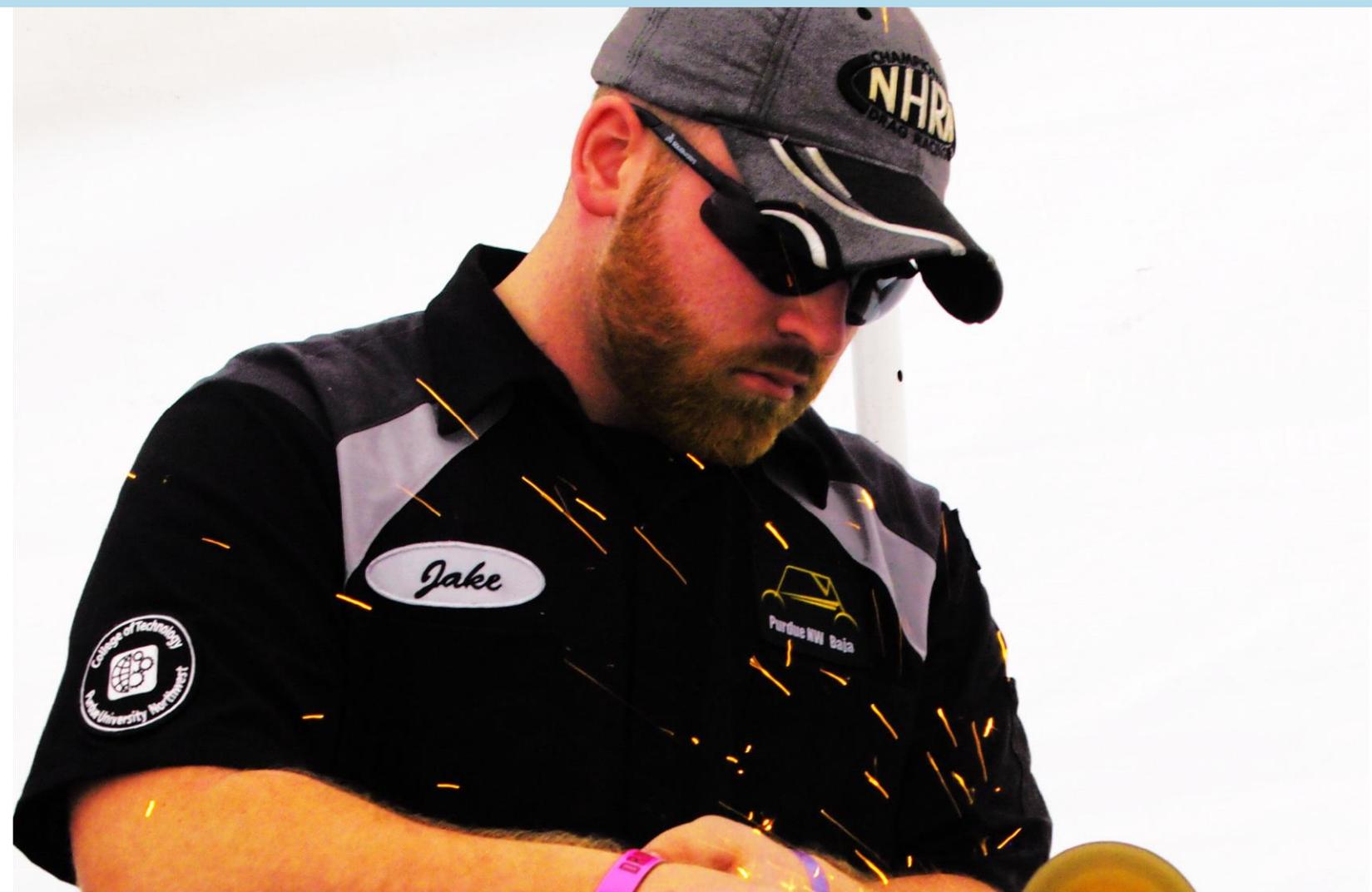


Purdue University Northwest  
2200 169<sup>th</sup> Street  
Hammond, Indiana 46323



