OFF-ROAD ILLINI
FALL 2022 SPONSORSHIP PACKET

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OUR PROGRAM

What exactly is Baja?

We are an interdisciplinary engineering student organization that designs, manufactures, and competes an off-road vehicle every academic year for the Society of Automotive Engineers Baja collegiate competition (Baja SAE). Our cars drive in multiple official and unofficial competitions and events every year and are challenged with maneuvering over difficult terrain and different obstacles. Our members get hands-on experience with the engineering design process including CAD modeling, analysis processes like FEA and FMEA, testing and validation, and manufacturing. Members can even choose to be trained in specialized machining skills such as mill and lath machining (manual and CNC), welding, and water jetting. Team members also gain soft skills by learning to collaborate in a team environment and present their design in group settings.

This program helps prepare members for a career after college. The skills gained from competing on an SAE student design team are numerous and unique. These opportunities help emerging engineers develop a real-world understanding of teamwork, leadership, and collaboration in a professional context.
OUR TEAM
The people behind the product

We are so proud of our team’s diversity. We have members that come from all disciplines of engineering, and a handful from other fields as well. Each and every unique individual helps give our team the tools needed to tackle complex problems from a variety of angles. Regardless of what field, way of thinking, or continent a member is from, they become an important part of our roster and learn to take on the challenges related to engineering our offroad vehicle. We are also incredibly proud of our women of Baja, who make up about a third of our team.

Grainger College of Engineering
Female 24%  Male 76%

Off-Road Illini
Female 33%  Male 66%
SAE DESIGN SERIES
The best of the best

Baja SAE is a collegiate design series sponsored by the Society of Automotive Engineers (SAE) and Briggs & Stratton in which students apply their knowledge acquired in the classroom through the design, manufacturing, 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 with the added challenge of being limited to a stock ten horsepower engine from Briggs & Stratton. This places an emphasis on driveline efficiency as well as the suspension and chassis design.

In previous years, we had to contend with restrictions on our shop access as well as how much we could compete. However, after adapting to the uncertainty and the environment that replaced what we were comfortable with, we are finally returning to normalcy. Now that we are returning to compete in competitions, we will be able to learn more about how the changes we made from previous year’s car impact our new car’s performance off the test track. More competitions available means that we get more opportunities to claim our spot at the top and see how we have improved!
DESIGN FOR SUCCESS

Our success in competing

The goal of the competition is to give students an experience emulating a professional business and engineering environment. Our members learn valuable skills such as working effectively in a team, creating and meeting deadlines, and designing a product with quality and efficiency in mind. A prototype of the car will be modeled and thoroughly checked by analysis software before fabrication begins. Baja SAE competitions place a large emphasis on the maximization of the performance and minimization of cost in both the design and implementation of a vehicle. This not only teaches student how to build a strong and reliable vehicle, but it helps them gain experience solving problems in a real-world engineering setting.

This past year, our team competed in two competitions: Baja SAE Tennessee Teach and Baja SAE Rochester. Our car, Beckley, was our second four-wheel drive car with a smaller frame and lower overall weight compared to our previous four-wheel drive car. Beckley was great for maneuverability but ran into problems with its new carbon fiber tie rods, CVT, and axially loaded driveshafts. After having break issues at Tennessee Tech, Beckley did not pass the brake check and could not compete in dynamic events. Despite these challenges, Beckley returned and performed well in the Rochester competition. We are very proud of our performance in the Design Event this year, placing 7th at Tennessee Tech and 20th at Rochester!

Business Events:
9/78 - Cost Event
22/92 - Sales Presentation

Baja Tennessee Tech:
59/93 Overall
7th - Design Event

Baja Rochester:
54/88 Overall
20th - Design Event
22nd - Maneuverability
41st - Acceleration
WHY SUPPORT BAJA SAE?
Why you should get involved

Any company supporting the University of Illinois’ Baja SAE will have an opportunity to form relationships with students from one of the country’s top engineering schools and mechanical engineering programs. Our sponsors are always welcome to stop by our shop and see what we are working on. We also allow companies to speak directly to our team at our general meetings where you can get direct access to our team’s talent. Our members are always eager to meet sponsors and tell them more about the Baja SAE program, as well as hear about potential work opportunities.

Baja SAE partners are companies that have the highest values. Supporting students who are working outside of class to gain professional, real-world engineering and competition experience while improving their project management, teamwork, and engineering skills is a great outreach for any company. Not many other students graduate with hands-on designing, engineering software, and manufacturing experience, so partnering with Baja SAE students shows that your company prides ambitious talent.

The Off-Road Illini team’s resilient drive and motivation give us that competitive edge, but as we develop and grow each year, we continue to need more sponsors. Being a partner helps our team continue to be ambitious and dream of innovative new ways to improve our car. We thank every corporate sponsor for your thoughtful consideration. It is because of you that our team continues to get bigger and better! The Off-Road Illini Baja SAE team would not be able to thrive the way it does without our sponsors.
CONTACT OUR LIAISONS FOR MORE INFORMATION

Prof. Mike Philpott  
SAE Faculty Advisor  
mphilpott@illinois.edu

Team Captains

Kamden Damrow  
kdamrow2@illinois.edu

Madison Yang  
mcy2@illinois.edu

Max Johnson  
mmj5@illinois.edu

OTHER CONTACT INFORMATION

Website: offroadillini.mechse.illinois.edu  
Email: offroadillini@gmail.com  
Instagram: Instagram.com/offroadillini
# SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<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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</thead>
<tbody>
<tr>
<td>Representation on Team Website (Includes Link to Company Website)</td>
<td>Up to $500</td>
<td>$500-999</td>
<td>$1,000-4,999</td>
<td>$5,000-9,999</td>
<td>$10,000 +</td>
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<td>Company Logo Featured on Front Page</td>
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<td>Medium Logo</td>
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<td>Representation on the Car</td>
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<td>Large Logos on Either Side of the Car</td>
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<td>Two Large Logos in Location of Sponsor’s Choice</td>
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<td>Sponsor Newsletter Subscription</td>
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<td>Team Photo and Appreciation Letter</td>
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<td>Opportunity to Speak at a General Meeting</td>
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<td>Distribution of Corporate Recruiting Materials at Team Events</td>
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<td>Company Name Included in All Team Publications and Event Registrations</td>
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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 2022 sponsor chooses not to renew their sponsorship, logos will be removed from the website on January 17th, 2023.

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