

RED ELEPHANT RACING

THE UNIVERSITY OF ALABAMA SAE CRIMSON BAJA TEAM

Sponsorship Packet
2008-2009



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RED ELEPHANT RACING

Rarely does a person have an opportunity to design and build a machine while working on a team with other students who share their aspirations. However, with The University of Alabama's Red Elephant Racing Team, any student with drive and perseverance can accomplish this goal. The S.A.E. Baja team designs an amphibious all-terrain vehicle that meets competition requirements. For the past three years, UA has sent a predominantly female team to compete at the S.A.E. Baja East competition. The teams have consisted of students from freshmen to seniors. Younger members have gained hands-on experience in designing, building, and racing their car, working hand-in-hand with more experienced upper classmen and professors. The team has had a unique opportunity to display their accomplishments while participating in an environment of intense rivalry each time they compete at the S.A.E. Baja East competition. Our team has also had the privilege of maintaining the same team advisor, Dr. Beth Todd, for the past three years, and with her excellent assistance, we have successfully competed in all our events. This year each team member anticipates a great fourth year as we begin the design and construction of our next ATV.

COMPETITION

- Baja SAE consists of three regional competitions that simulate real-world engineering design projects and their related challenges. Engineering students are tasked to design and build an off-road vehicle that will survive the severe punishment of rough terrain and even water.
- The object of the competition is to provide SAE student members with a



Figure 1: Bajas lined up before the Endurance began in Ocala, FL

challenging project that involves the planning and manufacturing tasks found when introducing a new product to the consumer industrial market. Teams compete against one another to have their design accepted for manufacture by a fictitious firm. Students must function as a team to not only design, build, test, promote, and race a vehicle within the limits of the rules, but also to generate financial support for their project and manage their educational priorities.

- All vehicles are powered by a ten-horsepower Intek Model 20 engine donated by Briggs & Stratton Corporation. For over twenty-five years, the generosity of Briggs & Stratton has enabled SAE to provide each team with a dependable engine free of charge. Use of the same engine by all the teams creates a more challenging engineering design test.

Courtesy of SAE.org

SPONSORSHIP

As a Red Elephant Racing Team sponsor, your company will be associated with a club that is held in high regard within the Tuscaloosa community. Not only will your company name or logo appear on our vehicle, but also you will receive a generous gift from the team members at the end of the competition. In comparison to other advertising, a team sponsorship is inexpensive and far more targeted and effective. With an expected 20 members designing and



Figure 2: Team photo after the 2008 competition in Cookeville, TN

building an average of 200 hours per week, your product advertisement will get hours of exposure per week. Our Crimson team works year round, so your advertisement gets year round exposure. Your donation also serves as a recruiting tool. You will have exposure to engineers that you know will have experience with designing and building successful real world projects.

BUDGET

| Item | Cost |
|-----------------------------------------------|--------------------|
| Baja SAE Entry Fees (2 Competitions) | \$1,000.00 |
| Frame | \$900.00 |
| Drive Train | \$1,200.00 |
| Control | \$1,400.00 |
| Suspension | \$1,500.00 |
| Floatation | \$500.00 |
| Miscellaneous (Paint, Parts, Fasteners, etc.) | \$1,000.00 |
| Travel | \$7,500.00 |
| Total | \$15,000.00 |

PARTS

| Assembly | Parts Required |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Frame | 1 ¼-in chromoly with .065-in wall thickness 1 ¼-in chromoly with .035-in wall thickness |
| Suspension | Shocks |
| Steering | Rack and Pinion Steering Wheel |
| Wheels | Tires Ball Joints Wheel Hubs |
| Drive Train | Gear Box Continuously Variable Transmission (CVT) Sprockets Chain |
| Flotation | Foam Spray Glue |
| Racing Gear | Racing Jerseys Helmets Gloves Goggles Tear Aways for Goggles |
| Miscellaneous | Variety of Sizes of Nuts and Bolts Washers and Lock Washers Duct Tape Caulk Fiberglass Materials Paint Material for Body Panels |

SPONSORSHIP LEVELS

DRIVER SPONSOR LEVEL \$2500+

- Prominent logo recognition on T-shirts and hats
- Receipt of team members' contact information for your mailing lists (with member permission)
- Baja Team Poster
- All Crew Chief Sponsor Level recognition

CREW CHIEF LEVEL \$1000+

- Logo recognition on T-shirts and hats
- Opportunity to speak at team meetings
- All Pit Crew Sponsor Level recognition

PIT CREW LEVEL \$500+

- Distribution of your team's brochures and other marketing materials at our competitions
- Baja Team Picture
- All Fan Section Sponsor Level recognition

FAN SECTION LEVEL \$500-

- Logo recognition/ad in all print material and Baja vehicle
- Logo recognition/ad on the website with a link to your website
- Biannual newsletter on the progress of the team

MEMBER DISCOUNTS/PRODUCT DONATIONS

If your organization cannot provide a monetary donation we also are interested in member discounts and product donations. We encourage our members and friends to support our sponsors.

We are open to creative ideas. If you have a sponsorship idea for the team, please contact us.

These are guidelines; donations of all levels are welcome.

If you would prefer to make a parts donation, please contact Dr. Beth Todd at 205-348-6324 or by e-mail at Btodd@eng.ua.edu.

DONATION FORM

Business Name: _____

Mailing Address: _____

(street address)

(City)

(State)

(Zip Code)

Contact Name and Phone Number: _____

Monetary Donation:

Please check the appropriate box and designate the amount you would like to donate.

Drivers (\$2500 +)

Crew Chief (\$1000-\$2499)

Pit Crew (\$500-\$999)

Fan Section (\$1-\$499)

Parts Donation:

If you would rather make a parts donation, please contact Dr. Beth Todd at 205-348-6324 or by e-mail at Btodd@eng.ua.edu.

- Please check if you would like a receipt.
A tax exemption number will be included with the receipt.

Please make checks payable to the Society of Women Engineers and mail to:

Baja SAE
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