

CLEMSON **BAJA RACING**



Sponsorship Proposal



Engineering on the Road Less Taken
Clemson BAJA SAE

Overview

BAJA SAE is a collegiate design competition sponsored by the Society of Automotive Engineers (SAE) in which teams from universities around the world compete in an off-road challenge. Student members work together to design, build, test, promote, and race a rugged, single seat, off-road vehicle. The vehicle must be safe, attractive, easily transported and maintained, and fun to drive. There are strict rules that govern the safety and design of these vehicles; thus preparing the team for the professional world where most operations are required to meet or exceed certain requirements.

Throughout the fall and spring semesters, students spend their free time working together to design and fabricate a fully operational off-road buggy before the competitions. SAE sponsors three competitions every year that are held in late spring or early summer. The three competitions are called the East, Midwest, & West competitions, each of which is hosted at a different university or sponsor facility. At competition, the buggy is tested and judged in several events such as design and technical inspection, acceleration, braking, maneuverability, sled pull, hill climb, suspension and traction, and a grand finale four-hour endurance race. The results from each event are recorded and scored and an overall winner is announced.

Clemson BAJA History

BAJA SAE has been at Clemson University for the past 60 years. Since its start on campus, the student-led organization has been a place for students across multiple departments to develop skills such as teamwork, leadership and organization while getting hands-on engineering experience both in the design process and the fabrication of parts.



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Sponsorship & Advertising

In years past, Clemson has demonstrated its ability to succeed in the BAJA SAE competition; however, this success cannot continue without adequate funding. The team relies on outside sponsorship in order to build an efficient and durable buggy. Supporting Clemson BAJA SAE is an opportunity to have your name associated with Clemson University, a premier engineering institution at the forefront of automotive research. In sponsoring this project, you are investing in our innovative and competitive engineering team and the vehicle, bringing your company across the finish line with us. Additionally, this investment in the students themselves allows them to have a unique opportunity to advance and discover themselves outside of the classroom.

The team is continuously working to increase their publicity and exposure, through social media and outreach. Clemson BAJA team t-shirts are printed each year and feature our sponsors on the back. Videos and pictures are taken throughout the year and during competitions. This media is posted on the team website, YouTube, Instagram, Facebook, and various other Clemson based websites. The team has been featured on the Clemson University homepage, The Tiger, Anderson Independent Mail, and The Greenville News.



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Needs

To prepare for this season's competition, our team has researched how our vehicle functioned at the previous competitions and determined what areas will be improved upon. Some of these areas require design adjustments, alternate components, or entirely different assemblies. We are looking for the resources necessary to build and race our vehicle. We are asking for sponsorship in the following areas:

- Monetary contributions
- Metal working tools and machining supplies
- Carbon fiber materials & fabrication assistance
- Facilities to perform metal cutting and/or shaping
- Power tools, hand tools, and tool storage
- Raw materials for the frame and body
- Components for suspension and similar areas
- Transportation and lodging necessities

Companies are welcomed to aid in any of these categories, or provide other resources where available and appropriate.



Costs & Benefits

With your sponsorship, raw materials and components, it will be easier to allow our team to stay focused on the design and construction of the vehicle. Because this is a student-led team that depends primarily on outside funding, every sponsor is invited to help in any way they can. Our vehicle will be able to compete and challenge other teams from across the world year after year from the support of sponsors like you. We are consistently advancing in designs and technologies, and with your help we can make Clemson BAJA SAE one of the best teams in North America.



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Sponsorship Levels

Diamond \$5,000+

- Buggy available for display at company*
- 10" x 10" block on buggy for company logo
- Two Social Media Post Per Month
- Company logo and link on team website
- Company logo on 2025-2026 team t-shirt
- Annual newsletter and team photo

Platinum \$2,500-\$4,999

- 8" x 8" block on buggy for company logo
- Two Social Media Post Per Month
- Company logo and link on team website
- Company logo on 2025-2026 team t-shirt
- Annual newsletter and team photo

Gold \$1,000-\$2,499

- 8" x 8" block on buggy for company logo
- One Social Media Post Per Month
- Company logo and link on team website
- Company logo on 2025-2026 team t shirt
- Annual newsletter and team photo

Silver \$500-\$999

- 4.5" x 4.5" block on buggy for company logo
- One Social Media Post Per Month
- Company logo and link on team website
- Company logo on 2025-2026 team t-shirt
- Annual newsletter and team photo

Bronze \$100-\$499

- 4.5" x 4.5" block on buggy for company logo
- Company logo and link on team website
- Company logo on 2025-2026 team t-shirt
- Three social media posts and team photo

- All donations, monetary & in-kind, are tax deductible.

- All sponsors will have access to a contact list of the team members for possible co-op, intern, or full time positions upon request

*(within 80 miles of Clemson University or approval from the team)



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Contacts

Tyler Odgers
Team Captain

Todgers@clemson.edu

Alex Dickson
Business Team

madicks@clemson.edu

Charles Ross
Outreach Team

cmrss@clemson.edu



If you would like to make a donation, please make the check payable to Clemson Baja SAE.

Please send check to:

Clemson University Baja SAE
Department of Mechanical Engineering
102 Fluor Daniel Building
Clemson, SC 29632



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