

SPONSORSHIP PACKET

2023-2024

[LINKTR.EE/TRITONBAJA](https://linktr.ee/tritonbaja)



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TRITON BAJA
BAJA@UCSD.EDU
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ABOUT US

TRITON BAJA IS A STUDENT-RUN ORGANIZATION AT THE UNIVERSITY OF CALIFORNIA, SAN DIEGO. MOVING INTO OUR FIRST COMPETITION SEASON, OUR SMALL, BUT AMBITIOUS TEAM IS BUSY DESIGNING, RESEARCHING, AND MANUFACTURING OUR FIRST OFF-ROAD VEHICLE. YOUR SUPPORT WOULD GREATLY BENEFIT OUR NEWLY FORMED TEAM; AS AN INDEPENDENT ORGANIZATION, WE RELY ON CONTRIBUTIONS LIKE YOURS TO KEEP THE MOMENTUM OF THE CLUB GOING.



OUR MISSION

WE ARE COMMITTED TO PROVIDING A CHALLENGING PLATFORM FOR STUDENTS TO APPLY THEIR THEORETICAL KNOWLEDGE IN DESIGNING, BUILDING, AND RACING AN OFF-ROAD VEHICLE. WE AIM TO FOSTER INNOVATION, COLLABORATION, AND EXCELLENCE IN ENGINEERING WHILE PROMOTING HANDS-ON EXPERIENCE AND PROFESSIONAL DEVELOPMENT.