# PNW BAJA MOTORSPORTS

Sponsorship Packet for 2021—22 Season  
Developed by PNW Baja Motorsports Sponsorship Team



# FIRSTLY, THANK YOU

## FOR CONSIDERING US!

The Society of Automotive Engineers (SAE) at Purdue University Northwest (PNW) competes yearly in international collegiate competitions sponsored by SAE and leading automotive manufacturers. The SAE Baja competitions require students to design and fabricate a single seat off-road vehicle. This competition requires talents such as engineering, project management, advanced machining, and fabricating skills. The major goal of this competition is to prepare students for real world applications by providing hands-on experience. The SAE Baja team also competes in unofficial events such as Baja Blizzard and Midnight Mayhem, which follow similar objectives.

Each year three official National events are held in various locations throughout the United States. For the team to attend these events each year, they need funding for travel, parts, and materials to build a competitive vehicle. Donations of any parts, supplies, tools and/or funding to purchase materials would be greatly appreciated.

These collegiate competitions provide hands-on experience, undertaken by the most dedicated and enthusiastic students in the fields of engineering technology curriculum. By sponsoring PNW Motorsports, you will have a direct impact in the careers of each student in the organization, providing them the opportunity for real world experience thus, enhancing everyone's education. Contributing to this team by gifts-in-kind, monetary gifts, discounts on parts, supplies, etc. is a contribution to the future of engineering.

**Rick Rickerson**

Laboratory Specialist & Student Liaison



# OUR STORY

## ... SO FAR

The Purdue Northwest chapter of the Society of Automotive Engineers is a student organization dedicated to the advancement of academic careers in the world of engineering. Through this, students gain vital skills such as hands-on experience, peer collaboration, and networking with professionals in many fields of engineering and engineering technologies.



### GROW TOGETHER

From the 2017-18 season till one year later in the 2018-19 season, we have gone from not competing to placing 34th overall and taking first place in sled pull.



### FABRICATE IN-HOUSE

We design and fabricate 85%-90% of our off-road vehicle on campus in our machine shop.



### NOT ONLY ENGINEERS

Our team consists of members pursuing various degrees: Mechanical Engineering, Mechanical Engineering Technology, Computer Engineering, Electrical Engineering, Graphic Design, and Mechatronics.



### STUDENTS FIRST

Students are required to hold a 2.5 GPA to be considered and to be an active member on our Baja team. We are in college for a degree: therefore, we need to keep grades our main priority.

## WHY SPONSOR US?

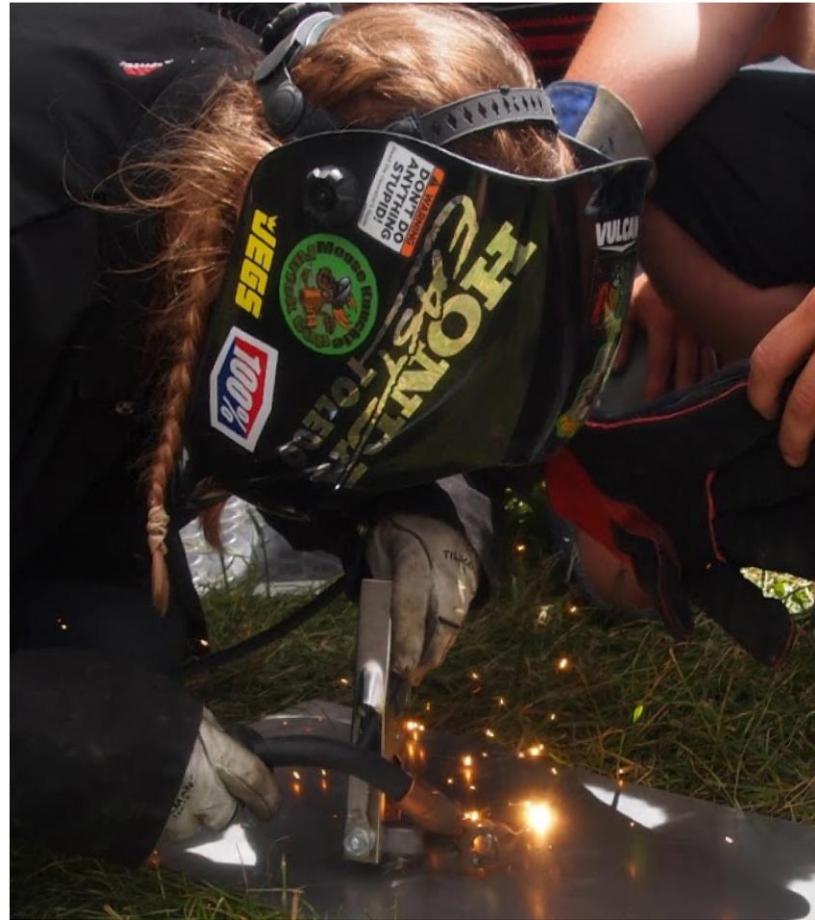
- We are more than racers.
- We are learners.
- We are leaders.
- We are engineers.

