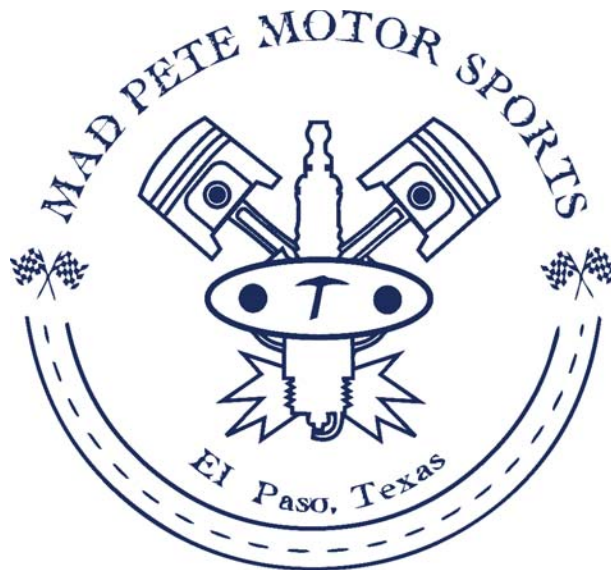




**UTEP Collegiate Chapter of SAE International**  
**Baja SAE® Design Team**  
**Sponsorship Package 2015-2016**







SAE International's Collegiate Design Series promotes the development of future engineers. As part of this, the UTEP Baja SAE Collegiate Design Team is focused on preparing its members to be leaders in their fields. The program gives students the opportunity to apply their knowledge and get hands on experience while still in school. Our team members gain experience with design constraints, manufacturing, testing, fund-raising and project management while balancing their educational priorities.



Baja SAE challenges students to design, build, and test an off-road vehicle. The competition simulates the challenges involved in developing a new product for the commercial market. Teams from all over the world bring their prototype vehicles to one of three Baja SAE competitions every year. Each competition of a hundred teams, using the same 10 hp engine, tests vehicles in races such as: acceleration, hill climb, maneuverability, rock crawl, and suspension. The event culminates in a grueling, four hour endurance race. The prototype cars must survive the severe punishment of off-road testing and teams must promote their designs through presentations and reports.



## BAJA AT UTEP



The Collegiate Chapter of SAE was established at UTEP in 1978. In its almost 40 year history, the Baja team has seen success in both the design and performance tests of its vehicles. We are proud to continue the Baja tradition at UTEP and carry the "Mad Pete Motorsports" team name. We hope to bring additional success for the program. This year we have a vehicle that we plan to bring to two of the annual Baja SAE competitions in April and May.



## Objectives

- Compete at two Baja SAE competitions this year to increase the team's exposure to competition and other baja teams.
- Create a system for training new team members.
- Improve the team's performance in static events (presentations and reports).
- Lighten the vehicle to improve speed and overall performance.
- Integrate a double a-arm front suspension and rack and pinion steering system into the vehicle.
- Tune the vehicle to perform well in the Rock Crawl and Hill Climb events.
- Expand our team's mobile workshop to meet the needs of competition.

## Project Plan

### Phase 1 - July - September

- Continue testing the 2015 vehicle.
- Analyze the performance of the vehicles and make adjustments.
- Research design parameters for proposed changes to vehicle.

### Phase 2 - October - December

- Continue research.
- Design, model, and analyse changes to vehicle.
- Focus on the documentation of designs for the team reports and presentations.

### Phase 3- December - March

- Fabricate new vehicle parts.

### Phase 4- March - Competition Date

- Test vehicle performance.
- Perfect team presentations.
- Prepare for competition by fabricating spare parts for the vehicles using the knowledge gained during testing.





## Benefits of Sponsorship

The Baja team cannot compete without the generous help of our sponsors. The cost of building prototypes and traveling to competitions is high. While the UTEP Mechanical Engineering Department is very supportive of our team, we rely on external support for the continuation of our program.

The Baja team will proudly recognize our sponsors with logos placed on team media. All Sponsors will receive the team's newsletter, a team photo, and a letter of appreciation for their support. We will also recognize our sponsors by the levels outlined below. SAE International is a non-profit charitable organization, and as such any donations may be tax deductible.

## Sponsorship Levels

### All Sponsorship Levels

- Team newsletter and photos
- A logo placed on our website, social media, banner, and print material

### Copper \$50 - \$199

- 9 sq inch logo on the vehicle

### Bronze \$200 - \$499

- 9 sq inch logo on the vehicle
- Logo placement on team T-shirts

### Silver \$500 - \$1499

- 16 sq inch logo on the vehicle
- Logo placement on team T-shirts
- 2 team T-shirts

### Gold \$1500 - \$4999

- 25 sq inch logo on the vehicle
- Logo placement on team T-shirts
- 4 team T-shirts
- A plaque recognizing your level of sponsorship

### Platinum \$5000 and Over

- 36 sq inch logos on the vehicle
- Logo placement on team T-shirts
- 4 team T-shirts
- A plaque recognizing your level of sponsorship
- Ability to book a vehicle for display at events



Sponsoring the UTEP Baja Team means you will be supporting the next generation of engineers. Our team is built on the dedication of our team members investing their time and effort for the success of our program. Team members devote over three thousand man-hours to the design, fabrications, and testing of our vehicles. Each year new members who join with little to no experience gain valuable skills which will set them apart when they graduate and enter the workforce. The Baja program allows team members to become more comfortable working with CAD, machining parts, and presenting their ideas. The competition gives the opportunity for team members to hone their project management and problem solving skills.



We all work together to accomplish the goal of building a car and successfully competing. None of this would happen without the support of our sponsors. The tools, materials, and monetary contributions they provide make it possible for us to manufacture our vehicles and travel to competition. Supporting our team is an opportunity to have your company's name associated with UTEP, and our competition vehicles. However, it is also an investment in us, the team members; giving us the chance to develop our knowledge and gain hands on experience outside of the classroom.



If you are interested in becoming a sponsor, or would like to help in any way, please e-mail [madpetebaja@miners.utep.edu](mailto:madpetebaja@miners.utep.edu)

Thank you for your support,

Regina A. Lamonica  
Team Captain

Oscar Chavez  
Finance Manager





## Corporate Sponsorship

**Company** \_\_\_\_\_

**Contact** \_\_\_\_\_

**Title** \_\_\_\_\_

**Email** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Contribution** \_\_\_\_\_

**In-Kind** \_\_\_\_\_

**Professional Mentorship**

Please make checks payable to SAE International - UTEP Chapter.  
Indicate Baja SAE Team on the memo line.

Return to

University of Texas At El Paso  
College of Engineering ATTN: Business Center  
500 W. University Ave.  
El Paso, TX 79968

Information

Oscar Chavez  
madpetebaja@miners.utep.edu



## Individual Sponsorship

**Contact** \_\_\_\_\_

**Title** \_\_\_\_\_

**Email** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Contribution** \_\_\_\_\_

Contribution is tax deductible as a gift to the SAE International - UTEP Chapter

Please make checks payable to SAE International - UTEP Chapter.  
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