

UW BAJA SAE



SPONSORSHIP PACKAGE



UNIVERSITY OF
WATERLOO



THE TEAM

The University of Waterloo Baja team is an educational engineering project embarked upon by dedicated students from all disciplines. Since 1985, the UW Baja SAE team design and build off-road vehicles to race in SAE sanctioned events, representing the University of Waterloo, Canada's leading engineering school.



Each team is provided a 10 HP Briggs and Stratton engine and a competition rulebook to which they must comply. Other than these constraints, the team is left free to design every other component of the vehicle.

THE COMPETITION

The Baja SAE (Society of Automotive Engineers) competition is a three day event that puts the team's vehicle to the test.



Examples of these tests include: acceleration, top speed, skid pull, hill climb and maneuverability events.



The main event in the competitions is the final grueling four hour endurance race. Approximately 100 Baja cars will attempt to complete as many laps as possible, while overcoming obstacles such as mud, logs, steep inclines, and jumps. Only few will make it to the end.

SPONSORSHIP

As Canada's premier engineering school, our exposure is second to none. Having your company's logo on our vehicle, website, and team apparel will help to generate interest in your business among graduating students and provide advertising opportunities for your organization. The Baja team relies on the generosity of its sponsors to remain liquid. Sponsorship recognition levels are provided in the table below:

LEVELS OF SUPPORT

	BRONZE Up to \$499	SILVER \$500-\$1999	GOLD \$2000-\$3999	PLATINUM \$4000 +
Recognition on website and other media	⚙	⚙	⚙	⚙
Small logo on car	⚙			
Medium logo on car		⚙		
Large logo on car			⚙	⚙
Potential team visit to organization				⚙
Large logo on apparel				⚙

CHOOSE WATERLOO!

Unparalleled Learning Experience

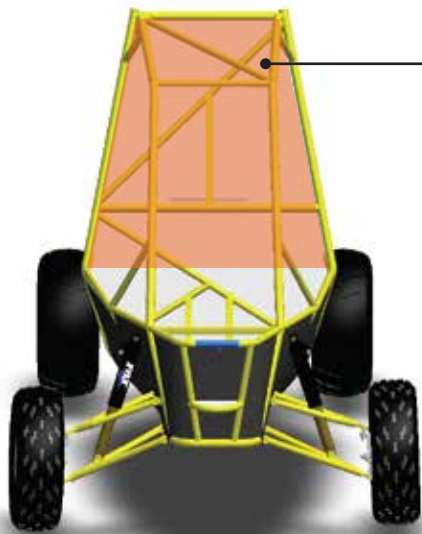
Our purpose is to provide all of our members with hands-on experience and real world engineering knowledge that cannot be obtained in the classroom alone.

Promotion

We always aim to provide our sponsors with the best promotional value. We take great pride in representing our sponsors at local and international events.

Thank You for Considering a UWaterloo Baja SAE Sponsorship!

LOGO PLACEMENT



FRONT

Platinum & Gold Sponsors



BACK

Silver Sponsors



SIDE

Bronze Sponsors

YOUR CONTRIBUTION

As a part of the learning experience, the team is challenged by the University to raise its own funding through corporate sponsors and donors.

Financial

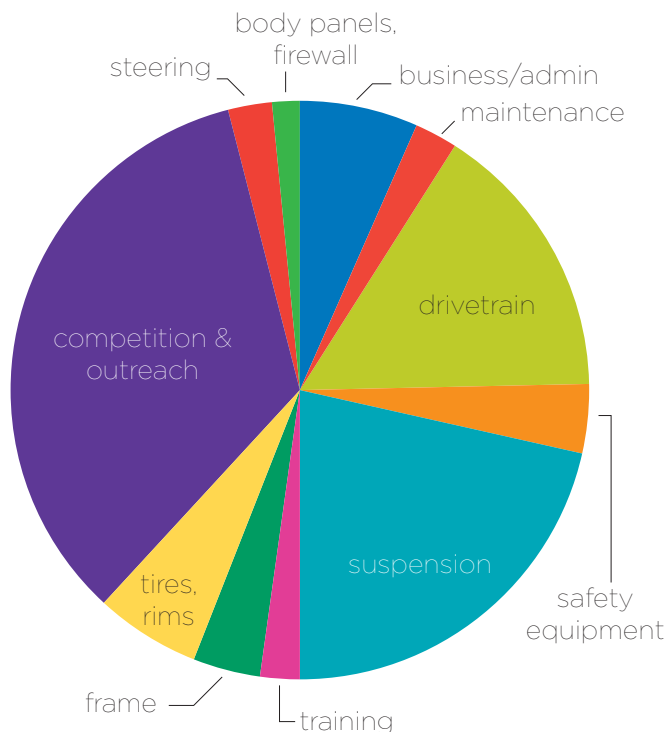
Cash donations are used to cover material costs, purchases, and competition expenses.

In-Kind

The student machine shop often does not have the capability to fabricate many of the vehicle components. In-kind sponsors donate machining technology to help manufacture complex and precise products.

Budget Breakdown

The Baja team has a yearly operating cost of roughly \$25,000, which includes travel or competition fees. Please refer to the chart below for a breakdown of where your contribution will be used towards.



CONTACT

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