacturing skills.

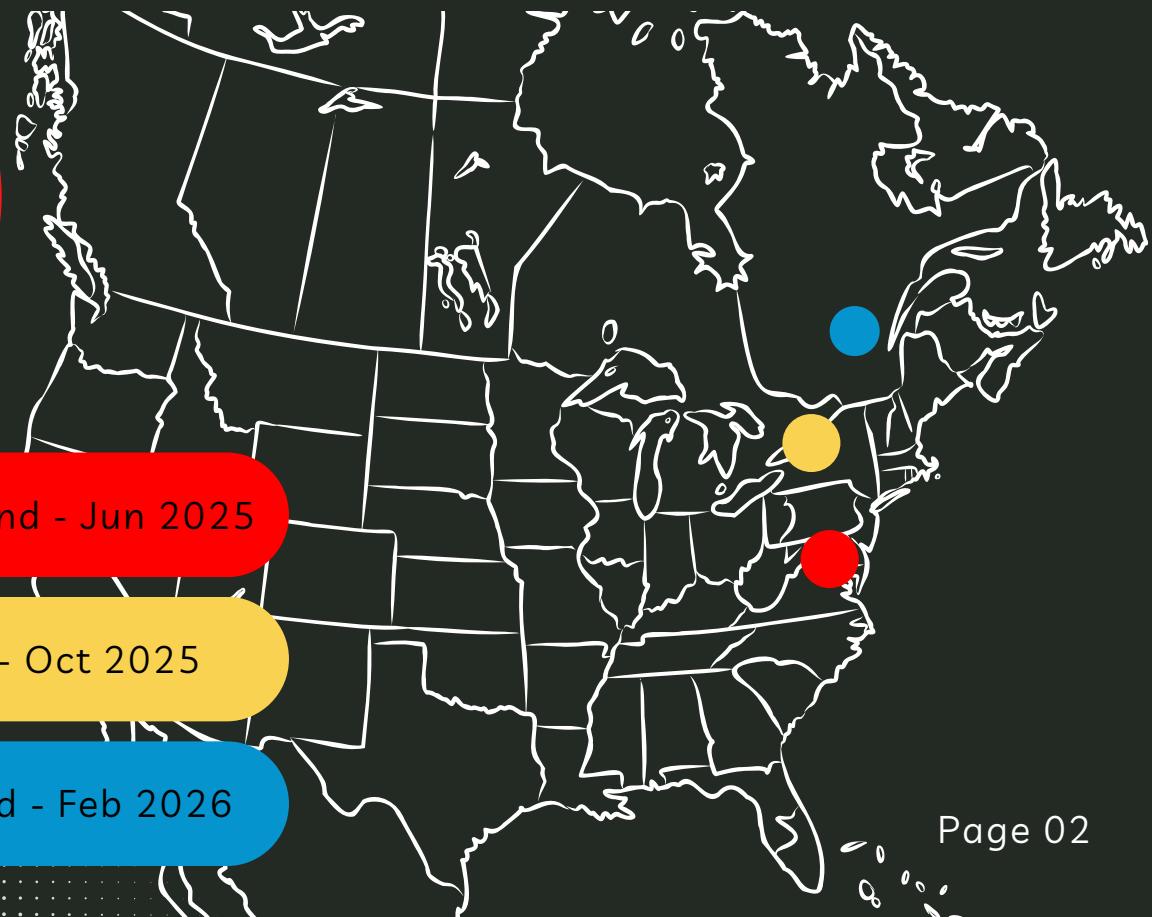
**Engineering Major Distribution**



# COMPETITIONS

Baja SAE competitions are the proving grounds for our 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 acceleration, suspension/traction, 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 the most important and taxing event of the competition with fewer than half the vehicles completing the full 4 hours.

## 2025 & 2026 COMPETITIONS



Baja SAE Maryland - Jun 2025

OktoBajaFest - Oct 2025

Epreuve Du Nord - Feb 2026

# **OUR LATEST RESULTS**

## **BAJA SAE MICHIGAN (2024)**

**Out of 90 Teams**

6<sup>th</sup> Place in BUSINESS PRESENTATION

15<sup>th</sup> Place in DESIGN

17<sup>th</sup> Place in ACCELERATION

35<sup>th</sup> Place OVERALL

## **BAJA SAE MARYLAND (2025)**

**Out of 98 Teams**

24<sup>th</sup> Place in DESIGN

36<sup>th</sup> Place in SUSPENSION & TRACTION

33<sup>th</sup> Place in ENDURANCE

34<sup>th</sup> Place OVERALL

These recent results reflect our dedication in the classroom, in the shop and on the track. We are eager and prepared to build our next vehicle and are confident that with your support as a sponsor, we can continue to improve our performance!

# WHY BAJA

McGill is home to around 40,000 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.

McGill Baja is much more than a design team. We support each other in everything we do and constantly push each other towards breaking the boundaries in engineering. Together, we have been able to foster an encouraging learning environment where we are not scared to take risks. The team also develops our professional and business skills through design presentations and external reviews with alumni.

When you choose to sponsor us, you are choosing to support the very best that the future of engineering has to offer. We have big goals for the coming years and hope you will decide to be part of our journey.





# OUR SPONSOR BENEFITS

We are proud to provide a number of benefits to our sponsors which we have explained below. All packages can be customized to the needs of your organization!

## ON OUR 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 our vehicle to our competitions, events, and presentations at local and international venues.

## ON OUR 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.

## ON OUR WEBSITE

We have a website that is updated with the latest news from the team as well as information about our sponsors. We also include the link to our sponsors' websites on our page.

## ON OUR SOCIAL MEDIA

Our team is also present on Facebook, LinkedIn, and Instagram. These pages are actively updated with our progress. Depending on the package chosen, sponsors can have posts advertising their businesses at periodic intervals.



# OUR PACKAGES

Our sponsorship tiers are separated by the monetary value of sponsored contributions. From physical parts to services and cash donations, we're grateful for any support for our team!

Perks	Iron  \$<500	Bronze  \$500	Silver  \$1500	Gold  \$3500	Diamond  \$7000+
Logo on Website	Small	Medium	Large	Large	Large
Logo on Apparel		Small	Medium	Large	Large
Logo on Car			Small	Medium	Large
Featured on Social Media			Group Post	Group Post	Personal Feature

# CLOSING REMARKS

This year, we will be attending between 1 and 3 official SAE competitions. 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.

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 and considering a sponsorship with McGill Baja Racing! We look forward to hearing from you!



# CONTACT INFORMATION



**JEMMA  
POOLEY**

Co-Captain



**LUCAS  
SCHUPPEK**

Co-Captain

## EMAIL, WEBSITE, AND ADDRESS

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