

# Sponsorship Proposal



**2019-2020**



[www.ncstatebaja.com](http://www.ncstatebaja.com)  
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## About Us

We are a student-run organization at North Carolina State University that designs and builds an off-road car from scratch each year. Our team competes against 100+ universities in national competitions sponsored by the Society of Automotive Engineers (SAE). Student members gain valuable expertise in the design and manufacturing cycle to prepare them for future careers in the engineering industry.

## Benefits

- Invest in The Next Generation of Engineers
  - Opportunity to build relationships with our members early in their education that will be fostered until they graduate and begin their careers
- Invest in The Future of Your Company
  - Engineering students on the Baja team have more experience with the engineering design cycle, manufacturing, and machining compared to others. As a sponsor, you can build a relationship with our students - highly qualified students who are prepared for co-ops, internships, and jobs.
- Receive tax write-offs from donating to a nonprofit organization
- Brand visibility on our website, vehicle, and presentations at national competitions
- Align your business with one of the premier public engineering universities in the Southeast

## Demographics

Our team is made of a diverse group of individuals:

- 35 Active Members
- Students from NC State's College of Engineering, College of Agriculture and Life Sciences and Poole College of Management
- Different engineering majors represented: Aerospace Engineering, Biological & Agricultural Engineering, Computer Science, Electrical & Computer Engineering, Industrial & Systems Engineering, Mechanical Engineering
- Our Number of Female Members has Doubled in the Past Year



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## Sponsorship Packages

### Platinum Level Sponsor - \$5,000+

- Priority placement of large company logo/name on our vehicle
- Display company logo/posters at all competitions we attend and our outreach events
- Special appearances of car and team members at your company upon request
- Company name/logo placed on all clothing, prints, and online material

### Gold Level Sponsor - \$2,500 - \$4,999

- Large company logo/name placed on our vehicle
- Display company logo/posters at all competitions we attend and our outreach events
- Company name/logo placed on all clothing, prints, and online material

### Silver Level Sponsor - \$750 - \$2,499

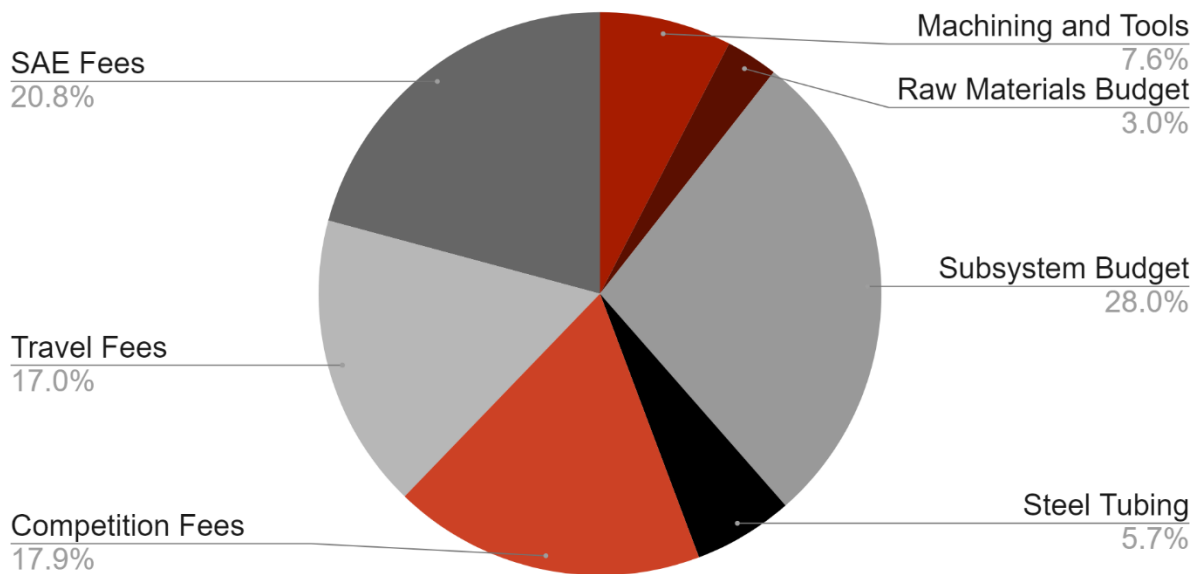
- Medium sized company logo/name placed on our vehicle
- Company name/logo placed on all clothing, prints, and online material

### Bronze Level Sponsor - < \$750

- Small sized company logo/name placed on our vehicle
- Company name/logo placed on all clothing, prints, and online material

## Budget

### NC State Motorsports Baja Team Budget



## Where Your Financial Support Will Go

- **Design and Manufacturing of our 2020 Vehicle**
  - Raw Materials and fabricated parts
  - Software licensing
  - Machine and workshop maintenance
- **Competition Expenses**
  - Preseason races: Midnight Mayhem in KY and UNCC Baja Shakedown at UNC Charlotte
  - National SAE collegiate competition in Illinois
- **Organizational Outreach**
  - Enhance the education of each member through practical industry experience
  - Strengthen alumni and faculty engagement
  - Increase involvement of current NC State students



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## Baja Alumni - Where are they now?

- Altec
- ATI Industrial
- Avena
- Blue Force
- Cummins
- Duke Energy
- Eaton
- Frito-Lay/Pepsi
- GKN
- John Deere
- NavAir
- Volvo

## Current Sponsors

### PLATINUM

- Advanced Auto Parts
- ATI Industrial Automation
- Denso

### GOLD

- Stine Gear

### SILVER

- Alro Steel
- Mechanical & Aerospace Department
- MechaniCalc
- SKF
- SolidProfessor

### BRONZE

- Aurora Bearing
- Briggs and Stratton
- E and E Tech
- East Carolina Metal Treating
- Grand Slam Lawn Services
- Grob Inc
- IGUS
- Interstate Plastics
- MechaniCalc
- NC State Engineering Council
- NC State Student Government
- Raybo
- SAE International
- SolidWorks
- Tilton
- Wilwood



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## Skills Our Students Learn



Mill/Lathe



Welding



Dynamic  
Simulations



FEA Testing



Design and  
Prototype  
Process



Problem  
Solving



Technical/Sales  
Presentation  
Skills



Financial  
Management

## Highlights of Recent Team History

- 2015-2016 Rochester Competition
  - 15th Place Overall
  - 16th Place in Sales
  - 26th Place in Design Presentation
  - 23rd Place in Endurance
- 2015-2016 Tennessee Tech Competition
  - 8th Place Overall
  - 5th Place Endurance
- 2018-2019 Tennessee Tech Competition
  - 14th Place in Design Presentation
  - 38th Place Overall
  - 21st Place in Sales Presentation
  - 13th Place Suspension Race
- 2018-2019 Rochester Competition
  - 6th Place in Sales Presentation

## Team Goals

- Top 20 Finish in Endurance Race 2019-2020
- Top 20 Finish in Design Presentation 2019-2020
- Top 3 Finish in Sales Presentation 2019-2020
- Consistent Top 10 Overall Finishes by 2023