

SUNY Institute of Technology Baja SAE  
Department of Mechanical Engineering Technology  
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<http://sunyitbaja.com>



## SUNY Institute of Technology 2009 Baja SAE Sponsorship Proposal



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## [description

The Baja SAE Competition originated at the University of South Carolina under the supervision of Dr. J.F. Stevens. Baja SAE is a collegiate design competition sponsored by the Society of Automotive Engineers in which teams from universities around the world compete in an off-road challenge. Student members work together in order to design, fabricate, test, promote, and race a rugged, single seat, off-road vehicle. Its intended market is the non-professional weekend off-road enthusiast. Accordingly, the vehicle must be safe, attractive, easily transported and maintained, and fun to drive.

## [objective

The Baja SAE vehicle must be capable of handling rough terrain through various environments. The Baja car must also be built to the rules and standards set forth by the Society of Automotive Engineers (SAE). Each team must use a ten horsepower engine that is donated by Briggs and Stratton. These engines cannot be modified in any way, which puts emphasis on driveline, suspension, and chassis design.

The culmination of the project is the Baja SAE competition in the Carolinas April 8-11, 2010. There the vehicle will be tested in a series of static and dynamic events such as: design and safety judging, acceleration, top speed, braking, land and deep-mud maneuverability, log pull, suspension and traction, and a final four-hour endurance race. The results of which are then tallied and an overall winner is determined.

- Goal # 1: Create an innovative and effective design capable of success at the 2010 Baja SAE Carolina Competition.
- Goal # 2: Complete fabrication, testing, and modification by April, 1 2010.
- Goal # 3: Travel to the Carolinas for competition on April 8-11, 2010.



# [o p p o r t u n i t y

This year will be SUNYIT's fourth year of competition. During the 2008-2009 season, our team was very busy designing, fabricating and testing our vehicle. Through our hard work and perseverance we were able to compete in the school's third competition ever. Our results included a 11<sup>th</sup> place finish in the log pull out of 121 teams. Overall we overcame several large obstacles that would have made any other team pack up and call it a day. This perseverance allowed us to finish the competition with a 68<sup>th</sup> place finish out of 121 teams that competed. This is a great accomplishment considering this is out of the best teams in the world. The competition was a huge learning experience for our team. The biggest thing that we learned is that we were competing against teams that have \$30,000+ budgets and backing from large corporate sponsors. We now realize more than ever that we need the backing from our school and community in order to compete for victories with these elite schools. We are one the very edge of being on the same level as far as our skills and knowledge are concerned so now we need to focus on the financial aspect of our team. We, as a team, are willing to put forth every effort to do even better in this year's competition. However, as with any endeavor, this success cannot be acquired without adequate funding. Supporting the team is an opportunity to have your name associated with SUNY Institute of Technology, an engineering institution with the foresight to prepare students with the knowledge they need to be the engineers of tomorrow. In sponsoring this project, one is investing in an innovative, attractive, and competitive vehicle that may be visible through numerous publications and events nationally. Additionally, this is an investment in us, the students themselves, allowing us a unique opportunity to discover and create outside the classroom.

- ◆ Need # 1: Cover preliminary startup fees.
- ◆ Need # 2: Obtain the parts necessary for fabrication of the car.
- ◆ Need # 3: Fund travel and additional expenses



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# [ proposed budget

SAE Competition Registration	\$1,000
Tools and Shop Equipment	\$2,000
Metal Stock	\$700
Electrical and Instrumentation	\$800
Brake and Steering Components	\$1,750
Briggs and Stratton 10 Hp Engine	\$600
Drive-train Components	\$2,400
Wheels and Tires	\$1,500
Suspension	\$2,300
Safety	\$1,300
Hardware and miscellaneous	\$850
Travel, Lodging and Registration	<u>+\$3,000</u>
<b>Total</b>	<b>\$ 18,200</b>



# [ sponsorship levels

## Titanium Sponsor (\$2000 and up)

- ◆ Quarterly Progress Report
- ◆ 5 – Baja Team T-shirts
- ◆ 1 – 25 sq. in. Decal in area 1
- ◆ 2 – 16 sq. in. Decals in area 2
- ◆ 1 – 9 sq. in. Decals in area 3
- ◆ Guided Tours of the Shop Facilities
- ◆ Pictures and Information for Corporate Publications
- ◆ List of contact information of all team members for recruitment opportunities
- ◆ Recognition as a Titanium Sponsor in all SUNYIT Baja Publications
- ◆ Plaque recognizing you as a Titanium Sponsor presented personally to the company by the team members after the competition in June

## Steel Sponsor (\$500 – \$1999)

- ◆ Quarterly Progress Report
- ◆ 2 – Baja Team T-shirts
- ◆ 1 – 9 sq. in. Decals in area 3
- ◆ 2 – 16 sq. in. Decals in area 2
- ◆ Pictures and Information for Corporate Publications
- ◆ List of contact information of all team members for recruitment opportunities
- ◆ Recognition as a Silver Sponsor in all SUNYIT Baja Publications

