Sponsor Information Packet

2012-2013 SAE Mini Baja Competition

Mad Pete Motorsports Team

Society of Automotive Engineers- UTEP Student Chapter
PROJECT DESCRIPTION

The purpose of the SAE Mini Baja international competition is to provide engineering students with a challenging project that involves the planning and manufacturing tasks found when introducing a new product to the market. Teams from all over the world compete against one another to have their design accepted for manufacture by a fictitious firm. The Mini Baja student team must function as a team not only to design and construct a safe off-road vehicle that can maneuver a variety of obstacles, but also to consider cost, appearance, reliability, and performance. Students also generate financial support for their project and manage their educational priorities.

The cars are subjected to various tests designed to push the vehicles to their limits. The cars are first thoroughly inspected for safety concerns, and then are evaluated in a number of qualifying tests. These tests include: acceleration, braking, land maneuverability, tractor pull, hill climb, rock crawl and suspension. Finally, every competition is concluded with a four hour endurance race.

The main goal of the UTEP SAE Mini Baja Team is to provide engineering students the opportunity to learn beyond the theory and to apply it into real engineering problems and tasks. By participating in this project, students will achieve important experience in designing, financing, machining and fabricating an actual reliable vehicle, as well as communicating with suppliers, vendors and sponsors. Members also will feel the pressure of working under deadlines and strict budgets. Besides the technical skills, this project also requires interdisciplinary skills such as teamwork strategies, ethics and project management. Through this project, team members gain valuable experience comparable to that of an internship or co-op. Our team is comprised of highly motivated students who are passionate about the project. The team is composed of a variety of majors and ages ranging from mechanical engineering to electrical engineering and freshman to seniors all with a common passion for automotive design. The UTEP Mini Baja team is not a course, nor do students receive credit for it. Students work hard and make a time commitment including weekends and late night hours. Students join Baja SAE because of the motivation of seeing something they designed go from a computer aided model to a fully functional manufactured part.

2012-13 Mini Baja Budget

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<tr>
<th>Item</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Travel</td>
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<td>Registration Fee</td>
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<td>Research</td>
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<td><strong>Projected Total</strong></td>
<td><strong>$30,430.00</strong></td>
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Competition Location

Location: Bellingham, WA
Distance: 1,780 (from El Paso)
Travel Time: Approximately 30 hours
Date: May 16-19, 2013
WHY SPONSOR THE UTEP MINI BAJA TEAM?

The cost of designing, building, and transporting a competitive Mini Baja vehicle is high, and it is only through generous donations that we can keep our program competitive. We rely on private and corporate sponsorship to fund the design and production of UTEP SAE vehicle.

Sponsorship our team has many benefits, for your company or organization and for our team. For you, this is a great opportunity to demonstrate your support and commitment to education and since the UTEP Mini Baja car will be seen by a large and diverse crowd throughout the nation, it is a great opportunity to advertise your company among creative and entrepreneur people. Our team will proudly display the names of its sponsors at, SAE engineering seminars, outreach, UTEP events and the competition which is an international event where many future and professional engineers, faculty members, alumni, and parents will be exposed to the quality of your company as well as your support to the University of Texas at El Paso. Any type of gift or donation will earn the given recognition and publicity in all SAE UTEP Chapter’s official Publications, SAE UTEP Chapter’s website, publicity flyers, SAE UTEP Chapter’s newsletters and public displays of the UTEP Mini Baja car.

By deciding to become a sponsoring member of our team, you will be supporting the next generation of engineers; you become affiliated with an internationally known engineering association, SAE, while adding in the advance of the education and development of UTEP engineering students. Throughout the build time we will have periodic updates on our website to show our progress and to acknowledge our sponsors.
SPONSOR BENEFITS

Tax Deduction:
The University of Texas at El Paso Mini Baja team is non-profit organization and any money donated is tax-deductible. The team will provide a "Thank you" letter for all donations that you can use to make the necessary deductions.

Sponsorship Levels

Gift In Kind, $100 - $499
- Certificate to display in business
- Link and logo on team website
- Name on Banner

Bronze Sponsorship, $500 - $2,499
- Certificate for display in business
- Small logo on car and banner
- Link and logo on team website

Silver Sponsorship, $2,500
- Certificate for display in business recognizing you as a silver sponsor
- Medium logo on car and banner
- Link and logo on team website
- Logo on team shirts

Gold Sponsorship, $5,000
- Plaque for display in business recognizing you as a gold sponsor
- Large Logo on car and banner
- Link and logo on team website
- Logo on team shirts
- 2 Baja Team T-shirts
- Shop/facilities tour

Platinum Sponsor, $10,000
- Plaque for display in business recognizing you as a platinum sponsor
- X-Large Logo on car and banner
- Link and logo on team website
- Logo on all team apparel
- Company logo displayed in the Baja SAE UTEP trailer
- 3 Baja Team T-shirts
- Car will be available for display at your events (time/weather permitting)
- Shop/facilities tour

Material Sponsor
We gladly accept your material and services contributions. The team can use resources such as discounts, travel and accommodation, engine fluids, tires, team attire, vehicle rentals, printing services, etc. Such donations will be recognized accordingly with the sponsorship levels as well.
If you are interested in becoming a sponsor of the UTEP Mini Baja Team or would just like to help our program out, please contact us at sae@utep.edu. Our goals can only be achieved with the help from our sponsors and supporters. We depend on the help from the community not only for financial support but also for information and knowledge that anyone can bring to our program. Any help whatsoever is greatly appreciated!

Let’s Go Miners!