



# 2026 Sponsorship Package



UNIVERSITY OF  
CALGARY

# About Baja SAE

Baja SAE (Society of Automotive Engineers) is a collegiate competition where teams design and build single-seat, off-road vehicles capable of tackling extreme terrain. From powering through mud to climbing rocky slopes and soaring over jumps, these vehicles are engineered to endure it all. Each team starts with a standardized engine, the only component that cannot be modified, while every other part is uniquely designed and fabricated by the team. This competition pushes the boundaries of innovation, teamwork, and engineering skill.



# About Our Team

The UCalgary Baja SAE team is made up of 45 engineering and business students, ranging from first-years to fourth-years, who gain valuable real-world experience through designing and building parts for the car. They learn to balance cost, manufacturing constraints, and performance to optimize components using advanced tools like CAD software and FEA simulations. Team members also develop hands-on skills such as welding and operating mills and lathes, combining technical expertise with practical knowledge.

# Competitions

UCALGARY  
**BAJA**

Baja SAE competitions, hosted by SAE International, attract over 100 universities, industry professionals, and thousands of engineering students from Canada, the USA, Mexico, Brazil, and India. Spanning four days, the events include sales and design presentations, technical inspections, dynamic challenges like sled pull, acceleration, hill climb, maneuverability, and a 4-hour endurance race. In this final and most demanding event, over 100 cars race wheel-to-wheel to complete the most laps, with fewer than half enduring the grueling course.



## Our 2025 Competitions

Baja SAE Arizona

May 1-4, 2025 | Marana, AZ

Baja SAE Maryland

June 12-15, 2025 | Mechanicsville, MD



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# Why UCalgary Baja?

Supporting the UCalgary Baja SAE team directly helps us design, build, and compete with our off-road vehicle while gaining practical engineering experience. Your contributions fund research, development, and team operations, allowing us to refine our designs and improve performance. In return, sponsors receive exposure through logos on our car, social media, and promotional materials seen by students, professionals, and spectators at events. By partnering with us, you're helping develop the next generation of engineers and giving students the opportunity to apply their skills in a practical application.



# Your Contributions

Your support plays a vital role in our success. Monetary sponsorships and donations help us purchase essential parts and materials, cover travel costs, and pay for competition fees. Services, such as machining or fabrication, allow us to create high-quality components that would otherwise be unaffordable. Together, these contributions enable us to build a competitive vehicle and provide hands-on learning opportunities for our team.

# Projected Budget

## Manufacturing

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Raw Stock	\$17,500	
Drivetrain	\$7,000	
Suspension	\$5,000	<b>Total</b>
Chassis	\$1,500	\$32,750 CAD
Steering	\$1,000	
Electrical	\$750	

## Operations

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Data Management	\$2,500	
Shop Equipment	\$800	
Office Supplies	\$250	<b>Total</b>
		\$3,550 CAD

## Baja SAE Arizona

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Registration	\$2,500	
Travel	\$12,500	
Accommodation	\$8,500	<b>Total</b>
		\$23,500 CAD

## Baja SAE Maryland

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Registration	\$2,500	
Travel	\$15,000	
Accommodation	\$8,000	<b>Total</b>
		\$25,500 CAD

## Summary

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Manufacturing	\$32,750	
Operations	\$3,550	
Baja SAE Arizona	\$23,500	<b>Total</b>
Baja SAE Maryland	\$25,500	\$85,300 CAD

\*Travel costs are estimates for taking 20 students to competition

\*\*Manufacturing costs are estimates for all parts, material, equipment, machining time, etc.

# Sponsor Benefits

	Bronze >\$250	Silver \$1,000	Gold \$2,500	Platinum \$5,000	Diamond \$10,000
Logo On Website	X	X	X	X	X
Social Media Exposure		X	X	X	X
Shop Tour / Introduction			X	X	X
Social Media Feature				X	X
Logo On Vehicle	Small	Small	Medium	Large	Full Body Panel

UCalgary Baja is happy to accommodate unique sponsorship packages and requests on an individual basis. Sponsorships above \$10,000 are considered “title sponsors” and may be completely customized to the sponsor’s liking.

# Donor Benefits

Donations to the UCalgary Baja team are tax deductible and a receipt is provided through the University of Calgary. The name of the donor is placed on the firewall of the car, next to the driver, and featured on the team’s website. Additionally, the University of Calgary will match any donations made to the team during the month of April, up to \$2,500.

\*Corporate branding cannot be used when a tax receipt is provided

# Past Sponsors

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# Contact Us



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UCalgary Baja

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