

UBC BAJA  
RACING

SPONSOR  
PACKAGE 2019



# THE TEAM

UBC Baja is an engineering student team dedicated to designing, building, and testing a single-seat all-terrain vehicle. Each year, the team optimizes and tailors the vehicle to compete at the international Baja SAE (Society of Automotive Engineers) series. This year the UBC Baja team is made up of 40 students from Engineering and Business. Members of the team reach beyond textbooks and lectures to develop their practical engineering skills, done by designing and manufacturing complete vehicle systems, and then validating the design through rigorous testing.

For the first time ever, UBC Baja will be competing in two competitions, Gorman California and Rochester New York. With the team's most competitive vehicle to date, we hope you will play a part in this year's journey.



# THE COMPETITION

- **3 annual competitions**
- **100 competing universities from around the world**
- **3 locations across the United States**

Baja SAE is one of the five vehicle design series that is organized by the Society of Automotive Engineers. Originating in South Carolina in 1976, it has since grown to become an international competition, hosting events across the globe. The competition is split into static and dynamic events, which take place over four days.

## STATIC EVENTS

The team's engineering design, business presentation and vehicle cost are evaluated by industry professionals.

### SALES PRESENTATION

Teams convince the "executives" of a hypothetical company to take the vehicle's design into production at the rate of 4,000 units/year.

### DESIGN PRESENTATION

The most heavily weighted static event. Teams showcase featured vehicle components, while providing justification and validation in the form of physical test data and software analysis.



## DYNAMIC EVENTS

### ACCELERATION

Teams are ranked by the quickest time to accelerate from a stop and complete the 100m course.

### HILL CLIMB

Teams are ranked on the distance and time it takes to travel up a pebbled, steep hill.

### MANEUVERABILITY

Each vehicle must navigate its way through a tight technical course designed to challenge the handling limits of these vehicles.

### SUSPENSION & TRACTION

Tests the limits of a vehicle's suspension and off road prowess. Bumps, jumps, technical rock sections, trenches and log piles. Teams must complete a lap of the course in the shortest time without going out of bounds.

### 4 HOUR ENDURANCE RACE

The final event, a race with all the competing vehicles wheel to wheel. Teams must complete as many laps of the course as possible. The course is part motocross and part desert race, with large jumps, swooping turns, rock gardens, single tracks, and mud pits. It is the ultimate test of strength and durability, each year retiring 50% of all competing vehicles due to crashes and failures. This is UBC Baja's favorite event.

# THE VEHICLE

## CHASSIS & ERGONOMICS: \$2000

- Set of safety gear
- Brake and throttle optimization
- Professional paint

## ELECTRICAL & INSTRUMENTATION: \$7000

All new Data Acquisition System with:

- Shock position sensors
- Temperature sensors
- Steering position sensors

## COMPETITION: \$7000

Cost of attending California & Rochester competitions:  
• SAE Registration  
• Truck rentals  
• Accommodation

## SUSPENSION: \$9000

- Custom fabricated sheet metal lower control arms
- Billet aluminum upper control arms
- Billet aluminum front spindles
- New tires, shocks, and rims

## DRIVETRAIN: \$18,500

- Custom gearbox
- Interchangeable and optimized front and rear wheel hubs
- CVT cooling system
- CVT tuning components
- Engine dynamometer
- Gearbox efficiency spin-down rig
- New custom driveshaft

**TOTAL:  
\$43,500**



# THE VISION

As with most design teams, students are not only responsible for designing, building, testing and racing the vehicle, but also for raising financial support to build it, all while balancing the rigorous demands of engineering studies and other commitments. Most teams we compete against, many of which we outperform, build their vehicles on a budget of \$30,000-\$40,000. Our vehicle however, was built with a budget of \$15,000. Having utilized available grants and sponsors, we now look to you for help to further our passions and aspirations to rank among the top ten.

Over the years the team has connected with numerous local sponsors who have helped get the team to where it is today. These long-standing sponsors are highly valued and as such have been maintained throughout the years. Looking forward, the team hopes to gain your help to continue this trend and to continue the pursuit for a more professionally engineered and fabricated car.

Your funding will allow UBC Baja to build a vehicle which rivals those of the top competitors. This year we hope to fine tune and decrease weight in every vehicle subsystem from the ground up. In addition, the team will invest in new custom tuning equipment to allow us to optimize our components, predict performance, and validate our designs. All of this is expensive, but it will allow us to custom fabricate the ultimate single seat all-terrain vehicle, bringing engineering superiority to reality. Your support will directly enable UBC Baja to continue building its legacy.

# THE BENEFITS

Sponsorship Level	Title \$10,000+	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Company Logo on Vehicle	Full Car	6 x 8"	5 x 7"	4 x 6"	3 x 5"
Feature Post on Social Media	✓	✓	✓	✓	✓
University Sponsor Appreciation Night	✓	✓	✓	✓	✓
Logo on Team Apparel	✓	✓	✓	✓	
Logo on Promotional Materials	✓	✓	✓		
Company Name on All Social Media Posts	✓	✓			
Company Logo Livery Designed for Vehicle	✓				

\* Promotional materials include banners and posters displayed at events.

# THE REACH

## Social Media

UBC Baja connects with its audience and supporters primarily through social media. Posts consist of current vehicle build status and competition updates, all while giving thanks to and showcasing products provided by sponsors. Our current platforms include Instagram, Facebook, Youtube, and the UBC Baja website. UBC Baja is one of the largest Baja SAE influencers on Instagram with 2,000 followers.

## The Vancouver Auto Show

UBC Baja is proud to be an exhibitor at the Vancouver Auto Show. This role allows us to connect with automotive industry professionals and local enthusiasts alike. Additionally, we spark interest and give guidance to the next young generation of automotive engineers that want to learn about what they love. The Vancouver Auto Show is one of the largest Western North America automotive exhibitions with over 120,000 attendees in 2018.

## The Baja Collegiate Design Series

The Series consists of competitions at three different locations within the United States. The competition aims to create relationships between academia and industry. In fact, a global scale of industry professionals, such as Honda representatives, spectate, volunteer, and judge the event. Attract interest in your business among graduating students with each competition hosting over 3,700 students from the world's leading engineering and technology universities.



# THE FIRST STEP

UBC Baja would like to thank our current sponsors who paved the way to a great year in 2017-2018. With their support, we have seen tremendous growth, and are on track to meeting the goals that will ensure our success. However, we still need the support of our current and prospective sponsors to meet these goals.

We propose a cooperative and mutually rewarding relationship between your company and UBC Baja. With your support, you can contribute to the future of engineering while receiving brand recognition.

Please feel free to contact us with questions about UBC Baja, or to discuss a potential sponsorship. Thank you!

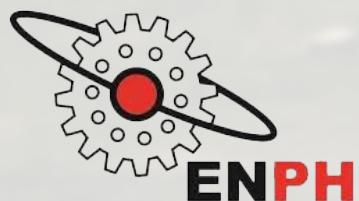
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# THE FAMILY

UNIVERSITY



mechanical  
engineering

GOLD



SILVER



BRONZE



