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BAJA SAE NORTHEASTERN

2022-2023 Sponsorship Packet



ABOUT US



Northeastern University BAJA SAE is a student-run organization that improves the technical and practical automotive knowledge of Northeastern students. This knowledge is tested through participation in the internationally-renowned Society of Automotive Engineers' (SAE) Baja Collegiate Design Competition.

The SAE Baja Competition, which had its beginnings in 1976, requires teams to design, fabricate, assemble, and race their own prototype all-terrain vehicle, in the hopes of winning a manufacturing "bid" from judges. The team's efforts include a business presentation, plus multiple racing trials to demonstrate the maneuverability, suspension and traction, and endurance of the proposed design. Competitions are held across the world, including three that comprise the North American series.

Northeastern students are responsible for all work that goes into the design and fabrication of the vehicle. Students are given the opportunity to not only develop valuable engineering knowledge in the classroom, but also to apply that knowledge in the workshop. Students must set and meet schedules for project completion, comply with financial budgets, and establish fruitful relationships with sponsors, cultivating their business acumen.

For over two decades, the Northeastern BAJA SAE team has been at the forefront of the competition, with multiple top-ten finishes. As a result, our team has earned national recognition as a competitive force and has allowed us to form relationships with insightful students around the world.



Summer '22 Alumni Drive Day - featuring, from left to right, our '22, '19, '17, '09, and '99 team vehicles.

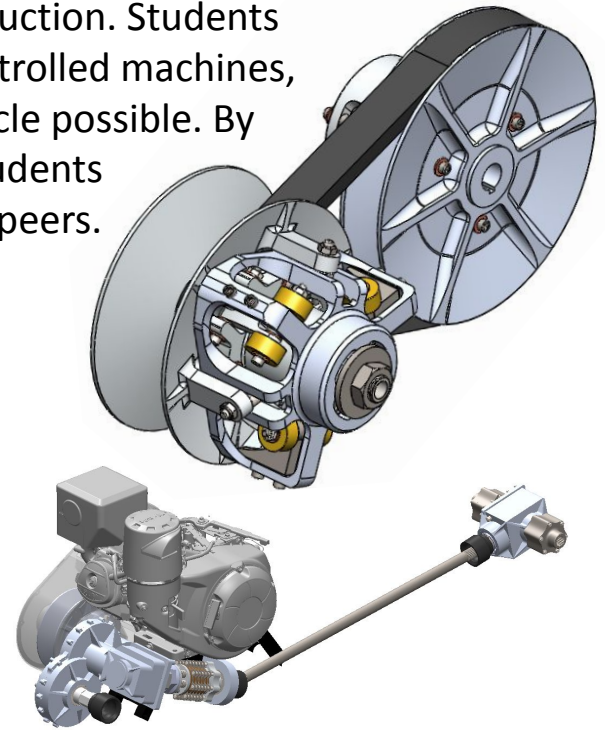
Our students are among the brightest and most dedicated at Northeastern University, and, with YOUR support, our students can develop into the most knowledgeable, qualified, and professional of graduates.

Visit us at **www.NUMotorsports.com** for more information!

STUDENT BENEFITS



The dedication of our students is unmatched. Countless hours are spent developing the Baja car. Members of the team use modeling software to design complex systems, and must prove their creations' viability before its production. Students manufacture their plans on manual- *and* computer-controlled machines, and assemble them into the fastest, most resilient vehicle possible. By being involved in every stage along this process, our students become the most skilled and experienced among their peers.



Baja SAE pushes creative limits and inspires innovation. At the same time, participation requires acquiring the discipline typically required for a profit-seeking firm. Our students create project schedules and budgets, and prepare themselves for the constraints of the real world. The diverse mix of talents and backgrounds teach members to work through different opinions and other workplace controversy. Coming together as a group to resolve issues and make the best product imaginable raises the bar of professionalism for our students. We work hard to reflect this in the relationships we maintain with our sponsors. This teaches our students how to interface with future clients. Baja is not simply an engineering club, but an incubator for the most professional graduates.



SPONSOR BENEFITS



Key Benefits For ALL Our Sponsors

- ❖ Northeastern Baja SAE is a registered **501(c)(3)**, so **your donations are 100% tax-deductible**.
- ❖ A relationship with a unique group of dedicated and disciplined college students, your potential employees.
 - ★ **Upon request, receive a current resume packet from available members on the team.**
- ❖ **Advertisement of your organization** whenever our vehicle is displayed at competition, school events, and on our social medias; sponsors are synonymous with the Northeastern Baja SAE team.
- ❖ **Be represented by Northeastern University at Baja SAE competitions** where 200+ schools from around the world race in front of crowds of engineers, students, and motorsport enthusiasts alike.