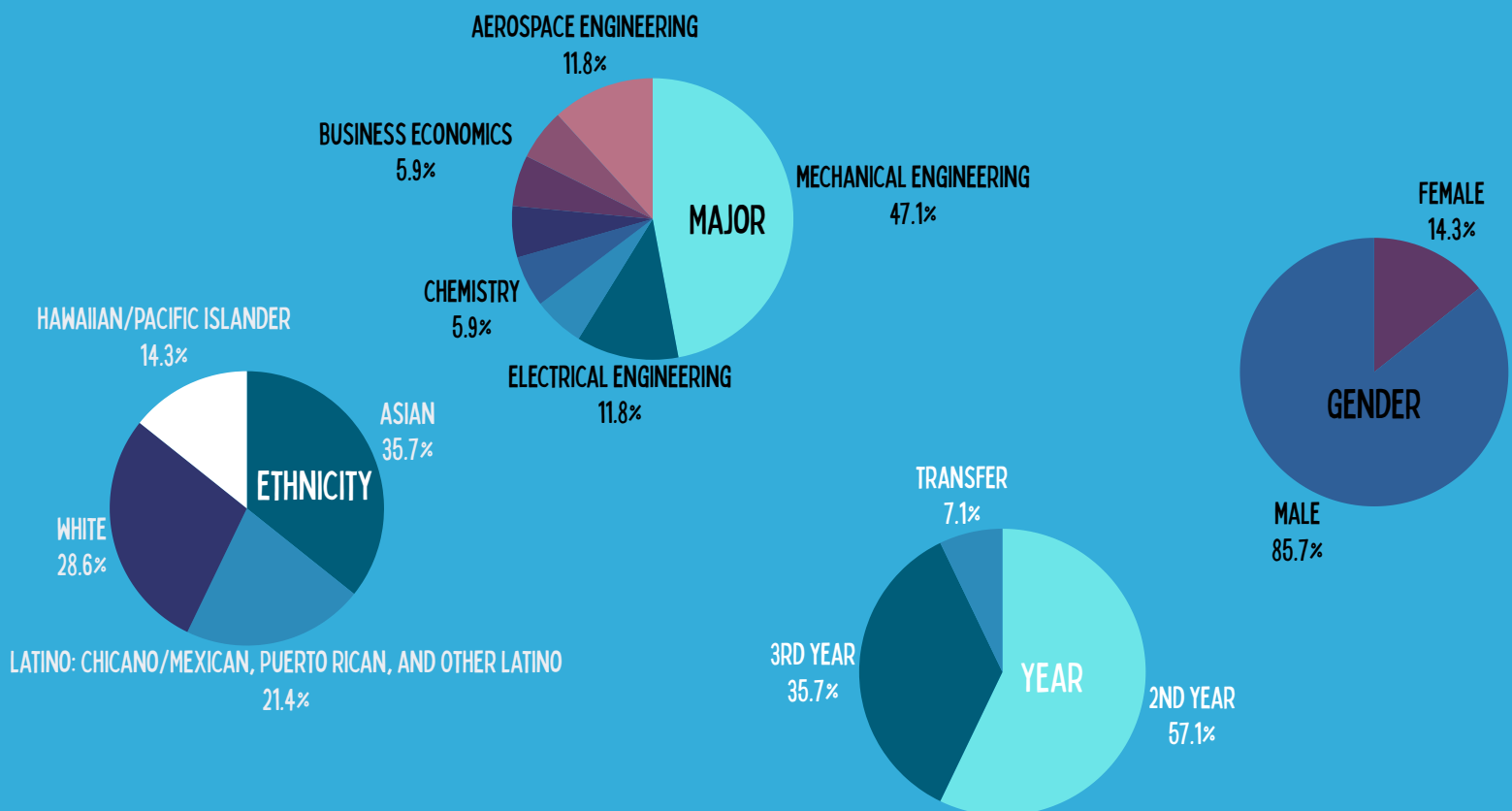


OUR COMMITMENT TO DIVERSITY

WE ARE COMMITTED TO DIVERSITY AND INCLUSION IN ALL ASPECTS OF OUR WORK. EMBRACING DIFFERENT PERSPECTIVES, BACKGROUNDS, AND EXPERIENCES NOT ONLY ENRICHES OUR TEAM BUT ALSO DRIVES INNOVATION AND SUCCESS. WE BELIEVE THAT BY FOSTERING A CULTURE WHERE EVERYONE FEELS VALUED AND RESPECTED, WE CAN CREATE A MORE VIBRANT AND DYNAMIC ENVIRONMENT WHERE EACH INDIVIDUAL CAN THRIVE AND CONTRIBUTE THEIR UNIQUE TALENTS.

OUR COMMITMENT TO DIVERSITY GOES BEYOND JUST WORDS - IT IS WOVEN INTO THE FABRIC OF EVERYTHING WE DO, GUIDING OUR DECISIONS, SHAPING OUR INTERACTIONS, AND PAVING THE WAY FOR A BRIGHTER, MORE INCLUSIVE FUTURE. ENGINEERING INVOLVES COLLABORATION, AND WE AIM TO EQUIP OUR MEMBERS FOR THE REAL-WORLD INTERACTIONS THEY WILL ENCOUNTER IN THE FUTURE.

DEMOGRAPHICS





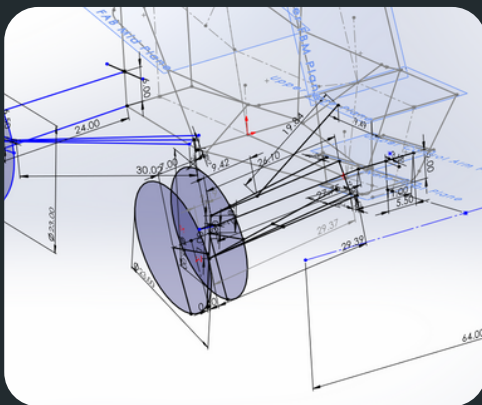
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OUR DESIGN

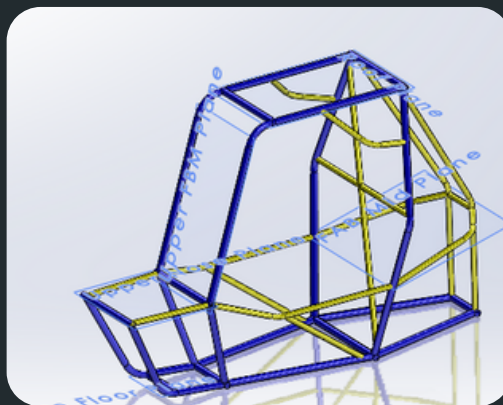
OUR COMPREHENSIVE DESIGN PROCESS INCLUDES DETAILED ROLL CAGE CONSIDERATIONS, EXTENSIVE SUSPENSION ANALYSIS, CAREFUL DRIVETRAIN INTEGRATION, AND SAFETY PRIORITIZATION. PICTURED IS OUR CURRENT CAD MODEL.



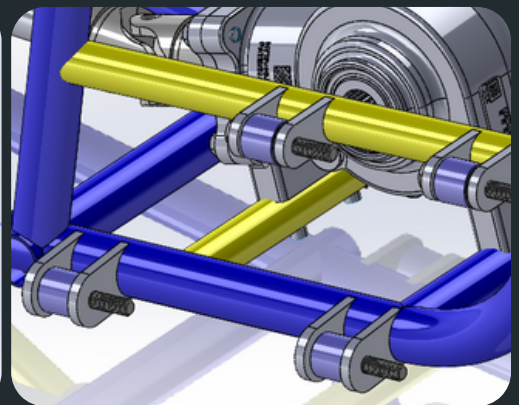
CURRENT COMPREHENSIVE DESIGN OF THE CAR: INCLUDES CHASSIS, SUSPENSION ELEMENTS, AND DRIVETRAIN ELEMENTS.



