



**UNIVERSITY OF WATERLOO**  
**BAJA SAE**  
**DESIGN TEAM**

**SPONSORSHIP PACKAGE**



# Who We Are

Founded in 1985, the University of Waterloo Baja SAE Team is made up of a passionate group of student engineers dedicated to designing and building high-performance off-road vehicles. Over the years, we've proudly represented the University of Waterloo in SAE-sanctioned competitions across North America, consistently pushing the boundaries of engineering and innovation.

Our team provides students with an **immersive, hands-on platform to develop real-world skills**, preparing them for impactful careers in engineering and beyond. The team is organized into five specialized sub-teams, each responsible for a critical aspect of the vehicle's development. Together, we integrate these efforts to build a cutting-edge off-road racer.

## Michigan Baja SAE Competition 2024



# Our Mission

Our objective is to build a brand-new vehicle for each competing year, drawing on the insights and data from our participation in past competitions. Our goal is not only to **evolve upon our previous designs**, but to proudly represent our university and sponsors by competing at the 2025 Baja SAE Competition with an even more refined and competitive vehicle.

To achieve this, we are seeking support from **sponsors like you**. Your contribution will directly enhance our ability to innovate, refine our vehicle, and further develop in our team for years to come. With your partnership, we can continue to push the limits of what's possible and proudly represent our university and sponsors on the international stage.

# The Competition

The Baja SAE competition gathers universities from all over the nation to push their vehicles to their absolute limits, testing both engineering and endurance.

The obstacle is a grueling 4-hour endurance race, where around 100 teams battle to complete the most laps while navigating treacherous terrain—mud pits, logs, rock fields, steep inclines, and jumps. **Only a few will make it to the finish line.**

## Waterloo Baja Car 2023



## Waterloo Baja Car 2024

A team's **overall score combines their success** in the endurance race with along with completing multiple challenges, such as acceleration tests, hill climb, and even a business presentation.

As our team grows in both size and experience each year, **our sights are set on finishing in the top 20.** With your support, we can make it happen.



# Why Sponsor Us?

Designing and constructing a high-performance, single-seat off-road vehicle from the ground up requires substantial resources. The complexity, precision, and durability needed to compete at the highest level demand significant support — and this is where your partnership comes in.

For us, **sponsorship is more than just a transaction. It's a collaboration.** Every contribution — whether financial, material, or technical — directly fuels our progress and innovation. Your support plays an integral role in the success of our vehicle, our team, and our ability to continuously push the boundaries of engineering excellence. **Together, we can bring our vision to life and proudly represent our sponsors on a global stage.**

## What We Can Do For You

Partnering with the University of Waterloo Baja SAE Team **provides your company premier exposure at Canada's leading engineering school**, while supporting an unparalleled hands-on learning experience for future engineers. Your brand will be prominently featured on our social media, team apparel, and vehicle, connecting you with top co-op and graduating students. **Sponsorship tiers are outlined in the table below.**

	BRONZE	SILVER	GOLD
Level of Support	\$500+	\$1,000+	\$2,500+
Advertisement on website	✓	✓	✓
Advertisement on Vehicle	Small	Small	Large
Advertisement on Apparel	Small	Medium	Large
Social Media Recognition		Dedicated Sponsorship Story	Dedicated Sponsorship Post
Priority Placement on Vehicle			✓

# Your Contribution

## Financial

Building a high-performance off-road vehicle from scratch requires significant financial resources. Contributions directly fund material costs, parts procurement, competition fees, and essential safety equipment — **every dollar helps bring our vision to life.**

## In Kind

Many of our vehicle components demand machining capabilities beyond our student shop's resources. In-kind sponsors **provide the advanced technology, machinery, and expertise required** to fabricate the complex and precision-engineered parts essential to our vehicle's success.

## Software

Access to professional software for design, CAD modelling, rendering, and marketing is crucial to our process. However, licensing fees for these tools can strain our budget. Software donations **enable us to focus more of our financial resources on materials** and development while maintaining cutting-edge capabilities.

## Donations

**We welcome and greatly appreciate any donations.** In return, we can offer a tax receipt issued by the University of Waterloo, allowing you to support both our team and your own financial goals.

*Waterloo Baja Car 2023*





## Connect with us!



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