STEEL Sponsorship

For a donation of **\$250** or more, your organization will receive:

- ❖ **Your logo on www.numotorsports.com** including a link to your website
- ❖ **Representation at all NU Baja Promotional events:** i.e. – competitions, club fairs, freshman orientation

BRONZE Sponsorship

For a donation of **\$500** or more, your organization will receive:

- ❖ **All STEEL Sponsorship Benefits**
- ❖ **Your logo on the car**, placed on the firewall

SILVER Sponsorship

For a donation of **\$1,000** or more, your organization will receive:

- ❖ **All BRONZE Sponsorship Benefits**
- ❖ **Your logo on the car**, placed on the body panels
- ❖ **Your name or logo on all team apparel**

GOLD Sponsorship

For a donation of **\$2,500** or more, your organization will receive:

- ❖ **All SILVER Sponsorship Benefits**
- ❖ **Your logo on the car**, scaled *large*, placed on the firewall (above Driver's head)
- ❖ **A visit from the team with our newest vehicle**

PLATINUM Sponsorship

For a donation of **\$7,500** or more, your organization will receive:

- ❖ **All GOLD Sponsorship Benefits**
- ❖ **Your logo on the car**, *largest* scale, placed on the front body panel
- ❖ **Lunch and Learn presentation @ your company**, incl. a **private driving experience**

TITLE Sponsorship

For the **most significant contribution to the team** over multiple years, your organization will receive:

- ❖ **All PLATINUM Sponsorship Benefits**
- ❖ **Your logo on the car**, with *foremost placement* on vehicle and merchandise

SPONSORSHIP LOGO PLACEMENT



FIREWALL

TITLE, PLATINUM, **GOLD**,
SILVER, and **BRONZE**.



FRONT FASCIA



TITLE and **PLATINUM**.

SIDE PANEL

TITLE, PLATINUM, **GOLD**, and **SILVER**.

* Logo size and location scaled from –largest to smallest– and –above helmet to driver’s right– according to *sponsorship level*.

GET INVOLVED



If you and your organization would like to support our team, first and foremost,

THANK YOU!

Sponsorships keeps our team running, and we appreciate all the help we can get. For any questions you have and / or **to discuss how your organization can get involved** with the Northeastern Baja SAE team, please contact:

Jack Fonseca

Sponsorship Manager

fonseca.ja@northeastern.edu

Ella Isgar

Treasurer

isgar.e@northeastern.edu

HOW TO DONATE

1. Visit NEU's Giving Page at giving.northeastern.edu/893-club-motorsports to make your tax-deductible donation.
2. Email numotorsports@gmail.com to notify us of your donation!

* Please also email us for any questions, comments, or concerns you may have.

FOLLOW US ONLINE @



numotorsports.com



facebook.com/nubaja



instagram.com/numotorsports



THANK YOU



The Northeastern University Baja SAE Team would like to thank its past and present sponsors who have contributed to our continued success— their demonstrated confidence, generosity, and support in our team members are endlessly appreciated.

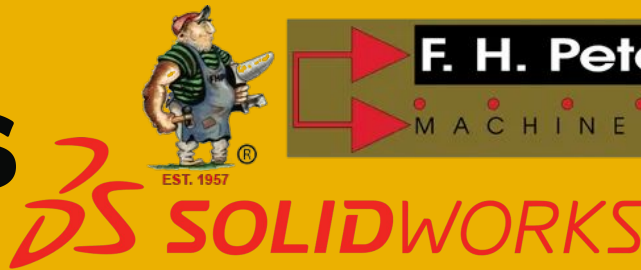
TITLE Sponsor



PLATINUM Sponsors



GOLD Sponsors



SILVER Sponsors



BRONZE Sponsors



A SPECIAL THANKS to all NUBaja Alumni, whose knowledge and hard work form the foundation of our team, and to all our seniors who have recently graduated; you will be missed!



2023 Competition Dates



Wisconsin

**MAY 4th – 7th
2023**

Oregon

**May 31st – June 3rd
2023**



Sincerely,



**BAJA SAE
NORTHEASTERN**