



University of Pittsburgh
Johnstown

SAE BAJA



2021 - 2022 Sponsorship Brochure

WHAT WE ARE: We are a small group of undergraduate students that attend the University of Pittsburgh at Johnstown. There are 50 members in the club consisting primarily of engineering students, but open to all majors. We are a diverse group that builds an off-road vehicle to compete in Society of Automotive Engineers (SAE) BAJA Collegiate Design competitions each year.

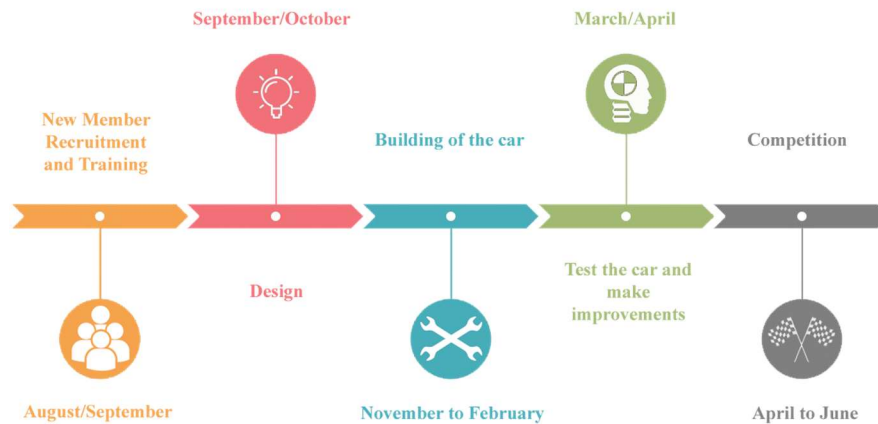
WHAT SAE MINI BAJA IS: Every year the SAE hosts three international competitions in the United States and a few more around the world. This year the three events hosted in the United States are in Tennessee, New York, and Arizona. BAJA Teams from around the world will make the long journey to these events occurring in the spring and early summer of 2022. There are roughly 100 teams from around the world that participate in each competition. The vehicles are put to the ultimate test at competition. Scores are based upon a variety of static and dynamic events. Static events include design reports, design presentation, cost reports, and sales presentations of each vehicle. Dynamic events include a four-hour endurance race, a hill climb, maneuverability, suspension and traction, sled pull, rock crawl, braking and acceleration.

WHAT WE WILL DO FOR YOU: This year we are doing more for our sponsors than ever before. We will have multiple different ways to advertise your company. For example:

- Fliers/Booklets (posted within the area of Johnstown)
- Social Media posts on our page (simply send us ads you would normally post on your own site)
- Name/Logo placement on our vehicle, team shirts, and website
- Opportunity to showcase products you may have on our vehicle



TIME LINE:



You will receive updates every time we make a significant amount of progress with the car. Also, the earlier you sign up to sponsor us, the longer you have advertisement from us!

WHY WE NEED HELP: It is no hidden factor that we are not the largest campus. Funds for associations like this are limited. We have the knowledge, skills, talent, and work ethic to build a winning car, we just need your help to fund our build, equipment, and transport costs to competitions. Every dollar, discount, and service donation of any sort directly affects our success at competition. Keep in mind this type of brand awareness will be passed on for generations of this team. We hope that you will join us this year on our journey to success and become a “member” of our team with your donation.

WHAT MAKES THIS YEAR DIFFERENT: Due to the COVID-19 Pandemic, severe restrictions have been put on our workshop accessibility. There were times that the shop was locked down and no access or physical build progress was allowed. Due to these setbacks, a BAJA car has been in progress since September of 2019. Along with the shop being locked down, the University greatly reduced our team budget only furthering our struggles in these trying times. These budget cuts have impacted our ability to order materials with excess and room for error. The lack of extra material and budget puts intense stress on members to minimize mistakes. After this long hiatus, building the car itself has finally resumed without a majority of the members who started it. Along with the stagnant build, new member attendance was also down. The focus of the group has shifted to preserving the future of the group. Without being able to attend regular meetings, the educational benefit of the younger generation reduced greatly. We held virtual meetings, but without in person and hands on learning it made the process incredibly difficult. Regardless of the setbacks in the past year, the team is still working harder than ever to complete a car and compete in the springtime competition.

Sponsorship Levels:

<u>BRONZE</u> \$100-\$499	<u>SILVER</u> \$500-\$999	<u>GOLD</u> \$1000+
<ul style="list-style-type: none">• Social Media Posts• Name on vehicle and website	<ul style="list-style-type: none">• Social Media Posts• Name on vehicle and website• Ads on fliers/booklets	<ul style="list-style-type: none">• Social Media Posts• Name on vehicle and website• Logo/name on t-shirts• Ads on fliers/booklets• Framed Picture of Team

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We encourage you to check us out for more information and updates online at our:

Website: <https://bajaupj.wixsite.com/home>

Facebook Page: University of Pittsburgh at Johnstown SAE Baja

YouTube: Find us by searching UPJ Baja



For those sponsoring us: Please make checks payable to

“University of Pittsburgh at Johnstown”

“UPJ BAJA Sponsorship” <- (Please write this in the memo line)

Please send all donations to

Nicholas Hawkins (UPJ BAJA)

1011 17th Street

Windber, PA 15963

IF you have ANY questions feel free to contact us.