



SHIPPENSBURG
UNIVERSITY

SAE BAJA Team Corporate Sponsorship

ABOUT THE SAE BAJA

SAE (Society of Automotive Engineers) BAJA consists of competitions that simulate real-world engineering design projects and their related challenges. Engineering students are tasked to design and build an off-road vehicle that will survive the severe punishment of rough terrain. Each team's goal is to design and build a single-seat, all-terrain, sporting vehicle whose structure contains the driver. The vehicle is to be a prototype for a reliable, maintainable, ergonomic, and economic production vehicle which serves a recreational user market. Competitions are held across the world, including three that comprise the North American series.



Each vehicle is evaluated and judged by experts in static and dynamic events, which include:

- Design presentation
- Business presentation
- Maneuverability test
- Suspension test
- Traction test
- Endurance race

SHIPPENSBURG UNIVERSITY'S SAE BAJA TEAM

The Ship BAJA team was formed in the Fall of 2022. The team built its first car from scratch to attend its debut SAE BAJA competition in Ohio in the Fall 2023. Seven students and the team advisor traveled to the competition.

The team currently has twenty student members. The majority of team members are engineering students (mechanical, electrical, and computer engineering students). The team also features other majors including communication studies and biology. All students with a passion for cars are encouraged to join the team. The team is focused on the design modifications to improve the vehicle's performance and reliability for upcoming competitions.

The long term plan is to encourage students to form new teams for other SAE competitions such as the Formula SAE, the Electric Formula, and the Aero Design.



Participating in SAE BAJA can have several positive impacts on academics and career development for students:

- Hands-on experience
- Teamwork and collaboration
- Problem-solving skills
- Networking opportunities
- Project management
- Technical skills
- Resume enhancement
- Exposure to industry practices
- Professional development



SU SAE BAJA Team Corporate Sponsorship Benefits



Talent Recruitment

Sponsoring the Shippensburg University SAE BAJA team provides your company with direct access to a pool of talented and motivated engineering students. Sponsors can identify potential future employees among participants who have demonstrated practical skills and a passion for automotive engineering.

Brand Exposure

Gain visibility and exposure among the academic and professional communities associated with SAE BAJA. Your logo will be prominently displayed on team vehicles, promotional materials, and event platforms, increasing brand awareness.

Networking Opportunities

Your sponsorship of SU's SAE BAJA team allows your company to connect with students, faculty, and industry professionals attending competitions and events. Networking can lead to valuable collaborations, partnerships, and recruitment opportunities.

Employee Engagement

An SAE BAJA sponsorship can boost employee morale and engagement. Encouraging your engineers to mentor or support student teams fosters a sense of pride and teamwork among employees.

Product Visibility

Opportunity to showcase your products or technologies directly on the competition vehicles. This provides a tangible and dynamic way to demonstrate product capabilities to a targeted audience.

Positive Public Relations

Supporting educational initiatives like SAE BAJA enhances your corporate image in the eyes of the public, customers, and potential investors. It portrays the company as one that invests in STEM education (science, technology, engineering, and mathematics), innovation, and the development of future leaders in the engineering field.

| SPONSORSHIP LEVEL | YEARLY INVESTMENT | DECAL FRONT PANEL | DECAL SIDE PANELS | DECAL FIREWALL | WEBSITE RECOGNITION |
|-----------------------------|-------------------|-------------------|-------------------|----------------|-----------------------------------|
| PLATINUM (EXCLUSIVE) | \$10,000 | 4"x10" | 11"x8.5" | 6"x3.5" | LOGO with link to company website |
| GOLD | \$5,000 | | 8.5"x6.5" | 4"x3" | LOGO with link to company website |
| SILVER | \$2,500 | | 4.5"x3" | 3.5"x2" | LOGO with link to company website |
| BRONZE | \$1000 | | | 3.5"x2" | LOGO with link to company website |
| FRIEND | \$500 | | | | LOGO with link to company website |

Additional sponsor opportunities and benefits

- Sponsor logo included on promotional items (shirts, hats, etc).
- Sponsor logo present in BAJA promotional events (New Student Orientation, Open Houses, Club Fairs, etc).
- Meet & Greet with the team with a tour of the BAJA machine shop.
- Private driving experience of the car.

THREE-YEAR SPONSORSHIP PREFERRED

Shippensburg University
FOUNDATION

For more information please contact Austin Sanders at ASanders@SUFoundation.org or 717-477-1377.

