

SAE Collegiate Design Series Sponsorships

Recruitment
Brand Awareness
Corporate Recognition

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SAEInternational®

Baja SAE challenges engineering students to design and build an off-road vehicle that will survive the severe punishment of rough terrain and in some competitions, water. As in real work situations, these future engineers work together as a team to discover and resolve technical challenges in design, test, and manufacturing, as well as business issues. The most rugged of all the competitions, Baja SAE also gives students the first-hand challenge of pursuing their passion while managing real-life demands and priorities. Each team's goal is to design and build a prototype of an all-weather, rugged, single-seat, off-road recreational vehicle intended for sale to the nonprofessional weekend off-road enthusiast. Connect to over 3,000 students during the 3 regional competitions each year with a value-added sponsorship that fits your company's recruiting and branding goals.

Baja SAE®



Baja SAE Competitions	Gold Sponsor	Gold Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Copper Sponsor	
Level	Design	Endurance	Student Meals	Events *	Recruiting	Obstacles during Endurance	Industry Partner
Sponsorship Cost	\$10,000	\$10,000	\$10,000	\$7,000	\$5,000	\$2,500	\$1,000
Benefits							
Event/Area Naming Rights	x	x		x			
Award to top 3 teams of event (\$1000, \$750, \$500)	x	x					
Award to top 3 teams of event (\$750, \$500, \$250)				x			
Logo or company name on award trophies	x	x		x			
Opportunity to present awards at ceremony	x	x		x			
Lunches provided each day of competition for staff	x	x		x			
Targeted access opportunities - provide volunteers at event	x	x	x	x	x	x	
Opportunity to recruit onsite	x	x		x	x		
List of team contacts including captains and faculty advisors	x	x		x			
Event Specific Signage (Event entry, directional, infield, timing display, etc.)	x	x	x	x		x	
Opportunity for additional product signage, banners, etc. (company responsibility)	x	x	x	x	x	x	
Logo inclusion on all-sponsor banner, event poster, event webpages	x	x	x	x	x	x	x
Equipment Supplier Status on Event Website	x	x	x	x	x		
Opportunity to provide shirts for Design Judges - Additional \$500 per event	x						
Opportunity to provide shirts for track volunteers - Additional \$1,500 per event		x					
	\$21,000 for Design and Endurance at three Baja events			\$15,000 for three Baja events			

*Choose from: acceleration, maneuverability, suspension, hill climb, cost, presentation, etc. Note: please contact SAE to determine availability as not all events are available at each competition

Equipment Supplier is available at \$2,000 for three Baja competitions

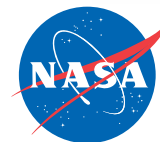
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Finding the brightest, most promising engineering students for your organization can be time consuming and costly. Each year, over 8,000 students participate in the SAE Collegiate Design Series (CDS) North American competitions. Watch first hand as CDS participants are challenged by the hands-on team experience while they gain budgeting, communication, time, production and resource management skills. These are among the top skills most valued by today's innovation organizations. Support the future engineering workforce through SAE Collegiate Design Series competitions!

Join these organizations that sponsor CDS events:



GENERAL MOTORS COMPANY



Visit students.sae.org/competitions/ for the latest competition schedule and locations

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