



Iowa State Baja Sponsorship Proposal



Iowa State Baja 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 Iowa State Baja allows our team to continue a tradition of hardwork 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 Iowa State Baja's more than forty-year history, we have seen great success in the SAE International Collegiate Design Series. During our most recent season, the 2024 season, we were the 34th highest scoring team at the Williamsport SAE Baja Event and have an upcoming competition at Baja Michigan in September. 2024 was the third 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

- 40 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: 415 lbs.
- Front Track Width: 55 in.
- Rear Track Width: 52 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	34,700
	a. UW-Stout Backwoods Baja.....	2,400
	b. Michigan Tech Winter Baja	4,350
	c. SAE Michigan	6,400
	d. SAE TBD (east coast)	7,200
	e. SAE TBD (west coast).....	14,350
3.	Safety.....	1,500
	a. On-Car	500
	b. Driver.....	1,000
4.	Shop Overhead	1,650
5.	2024-2025 SEASON TOTAL	
	ESTIMATED FINANCIAL NEED.....	73,200

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. Pictured



on the right and left is the team participating in the WiSE Go Further Conference, where 8th-10th grade female students come to campus and we provide an activity where they assemble the suspension corners of our cars to learn about suspension components and get a feel for working in an automotive shop.



HOW TO SUPPORT

Iowa State Baja 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. Iowa State Baja 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 • Student Interaction Events -> 	<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

Send checks to:
SAE International Student Chapter
2529 Union Drive
2072 Black Engr. Bldg.
Ames, IA 50011-2030



[@IowaStateBaja](https://www.facebook.com/IowaStateBaja)



[iowa.state.baja](https://www.instagram.com/iowa.state.baja)



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



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