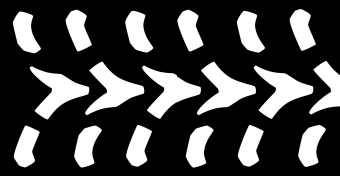


UW BAJA SAE

2024-2025



SPONSORSHIP PACKAGE



THE TEAM

Established in 1985, the University of Waterloo Baja SAE Team comprises a dedicated group of student engineers collaborating on designing and crafting high-performance off-road racing vehicles. Over the years, our team has proudly represented the University of Waterloo at SAE-sanctioned events across North America. Our mission is to offer an immersive, hands-on engineering platform, where driven students can learn new skills, and propel their careers.



With over 100 members and 13 technical leads, the team is organized into four specialized sub-teams, each assigned to distinct aspects of the vehicle's development. These sub-teams work together to construct a complete vehicle. Currently, our objective is to construct a new vehicle. Drawing from the insights gained during our participation in the 2023 races, our aim is to once again showcase our university and sponsors by entering the 2024 Baja SAE competitions.

CONTACT



Ethan Ohayon
Team Captain
eohayon@uwaterloo.ca



Jonah Belman
Team Captain
jbelman@uwaterloo.ca



UW Baja SAE
General Contact
uwaterloobaja@gmail.com

THE COMPETITION

The Baja SAE competition aims to push the vehicles to their absolute limit.



Dynamic events aim to test the suspension, maneuverability, and acceleration of each vehicle.



The main event is a grueling 4-hour endurance race. Approximately 100 vehicles will attempt to complete as many laps as possible, while overcoming obstacles such as mud pits, logs, rock pits, steep inclines, and jumps. Few will make it to the end.

2023 RESULTS

Following our reestablishment in 2021, our team dedicated two years to the design, construction, and rigorous testing of our 2023 vehicle, named Midas.

We take immense pride in our achievements, securing the 43rd position among the 78 competing teams. This competition proved to be an invaluable learning opportunity, teaching the knowledge necessary to enhance the competitiveness of our 2024 vehicle. Some of the notable improvements we plan to implement include a custom transaxle, a custom steering rack, a reduced wheelbase, and more!



SPONSORSHIP

As Canada's premier engineering school, our exposure is second to none. In addition to supporting the team, sponsoring UW Baja SAE will expand your company's presence on campus and increase interest among co-op and graduating students. Your support would be recognized on our social media channels, apparel, and vehicles. The sponsorship recognition levels are provided in the table below:

LEVELS OF SUPPORT

All contributions under \$500 will receive text recognition on our website.

	Bronze	Silver	Gold	Platinum
Sponsorship Value	\$500 - \$1000	\$1000 - \$5000	\$5000 - \$10000	> \$10000
Advertisement on Website	Small logo on sponsorship page	Logo on sponsorship page	Frontpage logo and blog post	Frontpage banner and blog post
Advertisement on Baja vehicle	Small Logo	Medium Logo	Large Logo	Multiple Large Logos
Advertisement on Apparel	Text	Small Logo	Medium Logo	Large Logo in prime location
Advertisement on Social Media				
Vehicle Showcasing			Kitchener-Waterloo Region	Ontario-wide
Test Drive the Car				

SUPPORT UWATERLOO!

Unparalleled Learning Experience

Our purpose is to provide undergraduate students with hands-on experience and relevant engineering skills to supplement their classroom studies. These skills will then allow UW students to make valuable contributions to their employers, even as a co-op student!

Promotion

We aim to provide the best promotional value to our sponsors. Aside from advertising, we also take great pride and care in representing our sponsors both on campus and at international events.

DONATIONS

Donations are also accepted by the team. In return, the donor will receive a tax receipt issued by the University of Waterloo.

LOGO PLACEMENT



The team will do our best to accommodate any specific requests for your logo position.

YOUR CONTRIBUTION

Your contributions enables the team explore new designs and to continually build a faster, stronger vehicle every year. None of what we do would be possible without the generosity of our sponsors.

Financial

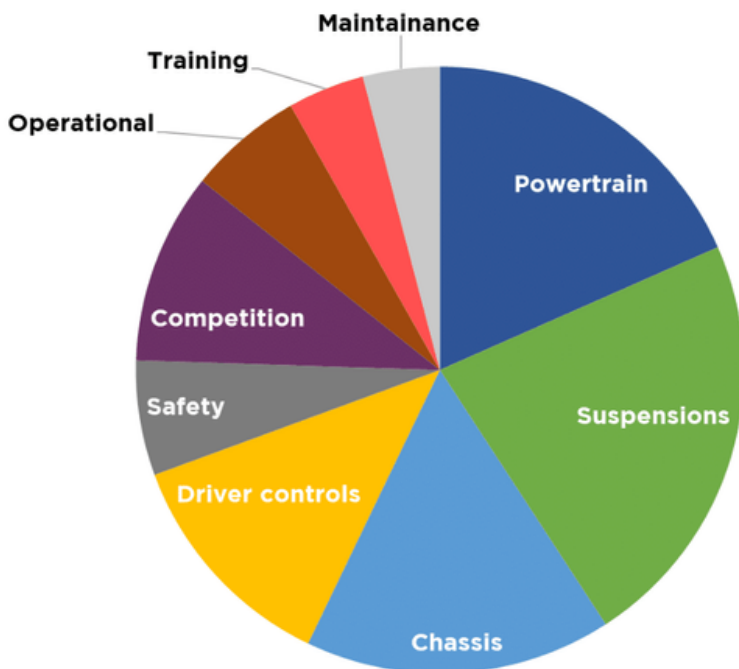
Monetary contributions are used to cover material costs, mandatory parts purchases, and competition expenses.

In-Kind

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

Budget Breakdown

Our yearly operating cost is roughly \$25,000 CAD, this funding goes towards parts for the vehicle, manufacturing costs, safety equipment, and more. Please refer to the chart below for an approximate breakdown of how your contribution will be used. For those that are interested, a detailed budget breakdown can be requested at any time.



FIND US ON

UWBaja.ca

 uwaterloobaja@gmail.com

 [@UWaterlooBaja](https://www.instagram.com/UWaterlooBaja)