



# 2022 SPONSORSHIP OPPORTUNITIES





## MEET THE TEAM

VJTI Racing , is a group of dedicated undergraduates with innovative ideas and passion for engineering. Our vision is to expand and improve the skills of undergraduates by practical applications in designing, fabrication, manufacturing and management, beyond classroom education. We are constantly on a path of improvement and utilizing the best of our talent. The team independently designs, manufactures and tests automotive vehicles which then competes at national and international level competitions.





## ABOUT VJTI

Veermata Jijabai Technological Institute , established in 1887 is one of the oldest technological institute in Maharashtra. Post-independence, VJTI played a pivotal role in setting up IITs and RECs of India and strengthened engineering and technological excellence of country. The Institute is reputed for its excellent training in courses of engineering and technology at diploma, degree, and post graduate levels for over three thousand students.







# THE CARS



## BAJA 2012

Won the most dynamic award.  
Nominated for SAE category.  
Overall rank in India: 35th



## SUPRA 2014

Winner of business presentation  
1st rank in Mumbai  
Overall rank in India: 12th



## BAJA SOUTH AFRICA 2015

Ranked 1st Internationally.  
Ranked 1st in Dynamic performance.  
Ranked 2nd in Statics and Sales event





## BAJA 2017

1st in Acceleration  
5th in Business presentation  
Overall ranked 7th in India



## BAJA 2018

1st in Sales presentation  
3rd in Virtual evaluation  
4th in Cost event



## ESI 2019

7th rank in Marketing event  
10th rank in Design challenge  
14th in Acceleration event



## BAJA 2020

6th rank in Virtual presentation  
Overall ranked 26th in India



## BAJA 2021

5th rank in Manufacturing event  
6th rank in Sales presentation  
All India rank 2nd (in RWD category)





## What is BAJA SAEINDIA competition?

Students build a single seater off-road vehicle with which they can compete against teams all over india. The competition is not won solely on the basis of the fastest car among the teams. But rather the team that has not only the best overall construction, performance but also the most structured financial and sales plan is hailed as the overall winner







## Static events

Static events, such as written reports, presentations and design evaluations are provided by participating teams. Required reports detail the engineering and design process that was used in developing each system of the team's vehicle, supported with sound engineering principles.

## Dynamic events

The dynamic events include hill climbs, sled pulls, maneuverability events, rock crawls, and suspension & traction events. It concludes with a 4-hour long endurance race.

# WHAT'S IN FOR 2022?

**VJTI**  
**RACING**  
**ELECTRIC**



**BAJA PRELIMINARY ROUND**  
**ALL INDIA RANK : 4**

This year VJTI Racing has endeavored to take part in the Electric BAJA, also known as E-BAJA, keeping in mind the advancements in electric mobility sector, by using classroom based knowledge to fully manufacture an off-road Electric ATV. For this effort we will require your generous support.



# EVENTS AND ACTIVITIES



## Lecture series and Workshops

- » Power transmission
- » Vehicle Dynamics
- » Chassis
- » Brakes
- » Electronics
- » Workshops on Solidworks, ANSYS and, Hyperworks



## AUTO EXPO and Showcasing

- » Standees at BAJA main event
- » DNA auto expo, Navi Mumbai
- » India Auto Show, NESCO, Goregaon
- » Exhibition in VJTI's Technovanza and Ecell.



## Alumni meets and Quizes

- » Various quizzes arranged for automotive enthusiasts
- » Interaction and frequent follow ups with alumni and industrial experts





# SPONS

## CATEGORY

**KOH-I-NOOR**  
₹ 1.5 LAKHS +

**PLATINUM**  
₹ 60 THOUSAND +

**GOLD**  
₹ 50 THOUSAND +

**SILVER**  
₹ 30 THOUSAND +





# SPONSORSHIP

BENEFITS	KOHI-I-NOOR	PLATINUM	GOLD	SILVER	< 30 thousand Sponsorship
ROUND THE CLOCK PROMOTION THROUGH THE OFFICIAL WEBSITE	√	√	√	√	√
PUBLICITY THROUGH SOCIAL MEDIA POST	√	√	√	√	√
BANNERS AND STANDEES DSIPLAYED AT EXPOS AND EXHIBITIONS	√	√	√	√	
PUBLICITIY THROUGH OFFICIAL VJTI'S SPONSORSHIP BROCHURE	√	√	√	√	
PUBLICITY DURING CLUB EVENTS AND INDUSTRIAL INTERACTION	√	√	√		
BANNERS AND STANDEES DISPLAYED AT SAE BAJA	√	√	√		
PROMOTION AT VJTI ALUMNI REUNION	√	√			
LOGO DISPLAYED ON ATV MANUFACTURED	√	√			
LOGO DISPLAYED AT VJTI'S TECHNOVANZA	√				
LOGO OF COMPANY ON THE OFFICIAL T-SHIRT	√				
DISPLAY OF CAR AT COMPANY'S OFFICIAL EVENT	√				



# PAST SPONSORS



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**SAEINDIA - VJTI**  
*Collegiate Club*

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