3D SUSPENSION KINEMATICS



FINAL ROLLCAGE DESIGN WITH
WELDMENTS



SUSPENSION MOUNTS



PROJECTED BUDGET

ENGINE	\$1000
CHASSIS MATERIALS	\$1500
DRIVETRAIN (DIFFERENTIALS, TRANSFER CASE, MISCELLANEOUS SHAFTS, RODS, & JOINTS)	\$5000
SUSPENSION PACKAGE & MATERIALS	\$4000
DRIVER SAFETY EQUIPMENT (HARNESS, SEAT, ELECTRONICS)	\$1500
TIRES, RIMS, HUBS, BRAKE KIT, PEDAL BOX	\$1600
TOOLS (TUBE MANUFACTURING, POWER TOOLS, JIGS, ETC)	\$2000
CVT	\$2000
MISCELLANEOUS	\$3000
COMPETITION FEE	\$1000
TRAVEL EXPENSES	\$5000
ESTIMATED SUM	\$27600

TO SECURE THE NECESSARY FUNDS FOR OUR PROJECT, WE RELY ON THE SUPPORT OF SPONSORS WHO BELIEVE IN OUR MISSION AND ARE WILLING TO INVEST IN OUR CAUSE. BY FORMING MEANINGFUL PARTNERSHIPS WITH SPONSORS, WE HOPE TO NOT ONLY REACH OUR FINANCIAL GOALS, BUT TO BUILD MEANINGFUL CONNECTIONS THROUGHOUT THE INDUSTRY.



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SAE INTERNATIONAL'S BAJA SERIES

DESCRIPTION:

TRITON BAJA SAE AT UCSD IS A NEWLY FORMED STUDENT ORGANIZATION DEDICATED TO DESIGNING, BUILDING, AND COMPETING WITH AN OFF-ROAD VEHICLE IN ACCORDANCE WITH THE BAJA SAE COMPETITION SPECIFICATIONS. OUR MISSION IS TO PROVIDE STUDENTS WITH A PRACTICAL, TEAM-BASED PROJECT THAT APPLIES AND ENHANCES THEIR ENGINEERING, PROBLEM-SOLVING, AND PROJECT MANAGEMENT SKILLS. THIS INITIATIVE NOT ONLY PREPARES PARTICIPANTS FOR SUCCESSFUL ENGINEERING CAREERS BUT ALSO FOSTERS INNOVATION, COLLABORATION, AND RESILIENCE.

TIMELINE

PHASE 1: CONCEPTUALIZATION AND DESIGN (MONTHS 1-3)

- DEVELOP VEHICLE DESIGN AND PROJECT PLAN
- INITIAL OUTREACH TO POTENTIAL SPONSORS FOR SUPPORT AND PARTNERSHIPS

PHASE 2: DEVELOPMENT AND CONSTRUCTION (MONTHS 4-6)

- PROCUREMENT OF MATERIALS AND COMPONENTS
- START CONSTRUCTION OF THE VEHICLE, FOCUSING ON THE CHASSIS AND DRIVETRAIN

PHASE 3: TESTING AND REFINEMENT (MONTHS 7-9)

- CONDUCT INITIAL TESTING OF THE VEHICLE
- MAKE NECESSARY ADJUSTMENTS AND IMPROVEMENTS BASED ON TESTING FEEDBACK

PHASE 4: FINAL PREPARATIONS AND COMPETITION (MONTHS 10-12)

- COMPLETE FINAL ASSEMBLY AND CONDUCT EXTENSIVE TESTING
- PARTICIPATE IN BAJA SAE COMPETITIONS, SHOWCASING OUR PROJECT AND SPONSORS

SPONSOR INVOLVEMENT

AS A NEW CLUB, WE ARE EAGER TO ESTABLISH STRONG RELATIONSHIPS WITH SPONSORS WHO ARE INTERESTED IN FOSTERING THE NEXT GENERATION OF ENGINEERS. SPONSORS CAN ENGAGE WITH US IN MULTIPLE WAYS, FROM PROVIDING FINANCIAL SUPPORT AND MATERIALS TO OFFERING MENTORSHIP AND TECHNICAL ADVICE. WE PLAN TO INTEGRATE SPONSORS INTO OUR PROJECT THROUGH REGULAR UPDATES, FEATURING THEIR CONTRIBUTIONS IN OUR COMMUNICATIONS, AND INVITING THEM TO EVENTS WHERE OUR VEHICLE WILL BE SHOWCASED.

