University of Illinois

Off-Road

Sponsorship Packet
2019-20
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.
Our Team

We are proud of our team’s diversity. With members coming from all over campus, our team consists of engineers from many different concentrations. From mechanical and civil to aerospace and computer science, our members are able to apply their own unique skills and experiences to help drive our team to success. Our members come from all different backgrounds both in academics and in life, even further helping to enrich the team experience. It exposes everyone to new perspectives and serves as an introduction to working in teams that we wouldn’t have the chance to otherwise. Our team also is proud to have increased female membership to forty percent, with half of our leadership also being female.

Gender Ratio

FEMALE (37.8%)  MALE (62.2%)
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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Instagram : instagram.com/offroadillini
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<th>Levels of Representation</th>
<th>Honorary Member</th>
<th>Bronze Partnership</th>
<th>Silver Partnership</th>
<th>Gold Partnership</th>
<th>Orange &amp; Blue Partnership</th>
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* Logo appears on the website once the donation is received. If the donor is a current sponsor renewing their sponsorship, one additional year will be added starting at the time the new donation is received. If a 2019 sponsor chooses not to renew their sponsorship, logos will be removed from the website on January 17th, 2020.

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