

University of Illinois



Sponsorship Packet

2018-19



Our Program

The Collegiate Chapter of the Society of Automotive Engineers (SAE) at University of Illinois at Urbana-Champaign provides its members with access to educational, professional, and social opportunities relating to diverse varieties of vehicles. The skills gained from competing on an SAE student design team are numerous and unique. Emerging engineers develop a real-world understanding of communication and leadership within a professional context.



The Baja SAE team works with the ambition of talented students and creates a group of motivated and knowledgeable professionals. The Off-Road Illini Baja SAE team is full of students eager to showcase and apply their classroom knowledge to design, fabricate, and compete with a new car each year. These competitions are the opportunity for our project teams to see the results of their hard work and innovative engineering.



SAE Design Series

Baja SAE is a collegiate design series sponsored by the Society of Automotive Engineers (SAE) and Briggs & Stratton in which students are given the opportunity to apply knowledge acquired in the classroom through the design, manufacture, and testing of a prototype vehicle. This prototype is developed around the concept of a four-wheel, single seat, off-road recreational vehicle intended for sale to the non-professional, weekend off-road enthusiast. The vehicle is required to be safe, easily maintained, easily transported, and fun to drive. This places an emphasis on driveline efficiency, and suspension and chassis design, with the added challenge of being limited to a stock ten horsepower engine from Briggs & Stratton.



There are three competitions held in the US each year: East, Midwest, and West; and each competition has both static and dynamic events. In **static events**, students explain their design decisions on the car, in an effort to achieve the lowest build cost and develop a theoretical business plan for producing these cars as a small manufacturing firm. In **dynamic events**, teams compete with their vehicle on many different types of terrain including rocks, logs, dirt, grass, sand, mud, and hills. The competition is concluded by a four hour endurance race, which places up to 100 competitors on a grueling off-road race track.

The Baja SAE competition gives students invaluable experience in the design and implementation of a vehicle that offers maximum performance and entertainment at minimum cost.



Goal of the Competition

The goal of the competition is to give students an experience emulating a professional business and engineering environment. The students' responsibilities include: working effectively as a team, creating and meeting deadlines, and designing a quality and efficient car. A prototype will be created and thoroughly checked by analysis software and then fabrication begins.

Baja SAE competitions place a large emphasis on the maximization of performance and minimization of cost in both the design and implementation of a vehicle. This not only teaches students how to build a strong and reliable vehicle, but it helps them gain experience solving problems in a real-world engineering setting.



Design for Success

Through years of competition, with the aid of detailed documentation, the UIUC Baja SAE team has optimized their vehicle design using lessons learned in competition as well as industry trends. The Baja car design emphasizes a unique and lightweight design.

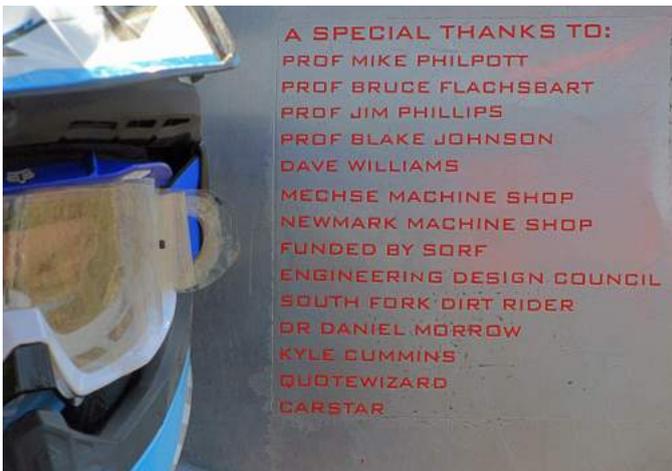
The student-designed vehicle has custom independent front and rear suspension, and is designed to be light but still capable of handling the grueling courses of the Baja events; along with efficient drivetrain packaging. The chassis is also lightweight, while still meeting stringent safety standards.



Why Support Baja SAE?

Partnering with Baja SAE is of mutual benefit for both our organization as well as yours. By partnering with our team, your company will form relationships with practiced engineering talent from a world-class institution. Our partners are invited to visit the team, see our vehicle in action, and give presentations pertaining to their company and/or topics of interest to the team.

Additionally, the support your organization gives to programs like SAE - designed to develop students into adept and innovative professionals - demonstrates a great deal about its values. The SAE members at the University of Illinois pride themselves on their diversity and versatility with skills including, but not limited to: knowledge of engineering software, manufacturing techniques, project management, goal- setting, and cost/benefit analysis.



As a team, Off-Road Illini finds itself dependent on its sponsors' contributions in order to compete at the highest level. For years we have managed to build exceptional vehicles with far smaller budgets than our competitors, but as we develop and grow costs continue to rise. With increasingly limited funding from the University due to strained state budgets, the corporate sponsorship we receive is vital to keeping the program so strong.

We, the Off-Road Illini Baja SAE competition team, thank you for your time and consideration. It is because of continued support from companies like yours that we continue to thrive as a competitive force within the Baja SAE community. Feel free to contact us with any questions.



Contact our Liaisons for more Information!

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		Honorary Member	Bronze Partnership	Silver Partnership	Gold Partnership	Orange & Blue Partnership
Levels of Representation		Up to \$500	\$500-999	\$1,000-4,999	\$5,000-9,999	\$10,000 +
Representation on Team Website (Includes Link to Company Website)	Company Name					
	Company Logo					
	Company Logo Featured on Front Page					
Representation on the Car	Small Logo					
	Medium Logo					
	Large Logos on Either Side of the Car					
	Two Large Logos in Location of Sponsor's Choice					
Sponsor Newsletter Subscription						
Team Photo and Appreciation Letter						
Distribution of Corporate Recruiting Materials at Team Events						

***On behalf of the
Off-Road Illini,
thank you for your
support!***