In addition to helping us achieve our goals, your company logo will be seen on an international level by students, companies, and spectators.

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A sponsorship will benefit your company as well as PNW Motorsports. First, your company's name or logo will prominently be displayed on our competition vehicle, which provides a prime opportunity to be recognized at international collegiate events. These events have many

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future engineers, universities, present engineers, companies, and event sponsors that notice your company's commitment to the future of engineering, as well-as to our education. The team is also highlighted at many other events in the community, such as visiting high schools.

Secondly, as Purdue Northwest Baja is a non-profit self-funded organization, all donations to the team can be used as a tax write-off.

PNW Motorsports also gives back to the community. In the past, we have assisted with the FIRST Lego League Robotics competition. We also participate in various mentoring projects for the Boy Scouts of America and visiting local High Schools in Purdue Northwest's "STEM on the Road" events. We have also developed an internal fostering program for incoming students to develop skills in advanced manufacturing.

To the PNW Motorsports team, your sponsorship provides us encouragement and support from the professional world, along with a chance to be recognized for our engineering and fabricating talents. We are an ambitious group of students and strive for success, but we need your support to perform at our full potential.

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# SPONSORSHIP TIERS

Where do you land?

Our team is rapidly growing thanks to our amazing sponsors. With the team growing and gaining more sponsors, we'd like to recognize those that go above and beyond for our team. To do this, we implemented a tier system. Below, you will see the different tiers and their corresponding dollar amount. The dollar amount will include gifts-in-kind, discounts, and monetary donations.

AWARDS	HONORARY TIER \$0-249	BRONZE TIER \$250-499	SILVER TIER \$500-1,499	GOLD TIER \$1,500-4,999	PLATNUM TIER \$5,000+
THANK YOU CARD	X	X	X	X	X
SPOT ON OUR CAR		SMALL	MEDIUM	LARGE	X-LARGE
SOCIAL MEDIA POSTS EACH YEAR			1	2	4
LOGO'S PLACED ON PRINTED T-SHIRTS					X

Do you have questions or special requests? Feel free to ask! We also attend company cookouts, meetings, and other events for our Sponsors.

Example of tier system:

(2019 Rochester Side Body Panel Design 20" x 10")



# PNW SAE Baja Sponsorship Form

Company Name: AAA Supply Corporation

Contact Person: Wayne Koedyker

Phone #: (219) 865-8500

E-mail: wayne@aaa-supply.com

Company Address: 608 US-41, Schererville, IN 46375

Type of Donations:

- Parts: (braking, steering, suspension components, etc...)
- Supplies: (Oil, lubricants, brake fluid, etc...)
- Monetary Donation: (Cash, Gift cards for gas or food, etc...)

# Please submit to:

Purdue University Northwest

Attn: Rick Rickerson

2200 169<sup>th</sup> St

Hammond, IN 46323

Anderson Building

Room 140

Email: [rrickers@pnw.edu](mailto:rrickers@pnw.edu)

\* Please make checks out to PNW Baja Motorsports