



Cyclone Off-Road Racing Sponsorship Proposal



Cyclone Off-Road Racing is a part of SAE International Student Chapter at Iowa State University. We are a team of students that design, build, and race a completely custom off-road vehicle in the SAE International Collegiate Design Series. Our members lead the entire process from concept ideation to manufacturing, testing and even driving at competition. These opportunities are only possible because of our sponsors. Their support allows club members to get firsthand experience in solving practical engineering problems and working within a team; skills that lead to success in industry.

Your support of Cyclone Off-Road Racing allows our team to continue a tradition of hard work and results, as well as explore new projects and grow in new directions.

WHAT IS SAE BAJA?

SAE International hosts three Baja competitions in the West, Midwest, and Eastern regions of the United States each year. Competitions are comprised of both static and dynamic events. Static events such as the design and sales presentations, each contain detailed project proposals and cost reports written and submitted prior to the competition. Dynamic events test the vehicle's capabilities in a physical environment. An overall score is derived from the team's performance in each event.

Static Events:

- Cost Event
- Design Report
- Design Presentation
- Sales Presentation
- Technical Inspection
- Engine Check

Dynamic Events:

- Acceleration
- Hill Climb
- Maneuverability
- Sled Pull
- Rock Crawl
- Suspension & Traction
- Endurance

BAJA AT IOWA STATE UNIVERSITY

Over Cyclone Off-Road Racing's more than **forty-year history**, we have seen great success in the SAE International Collegiate Design Series. During our most recent season, the 2023 season, we were the **14th highest scoring team** at the Oshkosh SAE Baja Event and hope to place in the top 10 teams at the Ohio SAE Baja Event. 2023 was the second season that the Iowa State Baja Team designed, manufactured, tested, and raced a 4-wheel drive vehicle. The vehicle performed well and saw no major failures during competition. Our success is not only limited to our most recent season; we have a resume of consistently placing in the top quarter of all teams and winning endurance races. The 2023-2024 car will continue to build on the success of its predecessors.



THE CAR AT A GLANCE

Performance

- 35 mph Top Speed

Front Suspension

- Fully Independent Suspension
- 12.7 in. of Vertical Wheel Travel
- Custom Coilover Shocks
- Dual A-Arm (Short-Long Arm)
- CNC Machined Custom Uprights

Drivetrain

- 14 Horsepower Kohler (restricted)
- Fully Custom Transmission and Gears
- Four Wheel Drive

Dimensions

- Weight: 430 lbs.
- Front Track Width: 55 in.
- Rear Track Width: 50 in.
- Wheelbase: 85 in.

Rear Suspension

- Fully Independent Suspension
- 11.6 in. of Vertical Wheel Travel
- Custom Coilover Shocks
- 3-Link Trailing Arm

Chassis

- Custom Chassis TIG-Welded by Students





OPERATING BUDGET

Monetary support is necessary for the manufacturing of the Baja vehicle as well as ensuring that the team can travel to competitions. Iowa State University has supplied the organization with office and shop space in past years, however, a great deal of equipment and supplies are essential for operation and development. The following is an estimated report of the costs the team experiences throughout the year. If you would like to view more detailed cost documentation, it is available for viewing upon request.

| | |
|---------------------------------------|---------------|
| 1. Car Costs | 35,350 |
| a. Engine | 900 |
| b. Transmission | 2,200 |
| c. Drivetrain | 12,000 |
| d. Steering | 1,000 |
| e. Suspension | 3,600 |
| f. Frame | 5,750 |
| g. Body | 1,000 |
| h. Brakes | 1,500 |
| i. Testing | 1,000 |
| j. Electrical | 500 |
| k. Data Acquisition | 5,000 |
| l. Fasteners | 500 |
| m. Transponders | 400 |
| 2. Competitions | 29,300 |
| a. UW-Stout Backwoods Baja | 2,400 |
| b. Michigan Tech Winter Baja | 4,350 |
| c. SAE Ohio | 5,800 |
| d. SAE Pennsylvania | 6,400 |
| e. SAE California | 10,350 |
| 3. Safety | 1,500 |
| a. On-Car | 500 |
| b. Driver | 1,000 |
| 4. Shop Overhead | 1,650 |
| 5. 2023-2024 SEASON TOTAL | |
| ESTIMATED FINANCIAL NEED | 67,800 |

COMMUNITY OUTREACH

Our team participates in K-12 outreach that engages all ages in science and technology activities. In past years the organization has hosted events for elementary students, high school STEM classes, FIRST Robotics

League teams, and much more. Through these events, we strive to share the values we have gained through our team and university and promote a similar passion with future students.



HOW TO SUPPORT

Cyclone Off-Road Racing can be supported with many forms of sponsorship, each welcomed and appreciated. Common forms of sponsorship include materials, service donations, and general funding. With the organization's classification under the 501(c)(3) of the Internal Revenue Code,

YOUR DONATIONS ARE TAX-DEDUCTIBLE.

Your sponsorship also serves as advertising and marketing. Cyclone Off-Road Racing is a top team, regularly featured in periodicals, newspapers, and other academic publications. Your name will be visible in a few prime locations: the car, banners flown during competition and outreach events, and the team website. Additionally, we often host sponsors of the team on campus for information sessions with our members and visit our sponsors when we are able. We aim to foster relationships between our sponsors and members, which lead to potential internships and full-time positions benefitting both our sponsors and the team.

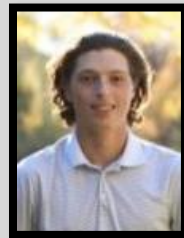
| Cardinal ≤\$500 | Bronze ≥\$500 | Silver ≥\$1000 | Gold ≥\$2500 | Platinum ≥\$5000 |
|---|--|--|---|--|
| <ul style="list-style-type: none">• Logo and Link on Team Website• Small Logo on Car | <ul style="list-style-type: none">• Logo and Link on Team Website• Name on Banner• Small Logo on Car | <ul style="list-style-type: none">• Logo and Link on Team Website• 6" Logo on Banner• Medium Logo on Car | <ul style="list-style-type: none">• Logo and Link on Team Website• 8" Logo on Banner• Large Logo on Car• Interaction on Social Media Platforms | <ul style="list-style-type: none">• Logo and Link on Team Website• Primary Logo on Banner• Large Logo on Car(Your determined placement)• Interaction on Social Media Platforms |



CONTACT INFORMATION



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Please write checks out to:
SAE International Student Chapter at ISU

Please include **ISU Baja Team** in the memo line



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[Cyclone Off-Road Racing](https://www.linkedin.com/company/Cyclone-Off-Road-Racing)



[Iowa State Baja](https://www.youtube.com/IowaStateBaja)