SPONSORSHIP PROPOSAL
INTRODUCTION

SOCIETY OF AUTOMOTIVE ENGINEERS (SAE)

- SAE is a non-profit educational and scientific organization dedicated to advancing mobility technology to better serve humanity. SAE has more than 90,000 Members - engineers, business executives, educators, and students from 97 countries.

BAJA SOUTH AFRICA 2008

- The Baja competition, which is held in South Africa annually, endeavors to inculcate and harness talent to augment design & engineering skills of the SAE students.
- The objective of the competition is to provide SAE student members with a challenging project that involves design, engineering, planning, manufacturing and marketing the tasks found when introducing a new product to the consumer industrial market.
- Each team’s goal is to design and build a prototype of a rugged single seat, off-road recreational four-wheel vehicle intended for sale to the non-professional, weekend off-road enthusiast.
**Engine:**
Briggs & Stratton
280 – 10 HP

**Transmission:**
CVT

**Steering:**
Rack and pinion, Steering

**Suspension:**
Independent suspension for each wheel.

**Chassis:**
Modeled on Pro E and ANSYS for low weight and high strength.
# Event Description and Scoring

## Static Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design</td>
<td>200</td>
</tr>
<tr>
<td>Cost</td>
<td>50</td>
</tr>
<tr>
<td>Presentation</td>
<td>50</td>
</tr>
</tbody>
</table>

**Total Static Events Score:** 300

## Dynamic Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed</td>
<td></td>
</tr>
<tr>
<td>Acceleration</td>
<td>100</td>
</tr>
<tr>
<td>Hill Climb</td>
<td>50</td>
</tr>
<tr>
<td>Pulling Event</td>
<td>50</td>
</tr>
<tr>
<td>Maneuverability</td>
<td>100</td>
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</tbody>
</table>

**Total Dynamic Events Score:** 300

## Durability

<table>
<thead>
<tr>
<th>Event</th>
<th>Score</th>
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</thead>
<tbody>
<tr>
<td>Endurance</td>
<td>400</td>
</tr>
</tbody>
</table>

**Total Durability Score:** 400

**TOTAL Score:** 1000
BENEFITS TO THE SPONSOR

1. Business Promotion

a. Corporate Social responsibility
   - Develop, nurture & enlarge budding engineering talent pool.
   - Access the best in engineering and human resources.
   - Integrate academia with industry.
   - Futuristic investment.

b. Media exposure
   - International platform & exposure.
   - Your company will share electronic and print media coverage with the Team *METTLE* in leading newspapers and magazines such as TOI, HT, HINDU, India Today, Outlook and news channels such as CNBC, Aaj Tak, NDTV, DD National.
   - Team *METTLE* will be a part of major events and symposia such as Auto-Expo.
   - Display of our car (with logo) at corporate events.

c. Identification with youth
   - Your company support will be acknowledged through banners, backdrops, posters etc. during promotional campaigns at various Inter college cultural and technical fests.
   - The Baja event is being incorporated in the academic curriculum. The company can conduct workshops in the college premises.

2. Benefits to Students
   - Exposure to a global competitive environment.
   - Focused and goal oriented learning, with applied skills.
   - Emphasis on team work, leadership and persistence along with technical competence for creating a winning car.
   - Industry leaders mentoring prospective experts.
BAJA 2007

THE VEHICLE

• India’s first 4WD Baja vehicle.
• Alloy steel tubings.
• Use of high grade aluminium.
• Fibre Reinforced Plastic seat.

AWARDS AND RECOGNITION

• The team was awarded the Chairman’s Award for Outstanding Efforts by Dr Pawan Goenka, President Mahindra and Mahindra Ltd and Narain Karthikeyan.
• The vehicle was widely appreciated by industry veterans, motor enthusiasts, sponsors and the media.
AMITY HYBRID IN MEDIA

Ten Amitians designed and fabricated India’s first Tri-Fuel Hybrid Concept Car.
# SPONSORSHIP SLABS

<table>
<thead>
<tr>
<th>Title Name</th>
<th>Signature (Rs 7.5 Lakh)</th>
<th>Platinum (Rs 5 Lakh)</th>
<th>Gold (Rs 4 Lakh)</th>
<th>Silver (Rs 2.5 Lakh)</th>
<th>Bronze (Rs 1.5 Lakh)</th>
<th>Executive (Rs 75 Thousand)</th>
<th>Associate (Rs 30 Thousand)</th>
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</thead>
<tbody>
<tr>
<td>Logo on vehicle</td>
<td>Largest</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on team apparel</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Logo on driver uniform</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on driver accessories</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

- **Recognition during media coverage**
  - Radio | ✓ | ✓ | ✓ |
  - Television | ✓ | ✓ | ✓ |
  - Print Media (Newspaper, Automotive Magazines) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

- Recognition during exhibitory events like AUTOEXPO | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

- Company profile and link to company website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

- Promotional during annual college fest | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Availability of vehicle for promotional events | √ | √ | √ |
| Brochure | √ | √ | √ | √ | √ |
| Promotion during annual college fest | √ | √ | √ |
| Video Presentation | √ | √ | √ | √ | √ |
| Fortnightly update on the project | √ | √ | √ | √ | √ | √ | √ | √ |
OUR CURRENT SPONSORS

GKN DRIVELINE

AMITY
We nurture talent
OUR PREVIOUS SPONSORS

DELPHI

Sphinx

JKTyre

Su-Kam

TVS

AMITY

We nurture talent
CONTACT

Akshar Tandon  Ph: +919818898821
Surajit Purkayastha Ph: +919899937626
Email: amity.baja2@gmail.com

FACULTY ADVISOR

Mr. Keshavendra Choudhary
Assistant Professor
Department Of Mechanical and Automation Engineering
Amity School Of Engineering And Technology
580, Delhi-Palam Vihar Road, Bijwasan, New Delhi - 110061
011-28062106
email: keshavendra_c@yahoo.com

POSTAL CORRESPONDENCE

Baja SAE India 2007
Department of Mechanical and Automation Engineering
Amity School of Engineering And Technology
580, Delhi-Palam Vihar Road, Bijwasan, New Delhi - 110061

WEBSITES

- www.bajasaeindia.org
- www.saeaset.org
- www.sae.org