

# Sponsorship Portfolio

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## 2021 Season



**Best Canadian Team & Top 10 Worldwide**



## Presentation

Baja SAE is one of the numerous international engineering events organized by the Society of Automotive Engineers (SAE). It is interesting to add that the Baja events were the first organized, making them the longest-running competition organized by the SAE, the project itself consists in the development and design of a single seat, all-terrain vehicle. One of the main challenges is to achieve this goal on time, on budget, and as a team. The prototype must be safe, pleasant to drive, easy to maintain and capable of being mass-produced.

One of the interesting challenges is to obtain a high-performance vehicle, year after year, using only a 10 HP unmodified engine. There are usually several competitions organized every year; unfortunately, the 2021 season will only include a virtual competition for static events and an in-person competition if the Covid-19 situation allows for it. The in-person competition will be held in Arizona or Kentucky, but the location is not yet confirmed.

## The Competition



Each competition has its own unique and difficult challenges spread over three days. Static and dynamic events evaluate all aspects of the prototype making the Baja competition a very complete engineering competition. Each one ends with a gruelling four-hour endurance race where more than a hundred Bajas participate. The race tests the cars and teams to their limits, leaving only the most perseverant teams and well-built vehicles at the finish line. Each competition consists of different events listed below.



## Events

### Dynamic

- Brake Test
- Acceleration
- Maneuverability
- Hill Climb
- Rock Crawl
- Endurance
- Sled Pull
- Suspension & Traction

### Statics

- Design Presentation
- Sales Presentation
- Cost Report
- Technical Inspection
- Governor Check



# Philosophy

The Baja ETS team is perseverant and proud of its exceptionnaly high quality standards wich allow the team to compete at the highest level. Furthermore, these high standards have become a recognized trademark of the team’s ability to design and build quality products year after year. For 30 years now, the team has been accumulating prizes and awards at each competition and have been one of the most rewarded team in BajaSAE competitions. The experience gathered throughout the years and the passion of the team members for the project is continually transmitted to the new members. Innovation in engineering concepts and advanced manufacturing techniques are our way of thinking.

# Challenges

- Volunteer implication, outside of class hours
- Multi-disciplinary teamwork
- Maintain a high average in class
- Work evaluated by professionals
- Determine performance goals
- Design a vehicle in 3D CAD
- Simulate and Test components
- Manufacturing of components
- Test and tuning of the vehicle



# Financial Advantages

We can emit a tax receipt for cash donations. Financial or material support is an investment for tomorrow’s engineer.



| Finances | Sponsorship Value    | Visibility on the web | Logo on posters | Logo on t-shirt | Logo on vehicle | Logo’s area on the car | Publication by the FDÉTS |
|----------|----------------------|-----------------------|-----------------|-----------------|-----------------|------------------------|--------------------------|
| PLATINUM | 10 000\$ - 25 000\$* | Superior              | Available       | Available       | Available       | 2x 16 po. <sup>2</sup> | Available                |
| GOLD     | 3 000\$ - 10 000\$   | Superior              | Available       | Available       | Available       | 2x 12 po. <sup>2</sup> |                          |
| SILVER   | 750 \$ - 3 000\$     | Normal                | Available       | Available       | Available       | 1x 5 po. <sup>2</sup>  |                          |
| BRONZE   | 125\$ - 750\$        | Normal                | Available       |                 |                 |                        |                          |

\*Donated software licences are valued at advertised student price.

# Visibility

We are very thankful of our sponsors, therefore we maximise our effort to give them as much visibility as possible.

ÉTS' Lobby (over 5000 views each day).

BajaETS' Facebook page (1250 users reached each week).

BajaETS' Instagram page (500 visits each week).

BajaETS' website (500 clicks per month).

L'Heuristique, ÉTS' Academic Newspaper

Momentum, Promotional SAE documents (Worldwide)

End of season sponsor visits with the vehicle



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