

McGill Baja Racing

SPONSORSHIP PACKAGE

2023 / 2024



ABOUT OUR CAR

A Baja is a single seat, off-road vehicle that has the ability to conquer all types of terrain including dirt, mud, snow, ice, and rocks. It can drive through shallow waters, fly off jumps, mount boulders and logs, and climb steep slopes. All Baja SAE (Society of Automotive Engineers) teams are supplied with a standard 10 horsepower Kohler engine; it is the only component of the car we cannot customize. Every other aspect of the car is independently designed and built by our team.

ABOUT OUR TEAM

We are a group of 50 McGill students of various academic levels working to design and manufacture an off-road vehicle. While the team consists mostly of engineering students, we have members from all faculties on campus. The team offers a unique opportunity for students to apply the theory they learn in class to real engineering processes while fostering an educational culture of veterans teaching new members design, analysis, and manufacturing skills. Students also develop their teamwork, project management, and business competencies as part of the design phase and competition requirements.

COMPETITIONS

Baja SAE competitions are the proving grounds for our vehicle. They are hosted by SAE International and are attended by over 100 universities, hundreds of industry professionals, and thousands of engineering students from Canada, USA, Mexico, Brazil, and India. Competition events take place over 3 days and are comprised of 3 sections. The 1st day involves sales and design presentations and technical inspections. On the 2nd day, dynamic events such as rock crawl, acceleration, hill climb, and maneuverability occur. Finally, the biggest event at the competition is a 4-hour endurance race, where over 100 cars race wheel-to-wheel and attempt to complete as many laps as possible. This is by far the most important and taxing event of the competition, and less than half of the vehicles can withstand the grueling conditions of the course for the full 4 hours.

2023 - 2024 COMPETITIONS

- Épreuve du Nord - Québec City, QC
- Baja SAE Pennsylvania
- Baja SAE Michigan



OUR LATEST RESULTS

Due to the COVID-19 Pandemic, we were unable to compete in recent years. We are excited to get back to competitions & proud of our team's accomplishments after being off the track for nearly two years.

**8TH PLACE OVERALL
BAJA SAE OHIO 2023**

**4TH PLACE OVERALL
ÉPREUVE DU NORD 2023**

**15TH PLACE OVERALL
BAJA SAE OSHKOSH 2023**

These recent results reflect hours working in the shop and testing on the track. We are eager and prepared to build our next vehicle and are confident that with your support as a sponsor, we can break into the top ten at any competition we attend.

WHY BAJA

McGill is home to over 30,000 students from across the globe, has a world-renowned undergraduate engineering program and a strong history of excellence in student design competitions. By sponsoring us, your company is associating itself with a tradition of success. With your help, we expect to extend that success and finish in the top 10 in every competition we attend in the coming year.

McGill Baja is much more than a design team. We support each other in everything we do and constantly push each other towards breaking the boundaries in engineering. Together, we have been able to foster an encouraging learning environment where we are not scared to take risks. It also allows for us to develop professional and business skills through design presentations and external reviews with alumni.

When you choose to sponsor us, you are choosing to support the very best that the future of engineering has to offer. We have big goals for the coming years and hope you will decide to be part of our journey.



OUR SPONSOR BENEFITS

We are proud to provide a number of benefits to our sponsors which we have explained below. All packages can be customized to the needs of your organization!

ON OUR CAR

Each year, with every new car, we have a new set of body panel wraps that we use to show off our generous sponsors. This highly visible space is seen by all who interact with our vehicle to our competitions, events, and presentations at local and international venues.

ON OUR APPAREL

Like our wraps, each year our team sports a new set of shop shirts and polos. Our sponsor titles and logos are proudly displayed across the back with the size proportional to the amount sponsored. Like the car, these shirts are highly visible at all the events we attend.

ON OUR WEBSITE

We have a website that is frequently updated with the latest news from the team as well as information about our sponsors. We also include the link to our sponsors' websites on our page.

ON OUR SOCIAL MEDIA

Our team is also present on Facebook and Instagram. These pages are actively updated with our progress and posts become more frequent during the manufacturing phase of our season. Depending on the package chosen, sponsors can have posts advertising their businesses at periodic intervals.

OUR PACKAGES

Our packages range in value beginning at \$700 CAD until \$15,000 CAD. Should your organization like to sponsor a service, we can discuss alternative package options.

BRONZE LEVEL (\$700)

Logo displayed on website
Small logo on competition banner

SILVER LEVEL (\$1500)

Logo displayed on website
Small logo on competition banner
Small logo on apparel

GOLD LEVEL (\$3500)

Logo displayed on website
Medium logo on competition banner
Small logo on apparel
Small logo on both sides of car
Featured on social media

PLATINUM LEVEL (\$7000)

Logo displayed on website
Medium logo on competition banner
Medium logo on apparel
Medium logo on both sides of car
Featured on social media

OUR PACKAGES

TITLE SPONSOR (\$15000)

- Logo displayed on website
- Large logo on competition banner
- Large logo on apparel
- Large logo on both sides of car
- Featured on social media
- Listed as title sponsor at events
- Personal shop tour and testing days

SPONSORSHIP SUMMARY

	Title \$15000+	Platinum \$7000+	Gold \$3500+	Silver \$1500+	Bronze \$700+
Logo on website	Yes	Yes	Yes	Yes	Yes
Logo on banner	Large	Medium	Medium	Small	Small
Logo on apparel	Large	Medium	Small	Small	
Logo on car	Large	Medium	Small		
Featured on social media	Yes	Yes	Yes		
Shop tour & testing days	Yes				

CLOSING REMARKS

This year, we will be attending two official SAE competitions. Given the scale of this project, it requires a lot of funding for our team to be successful. Travel expenses can cost the team over \$15,000 each year, and all the manufacturing processes cost much more. Even with the support of our school, it would not be possible to build a car and travel to competitions without the support of our generous sponsors.

As a sponsor, you will receive benefits equivalent to the amount donated. By helping our team attend these competitions, you make the long years of effort in school worthwhile for this vibrant group of students, as attending these competitions is truly the most enriching experience that an engineering curriculum can provide.

Thank you for your support and considering a sponsorship with McGill Baja Racing! We look forward to hearing from you!



CONTACT INFORMATION



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