



**PURDUE BAJA RACING  
2025-2026 SPONSORSHIP GUIDE**



# WE ARE PURDUE

## MAKING THE NEXT GIANT LEAPS POSSIBLE

Every year, the Purdue Baja Racing team competes in the highest level of collegiate off-roading racing competitions – Baja SAE.

However, we create more than just an off-road race car. We inspire the next generation of engineers and industry leaders to move the world forward. For every Baja Boilermaker, it all starts right here, right now.



# OUR JOURNEY & IMPACT

In 1979, Purdue Baja Racing was established as an elite design course to encourage a better and more comprehensive understanding of vehicle design amongst Mechanical Engineering seniors.

Today, Purdue Baja Racing is now entirely student-run by a team of over 50 members, ranging from freshmen to seniors. The team is overseen by Professor Todd Nelson, the SAE Advisor from the School of Mechanical Engineering, who guides students on best engineering practices. The team incorporates the design cycle to design, manufacture, and test a new off-roading vehicle, iterating each year for better performance. Our team also competes against over 100 other collegiate teams while striving to create a cohesive perennial upper 5<sup>th</sup> percentile team. And we consistently meet this goal, achieving 4<sup>th</sup> and 5<sup>th</sup> place overall in our past competitions. Previous vehicles and more team history can be found on our website.

As Purdue Baja Racing continues to grow, we aim to enhance new member and alumni engagement, improve knowledge transfer of technical skills, and broaden our community presence. Our team gives back to the greater Lafayette, IN area by participating in events around campus and by volunteering to promote STEM education in younger generations.



# THE VALUE OF BAJA SAE

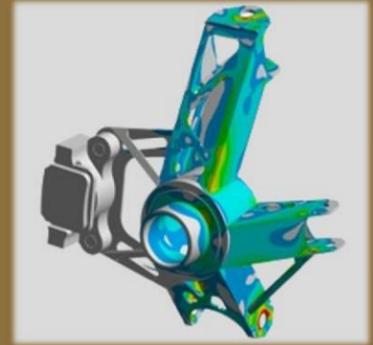
Baja SAE is the perfect opportunity for companies to promote their brand while recruiting and developing relationships with the engineers of tomorrow.

At every competition, students compete in a series of static and dynamic events including a design and sales presentation, acceleration run, hill climb, maneuverability, and finishing off with a 4-hour endurance race. Your donation will help the team succeed in these events!

Baja SAE attracts some of the most talented and motivated students at each university. It's highly technical and competitive nature demands dedicated professionalism and engineering excellence, fostering a collaborative environment that helps shape the most sought-after engineering graduates.

## Engineering Excellence

Theory-based skills taught in class are applied in design using industry level CAD, CAM, and FEA software. These results allow us to create optimized components durable enough for off-road racing.



## Modern Manufacturing

Manufacturing and shop skills such as mills, welding, jig assembly, and CNC machining are developed. This expertise ensures we design for serviceability and manufacturability.



## Purdue Prestige



#8 in best engineering programs

#9 in most innovative schools

#18 in top public schools



# SPONSORSHIP LEVELS

	Gold Partner	Silver Partner	Bronze Partner	Supporter
Annual Sponsorship Value	> \$6,000	> \$3,500	> \$2,000	> \$300
Company Logo on Website & Vehicle	EXTRA LARGE	LARGE	MEDIUM	SMALL
Company Logo on Team Apparel	LARGE	MEDIUM	SMALL	—
Access to Team Resume Book	✓	✓	✓	—
Personalized Shop Tours & Campus Visit Promotions	✓	✓	—	—
SAE Career Fair	✓	—	—	—
Company Banner displayed in Team Shop	✓	—	—	—
ME Corporate Partners*	✓	—	—	—

\*ME Corporate Partners connects your company to all Mechanical Engineering (ME) students by participating in exclusive opportunities like *Company Day in ME*. Events include meeting with SAE teams, company information sessions, and company product displays.

More information: <https://engineering.purdue.edu/ME/CorporatePartners>

# ACKNOWLEDGEMENTS

Donations of any amount or type are greatly appreciated by Purdue Baja Racing and its members. Without your generous support, this team would not be able to provide the enriching experience that our members currently enjoy. Any donations made will aid the development, improvement, and performance of our team throughout the 2025-2026 school year. Sponsors are kept updated on the team's progress throughout the year. Feel free to reach out to us with any questions you may have. We look forward to being in contact with you.

Thank you,

Aaron Binstock, President

Victor Johansson, Chief Engineer

Isabel Yura, Treasurer

Reilly Gareau, Business



# Contact Information

## 2025 - 2026

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