



Baja Racing Team

Sponsorship Proposal

2021-2022



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 field.

Demographics

Our team is made of a diverse group of individuals:

- 35+ Active Members
- Our members pursue the following majors: *Mechanical Engineering, Aerospace Engineering, Electrical & Computer Engineering, Computer Science, Industrial & Systems Engineering, Material Science & Engineering, Business Administration*
- Steady Increase in Female Membership over the Last 3 Years

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

- 2020-2021 Louisville Competition
 - 10th in Endurance Race
 - 14th Place Overall
- 2019-2020 Louisville Competition
 - 25th in Design Presentation
 - 13th in Sales Presentation
- 2018-2019 Rochester Competition
 - 6th Place in Sales
- 2018-2019 Tennessee Tech Competition
 - 14th Place in Design Presentation
 - 38th Place Overall
 - 21st Place in Sales Presentation
 - 13th Place Suspension Race

Team Goals for 2021-2022

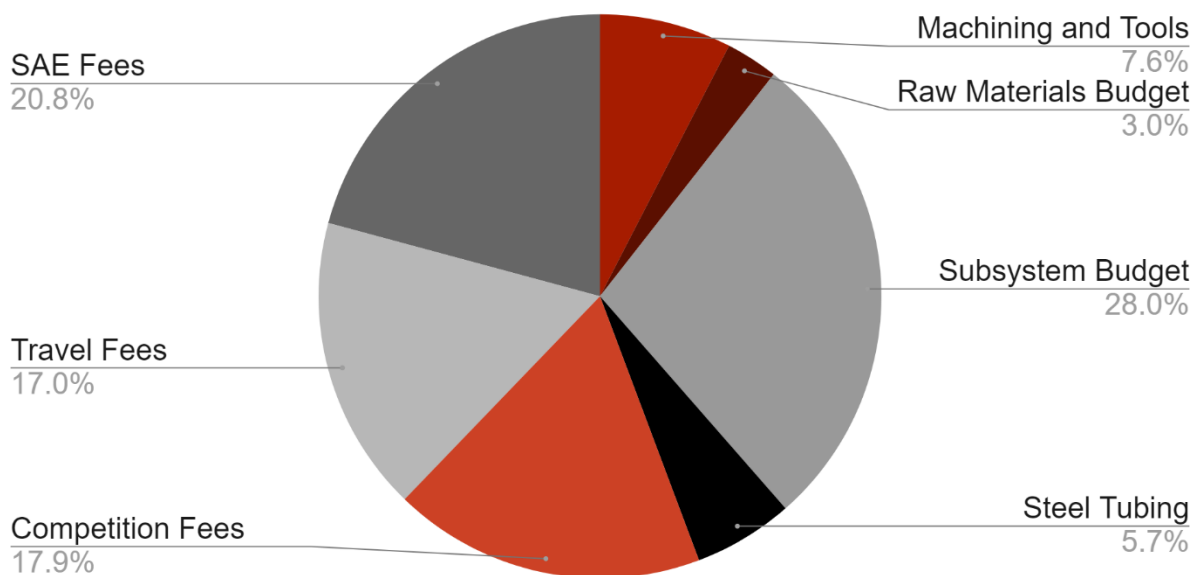
- Top 10 Finish in Endurance Race
- Top 20 Finish in Design Presentation
- Top 5 Finish in Sales Presentation
- Consistent Top 10 Overall Finishes by 2023

Sponsorship Benefits

- **Invest in The Next Generation of Engineers**
 - Help prepare the next generation of engineers to solve the future problems facing the world
- **Invest in The Future of Your Company**
 - Build relationships with our students who possess valuable experience in the engineering design cycle and manufacturing process, and who are highly qualified 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 and in the community
- Align your business with one of the **premier public engineering universities** in the Southeast

Budget

NC State Motorsports Baja Team Budget



Where Your Financial Support Will Go

- **Design and Manufacturing of our 2022 Vehicle**
 - Purchasing of raw materials and parts
 - Software licensing
 - Machine and workshop maintenance
- **Competition Expenses**
 - Travel and hotel expenses for National SAE collegiate competition
 - Registration fees for competitions and other events
- **Organizational Outreach**
 - Enhance the education of each member through practical industry experience
 - Strengthening alumni and faculty engagement
 - Partner with local high schools to promote an interest in STEM



Sponsorship Packages

Platinum Level Sponsor: \$3,000+

- 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: \$1,500 - \$2,999

- 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: \$500 - \$1,499

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

Bronze Level Sponsor: < \$500

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



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Current Sponsors

PLATINUM



**NC STATE
UNIVERSITY**

Mechanical and Aerospace
Engineering

GOLD



SILVER



TPKG
The Performance Knowledge Group



SG NC STATE
STUDENT GOVERNMENT



BRONZE



JOHN DEERE



**East Carolina
Metal Treating**