SPONSORING TRITON BAJA SAE AT UCSD MEANS BEING PART OF A JOURNEY FROM THE GROUND UP, WITH SIGNIFICANT POTENTIAL FOR IMPACT:

- AUDIENCE REACH: LEVERAGE THE PROJECT'S VISIBILITY AT COMPETITIONS AND THROUGH SOCIAL MEDIA TO REACH A WIDE AUDIENCE, INCLUDING STUDENTS, PROFESSIONALS, AND INDUSTRY LEADERS.
- ENGAGEMENT: CHOOSE YOUR LEVEL OF INVOLVEMENT, FROM HANDS-OFF FINANCIAL SUPPORT TO ACTIVE PARTICIPATION IN DESIGN AND DEVELOPMENT PROCESSES.
- INNOVATION PARTNERSHIP: BE AT THE FOREFRONT OF ENGINEERING EDUCATION BY SUPPORTING INNOVATIVE DESIGNS AND SOLUTIONS DEVELOPED BY THE NEXT GENERATION OF ENGINEERS.

BY BACKING TRITON BAJA SAE, SPONSORS WILL NOT ONLY CONTRIBUTE TO THE EDUCATIONAL GROWTH OF STUDENTS BUT ALSO GAIN A PLATFORM FOR BRAND PROMOTION, ACCESS TO NEW TALENT, AND THE OPPORTUNITY TO SUPPORT THE FUTURE OF ENGINEERING.



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SPONSORSHIP TIERS

MEMBERSHIP LEVEL	BRONZE	SILVER	GOLD	PLATINUM
DONATION AMOUNT	\$500	\$1000	\$3000	\$5000
LOGO ON T-SHIRT	✓	✓	✓	✓
FEATURED ON TRITON BAJA SOCIAL MEDIA		✓	✓	✓
LOGO ON VEHICLE			✓	✓
SPONSORED WORKSHOPS				✓

WE ARE COMMITTED TO UPHOLDING TRANSPARENCY WITH OUR SPONSORS.

THROUGH REGULAR UPDATES AND QUICK COMMUNICATION, WE WILL MAKE IT OUR TOP PRIORITY TO INFORM OUR SPONSORS ABOUT THE PROGRESS OF OUR PROJECTS, ANY CHALLENGES WE MAY FACE, AND THE IMPACT OF THEIR SUPPORT. BY MAINTAINING OPEN AND HONEST COMMUNICATION, WE AIM TO BUILD TRUST AND FOSTER STRONG PARTNERSHIPS WITH OUR SPONSORS. WE WELCOME CONSTRUCTIVE FEEDBACK AND INPUT, AS WE BELIEVE COLLABORATION IS KEY TO ACHIEVING OUR GOALS TOGETHER. TRANSPARENCY IS NOT ONLY A VALUE WE UPHOLD, BUT A GUIDING PRINCIPLE THAT STRENGTHENS OUR RELATIONSHIPS AND DRIVES OUR MISSION FORWARD.

DO NOT HESITATE TO REACH OUT TO US!



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TIER BENEFITS

LOGO ON TSHIRT

HAVE YOUR ORGANIZATION'S LOGO FEATURED ON THE BACK OF OUR TEAM'S SEASON T-SHIRTS THAT WILL BE WORN AT ALL EVENTS AND COMPETITIONS, ALONG WITH OUTREACH EVENTS

SOCIAL MEDIA FEATURE

ALTHOUGH OUR INSTAGRAM IS JUST BEGINNING TO GROW, YOUR ORGANIZATION ALONG WITH YOUR SUPPORT WILL BE FEATURED ON IT TO MEMBERS OF THE UCSD COMMUNITY

LOGO ON VEHICLE

YOUR ORGANIZATION'S LOGO WILL BE ADDED ONTO OUR VEHICLE THAT WILL BE VISIBLE FOR OTHER TEAMS AT COMPETITIONS

SPONSORED WORKSHOPS

HOST A SPONSORED WORKSHOP OF YOUR CHOICE WITH OUR MEMBERS AND OTHER MEMBERS OF THE UCSD COMMUNITY !

NEWSLETTER

ALL SPONSORS CAN SUBSCRIBE TO OUR SPONSOR NEWSLETTER- A NEWSLETTER THAT WILL BE SENT OUT MONTHLY ON PROGRESS WITH DESIGN, MANUFACTURING, AND FINANCES.



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CONTACT INFORMATION



WILLS MOORE
PROJECT MANAGER
(253) 250-7438
WHMOORE@UCSD.EDU



DANNY SALTER
PRINCIPAL MEMBER
(619) 318-4804
FPVDANNY@GMAIL.COM



AARON SCHUELER
PRINCIPAL MEMBER
(619) 794-6389
ASCHUELER@UCSD.EDU



LUKA ZHKENTI
PRINCIPAL MEMBER
(818) 862-1044
LZHKENTI@UCSD.EDU



LUKAS GRANER
PRINCIPAL MEMBER
(619) 394-3136
LGRANER@UCSD.EDU



ALLISON CHIANG
MEDIA OFFICER
(626) 688-1526
A4CHIANG@UCSD.EDU