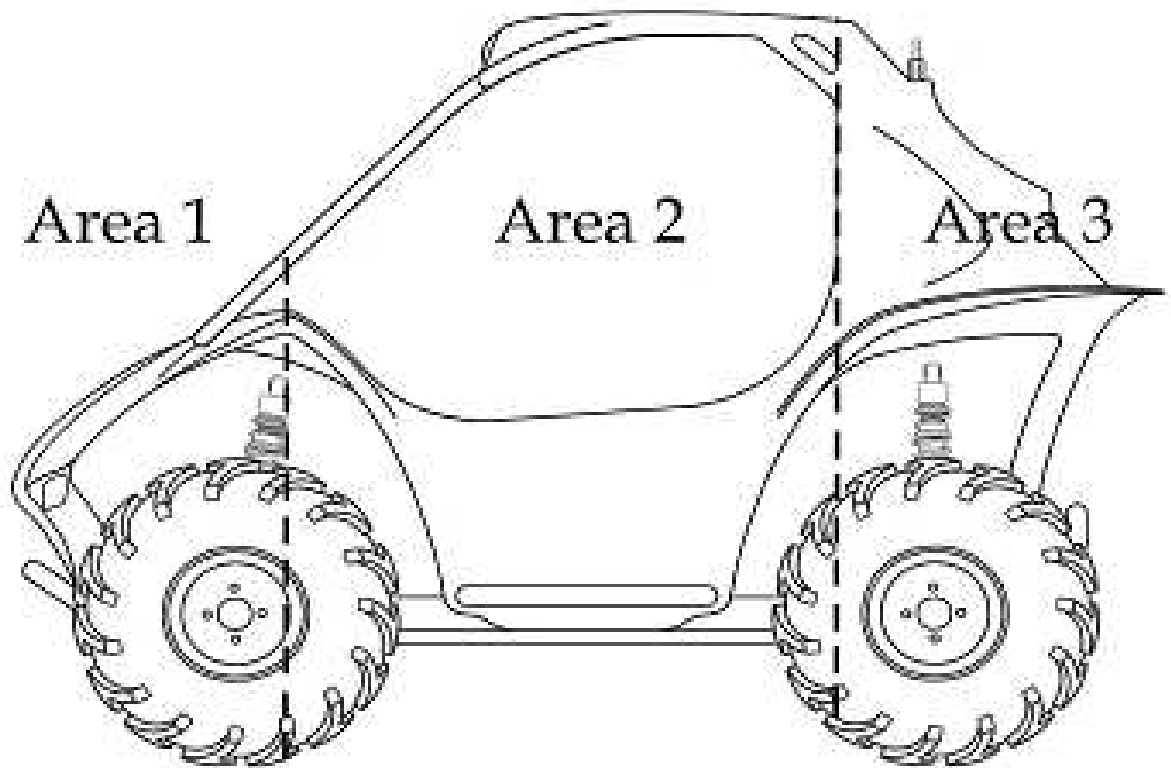
## Copper Sponsor (\$499 and below)

- ◆ Quarterly Progress Report
- ◆ 2 – 9 sq. in. Decals in area 2
- ◆ List of contact information of all team members for recruitment opportunities
- ◆ Recognition as a Copper Sponsor in all SUNYIT Baja Publications



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*Area Designation for Sponsors*



\*This picture is for sponsorship designation only



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## *SUNYIT SAE Baja*

# SPONSORSHIP

The [SUNYIT SAE Baja Team](#) needs your help! There are several ways that reputable organizations like yours can join our team!

Monetary support is the most effective way a sponsor can be involved in contributing to our success. We expect the project will cost over \$18,000. This includes wheels, tires, shocks, metal, fasteners, brake components, safety equipment, tools, machining, travel expenses... and the list goes on.

Supplier sponsors are also vital to the success of SUNYIT Baja. The donation of materials and services such as steel and machining are just two examples.

The SUNYIT student chapter of SAE is a non-profit organization. All donations are **tax deductible**, including the retail value of materials and services donated to the project.

### **What does your company gain from supporting Baja at SUNYIT?**

**National recognition:** Last year 380 universities participated in SAE Baja. Students, faculty, SAE members and spectators from around the world will have the opportunity to see your companies' support for SAE Baja and SUNYIT. This kind of positive exposure can have a lasting effect on the people involved with SAE Baja. To promote your company, we will display your companies' logo or name on two sides of the vehicle.

**Access to future engineering talent:** Your support will have a direct effect on the careers of each engineering student on the SUNYIT Baja Team. A majority of engineering students graduate each year with little practical experience. Your support can change this. SAE Baja is a very diverse project that has many aspects of real-world engineering.

**Tax Deduction:** Any money donated to the SUNYIT Baja Team is tax deductible. The SUNYIT SAE club will provide a "Thank you" letter for all donations and a Federal Tax Identification Number, which you can use to make the necessary write-offs.

We hope to build a new and exciting relationship with your organization. Thank you in advance for your time and support in this endeavor. [The SUNYIT SAE Baja Team](#) looks forward to hearing from you!



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# [contact information

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If you would like to make a donation that goes directly to Baja SAE and is tax deductible to the fullest extent of IRS regulations, refer to the enclosed sheet for submitting through the SUNYIT Foundation via check or credit card. For information regarding special donations to benefit Baja SAE contact:

SUNYIT Foundation  
C/O SUNYIT Development Office  
P. O. Box 3050  
Utica, NY 13504  
Phone: (315) 792-7273

For more competition information, please visit the official Baja SAE website:

[www.sae.org](http://www.sae.org)



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