



PURDUE BAJA RACING 2021-2022 SPONSORSHIP GUIDE



WE ARE PURDUE

WHAT WE MAKE MOVES THE WORLD FORWARD

Every year, Purdue Baja Racing builds a car to compete in the highest level of collegiate off-road racing — Baja SAE. But at Purdue, we are making more than just an off-road race car. We are developing the next generation of engineers and industry leaders. Because we are Boilermakers.



PURDUE BAJA RACING - A UNIQUE OPPORTUNITY

In 1979, Purdue University established an elite design course for the top engineers in the School of Mechanical Engineering. In 1988, Purdue Baja Racing was founded and became a part of this design course. The goal of this course was to encourage a better and comprehensive understanding of vehicle design among participating students.

Today, Purdue Baja's membership has grown to over 50 students ranging from freshman to seniors. The team is overseen by Professor Todd Nelson, the SAE Advisor from School of Mechanical Engineering, and it is completely run by students. Every year, the team designs and manufactures a new vehicle and implements changes to improve its performance. Our team competes annually against over 100 teams. In the past, we have achieved 10th overall, but we placed 9th in combined dynamic events and 15th for combined knowledge events for the 2020-21 competition season – our best result yet. Our previous vehicles and more team history can be found on our website, Facebook page, and Instagram account.

Purdue Baja Racing is focused on community outreach as much as we are focused on achieving our design and competition goals. We give back to our community by attending events that are geared towards promoting STEM participation and education among younger generations.



THE VALUE OF BAJA SAE

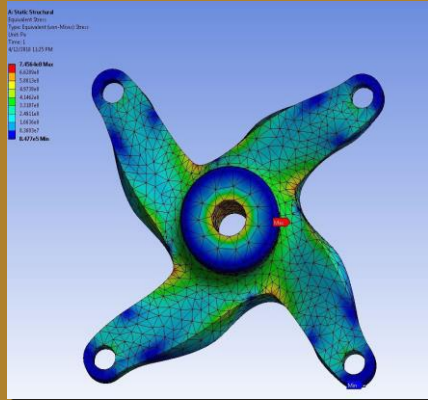
Baja SAE is dynamic, colorful, global, and annual. It is an opportunity unlike any other to promote brand awareness and for recruiting and developing relationships with future professionals.

Teams design and build their own single-seat off road vehicle to compete each season. At every race, the students compete in a series of static and dynamic events, including a design and sales presentation, acceleration, hillclimb, and maneuverability. The weekend culminates in a four-hour endurance race that is the ultimate test of vehicle and engineer.

Baja SAE attracts some of the most talented and motivated students at each university. Its highly technical and competitive nature demands dedicated professionalism, engineering excellence, and fosters an environment that helps create engineering graduates that are among the most sought-after in industry.

Engineering Excellence

In-class skills are used to design the car using industry level CAD, FEA, and CAM. These tools utilize data from an on-board telemetry system to create optimized components durable enough for off-road racing.



Modern Manufacturing

Members master a variety of computer controlled manufacturing methods as well as manual methods such as mills, welding, and jig assembly. Team knowledge transfer constantly improves manufacturing methods and design for manufacturing.



Purdue Prestige













#9 in best engineering programs

#5 in most innovative schools

#17 in top public schools



SPONSORSHIP LEVELS

	Annual Sponsorship Value	On-Campus Recruiting Support	SAE Career Fair	Personalized Shop Tour	Resume Drops	Company Logo on Team Apparel	Company Logo on Vehicle	Company Logo on Website
Gold Partner	\$5,000+					EXTRA LARGE	EXTRA LARGE	EXTRA LARGE
Silver Partner*	\$2,500					LARGE	LARGE	LARGE
Bronze Partner	\$1,000					MEDIUM	MEDIUM	MEDIUM
Supporter	> \$ 250					SMALL	SMALL	SMALL

*Cumulative across the 3 SAE teams

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 2021-2022 school year. Feel free to contact us with any questions you may have. We look forward to being in contact with you.

Thank you,

Matthew Kuebel, President

Kayla King, Finance Director

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