University of South Carolina

Baja SAE Team 2013

Sponsorship Proposal
The Society of Automotive Engineers (SAE) sponsors the Collegiate Design series. This set of competitions provides a forum for students to address specific engineering design challenges. There is a strong emphasis on teamwork as the students secure funding, design prototypes, and ultimately compete against other collegiate teams. In addition to the Baja SAE competitions, SAE sponsors Formula SAE, Aero Design, Supermileage, and Clean Snowmobile competitions. More information on student Collegiate Design series can be viewed at [http://students.sae.org/](http://students.sae.org/)

### About SAE Baja Competition

The Society of Automotive Engineers (SAE) Baja Competition originated at the University of South Carolina in 1976 under the supervision of Dr. J.F. Stevens. Baja SAE now consists of three regional competitions that simulate real-world engineering design projects and their related challenges. For the upcoming 2013 Baja East competition held April 18 - 21, 2012 at Cookeville, Tennessee (Tennessee Tech) we will be competing in events that will test our car’s design and innovation, as well as events that would test the real world functionality of the vehicle’s ability to survive a multitude of terrain including mud, large rocks, and sometimes water. That last event is the endurance race that not only tests the Baja car’s ability to go the extra distance, but the endurance and dedication of the driver as well.

The object of the competition is to provide SAE student members with a challenging project that involves the planning and manufacturing tasks found when introducing a new product to the consumer industrial market. USC competes against other schools to have our design accepted for manufacture by a fictitious firm. Students must function as a team to not only design, build, test, promote, and race a vehicle within the limits of the rules, but also to generate financial support for their project and manage their educational priorities.

All vehicles are powered by a ten-horsepower Intek Model 20 engine donated by Briggs & Stratton Corporation. For over twenty-five years, the generosity of Briggs & Stratton has enabled SAE to provide the USC team with a dependable engine free of charge. Use of the same engine by all the teams creates a more challenging engineering design test.

### We Need Your Help!

This season USC can be very competitive in the Baja Tennessee Race to be held in April 2013. In order to enter the competition and optimize our car, we need the support of the local businesses in our community. We are very proud of our community and would consider it a privilege and honor to represent your business on our SAE Baja Car. We are canvassing the community for tax exempt donations of any size to help our team compete this year. Donations from the private sector are also welcome. For tax-exemption purposes, refer to USC: 501(c)(3) Tax Exemption: ID 57-6017895. For more information about the USC team or donations please contact Dr. Jeffery Morehouse (Team Advisor) at (803) 777-3017, or any team member (emails listed on next page). Thank you very much for your consideration and we hope to hear from you!
Team Advisor
Dr. Jeff Morehouse (more@cec.sc.edu)

Team Members
Bill Byrne (byrnew@email.sc.edu)
James Mitman (mitmanj@email.sc.edu)
Seth Duncan (duncans@email.sc.edu)
Wei Xu (xu24@email.sc.edu)
Fahad Alali (Alali@email.sc.edu)
Erik Jones (joneses5@email.sc.edu)

For more information on the processes for sponsorship, general information on SAE, etc. please contact Dr. Morehouse. For information on the most current status of the USC Baja car, information on desired parts donation, or any other questions about the USC Baja car please contact any of the listed team members.

Anticipated Budgets

- Powertrain $1000
- Frame $1450
- Body and Cockpit $900
- Suspension and Steering $4000
- Braking $700
- Safety and Driving Gear $1000
- Fabrication Tools $900
- Tires $350
- Travel $1500
- Registration $1000
- Team Apparel $200
- Miscellaneous $500

Total $14,500
Sponsor Benefits

The SAE Baja competition is an extra-curricular engineering design project with no intrinsic source of income. Sponsorship is therefore vitally important to the team’s participation and success at the competition. The USC Baja team recognizes the value of every sponsor and strives to promote a lasting relationship with each donor. The team tries continuously to benefit those that support them through promotional advertising and recognition to create an equally-beneficial partnership with the sponsors. **Each sponsor will be represented through not only the advertisement, but also through the positive attitude and work ethic of each member of the team.**

Ultimate Sponsorship Package: ($5000+)
- Everything listed in Premium Sponsor Package with addition of ~
  - Largest Sponsor Logo on most visible parts of Baja Car (in compliance with SAE regulations), Trailer, Pit area, and Team shirts
  - Bring Baja Car to Sponsor’s Company event (Summer 2012)

Premium Sponsorship Package: ($2,000-$4999)
- Everything listed in Plus Sponsor Package with addition of ~
  - Larger Sponsor Logos on Baja Car, Trailer, Pit area, and Team shirts
  - Complimentary Baja Team Photo Plaque
  - Tour of the Baja shop and car

Plus Sponsorship Package: ($500-$1,999)
- Everything listed in Regular Sponsor Package with addition of ~
  - Logo on Baja Trailer
  - Team photo and Appreciation Letter

Regular Sponsorship Package: ($100-$499)
- Logo on parts of the car
- Logo in pit area
- Logo on the team shirts
- Logo and links on webpage

All donors, whether money or parts, will be recognized

A list of sponsors can be seen on our school Baja website: [http://www.me.sc.edu/Baja/](http://www.me.sc.edu/Baja/)

During the build and the race we will be taking pictures. In these pictures we will try to make every attempt to recognize our sponsors. These pictures will be updated on our website.

All monetary donations are tax deductible since the SAE chapter is a Not-for-Profit organization.

If you have any questions please contact Dr. Jeffery Morehouse (faculty advisor) at (803) 777-3017
Or by e-mail at More@cec.sc.edu
Please provide requested information and send donation to the following address:

300 Main Street  
Room A125  
Columbia, SC 29208  

Make Checks payable to: The University of South Carolina

Contact Name:

__________________________________________________________

Contact Phone Number:

__________________________________________________________

E-mail Address:

__________________________________________________________

Sponsorship Donation:

__________________________________________________________

Sponsor name as it should appear on advertisement:

__________________________________________________________

Brief company or individual profile:

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Please also include a copy of your company logo. Digital formats can be emailed to: Fahad Alali (Alali@email.sc.edu) or James Mitman (mitmanj@email.sc.edu)