



Baja SAE 2020-2021

# SPONSORSHIP PACKET

## About Us

Stony Brook Motorsports is an undergraduate student organization at Stony Brook University. Since 1987, the team has competed in Baja SAE, a real-world engineering design project sanctioned by SAE International (Society of Automotive Engineers). Students use the skills they learn in the classroom to design, build, test, and race an off-road vehicle.

## Hands-on Experience

The project takes students through a full design cycle: research, computer design and simulation, manufacturing, testing, and re-design. Students can gain skills in:

**Design** Students design the car based on new rules each year, using numerical analysis, 3D modeling software, and computer simulation software.

**Manufacturing** Students fabricate most of the car from scratch, including our custom gearbox and suspension, using equipment including hand tools, manual mill and lathe, and CNC mill.

**Electronics** Students use an assortment of sensors during testing to acquire information such as acceleration, suspension travel, and component temperatures, to verify computer simulations.

**Business** Students give a sales presentation at competition, where they propose a business model to take our car into mass production. Students also manage all the administrative and financial aspects of the project.

Students of all majors, years, and experience levels are welcome to join. Team members train and guide new members, from teaching Baja 101 classes to organizing mock competitions. Our alumni recognize the positive impact Baja has had on them, volunteering their time and knowledge to advise us.



*During presentations, the vehicle is cleaned and prepared for judges, spectators and other participants to observe.*



*Our car's bright red trunk panel (and the sponsors featured on it) was easy to spot throughout the muddy four-hour endurance race at Kansas.*



*A new tubular frame chassis is created every year. Students notch and weld most of the tubes themselves in our machine shop.*

## 2020 Preparations

This year, we placed 38<sup>th</sup> overall at Baja Illinois. Due to the Coronavirus Pandemic, this year's competition was conducted entirely virtually. As such focus was shifted from traditional courses like traction and suspension to presentations on sales, design, and cost. This year, in accordance with updated Baja SAE rules, the team will be researching and implementing All-Wheel drive for the 2021 car.

## Recognizing Your Support

Each of our Baja SAE competitions is expected to be attended by over 2500 students, professionals, and onlookers. We also display the car around campus, give class presentations, and attend numerous other on-campus and community events. To show our appreciation, sponsors are recognized whenever possible.

*Thank you for your time.*

If you are interested, please review the enclosed sponsorship form. If you have any questions, our contact information is on the back of this packet.



*We presented our work to the mechanical engineering department's Industrial Advisory Board (pictured above), consisting of volunteers from companies including Brookhaven National Lab, Ford, General Dynamics, and Festo. We also shared our work at the URECA undergraduate research fair.*



*Baja SAE Competitions include participants not only from the continental United States but also from other nations including Brazil, South Korea, and India.*



*We brought our cars to Wolfstock, the annual Homecoming barbecue. Alumni were happy to learn about our project, and their children were really excited to sit in our cars.*





## THANK YOU TO ALL OF OUR SPONSORS!



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If you are interested in becoming a sponsor, learning more about our team, or have any questions:

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