

**Sponsorship Package  
2025-2026**



**University of Toronto  
Baja Racing**

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# What is Baja Racing



**Baja SAE**, organized by the Society of Automotive Engineers International, is a hands-on engineering competition where student teams design, build, and race single-seat off-road vehicles. These vehicles are built to survive some of the toughest terrain imaginable. Every part, from the suspension to the drivetrain, is designed and fabricated by students. But it's more than just engineering design. We manage real-world challenges, such as budgeting, securing sponsorships, and pitching our designs while juggling coursework.



With over 100 universities competing worldwide, these events push teams through design challenges, business pitches, and intense races across mud, hills, rocks, and more. It's a thrilling showcase of innovation, teamwork, and grit, shaping the next generation of gritty and innovative engineers.

# Past Competitions

## KANSAS 2014

1st overall in Ontario  
53rd overall out of 119 teams



## MARYLAND 2015

66th overall out of 98 teams

## ROCHESTER 2016

9th in Cost event, top in Canada  
45th overall out of 98 Teams



## Our Team

The University of Toronto Baja Racing (UTBR) is a student-led design team comprised of passionate individuals from various academic disciplines working to design and manufacture an off-road vehicle. Originally founded in 2012, the team achieved modest successes before disbanding in 2018. **Now, driven by renewed enthusiasm and fresh perspectives, we are re-establishing the team with a commitment to create a brand-new car from the ground up.**



## Our Vision

**Fueling the next generation of engineers to innovate, compete, and lead while proudly representing U of T internationally**

Though newly re-established, our team is building on the legacy and lessons of past members and mentors. The University of Toronto Baja Racing team has previously competed in three official SAE events, and **we're now preparing for our return to competition in Summer 2026.**

# What We've Been Up To



Since our revival, we've rapidly grown into a team of 45+ committed students across seven specialized subteams, as well as:

- Earned university and engineering department recognition and faculty support
- Secured a dedicated design space
- Created a website and a social media presence
- Secured software sponsorship with SolidWorks, Altium and ANSYS
- Hosted a workshop in collaboration with Engineers Without Borders for 20+ high school students
- Raised around \$3,000 in funding from grants
- Conducted design reviews

# 2025-2026 Timeline

## 1. Research

Conduct research for vehicle design and manufacturing with the guidance from professors, industry professionals, and alumni

Nov '24 - May '25

June - Dec '25

Jan - May '26

June '26

## 3. Testing

Conduct tests ensuring safety, reliability, and the optimal performance of our vehicle in preparation for competition

## 2. Design and Fabricate

Iterate designs, manufacture and assemble the vehicle

## 4. Competition

Pass technical inspections, submit all required documents and attend the Baja SAE Competitions in the US



# Our Commitment To You

We proudly highlight your company's commitment to education, technological advancement, and community engagement, not only within the University of Toronto community but on a global stage through social media and international competitions. Our marketing team will tag your company across our online platforms and create engaging content that showcases your support. Additionally, **your logo can be featured on our vehicle and merchandise, which are displayed at competitions, shows, workshops, open houses, kickoffs, and club fairs.**

**By partnering with us, your company also gains direct access to a pipeline of skilled, ambitious, and innovative students who are eager to make a real impact in industry.** Our team of hardworking, aspiring engineers and business professionals applies classroom concepts to real-world challenges, developing extensive technical expertise through hands-on work and collaborative experience. This partnership also offers your company the opportunity to engage with and mentor the next generation of forward-thinking talent.

	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>	<b>Diamond</b>
<b>Tier Threshold (\$CAD)</b>	250+	500+	1000+	2500+	5000+
Invitation to team events	X	X	X	X	X
Logo on UTBR website	X	X	X	X	X
Logo on car		S	M	L	XL
Social media features			X	X	X
Logo on team apparel				X	X
On-campus tour of UTBR workshop				X	X
Complimentary team merchandise					X
Company profile on UTBR website					X

## **In-kind Sponsorship**

Our mechanical, electrical, and business sub-teams depend on advanced tools, software, and services to design, test, and manage our vehicle for optimal safety and performance. We bring ideas to life through hands-on design and manufacturing using a wide variety of materials and equipment. Support in the form of discounted or complimentary tools, software, services, parts, or materials would be incredibly valuable, greatly enhancing our ability to innovate, learn, and compete.

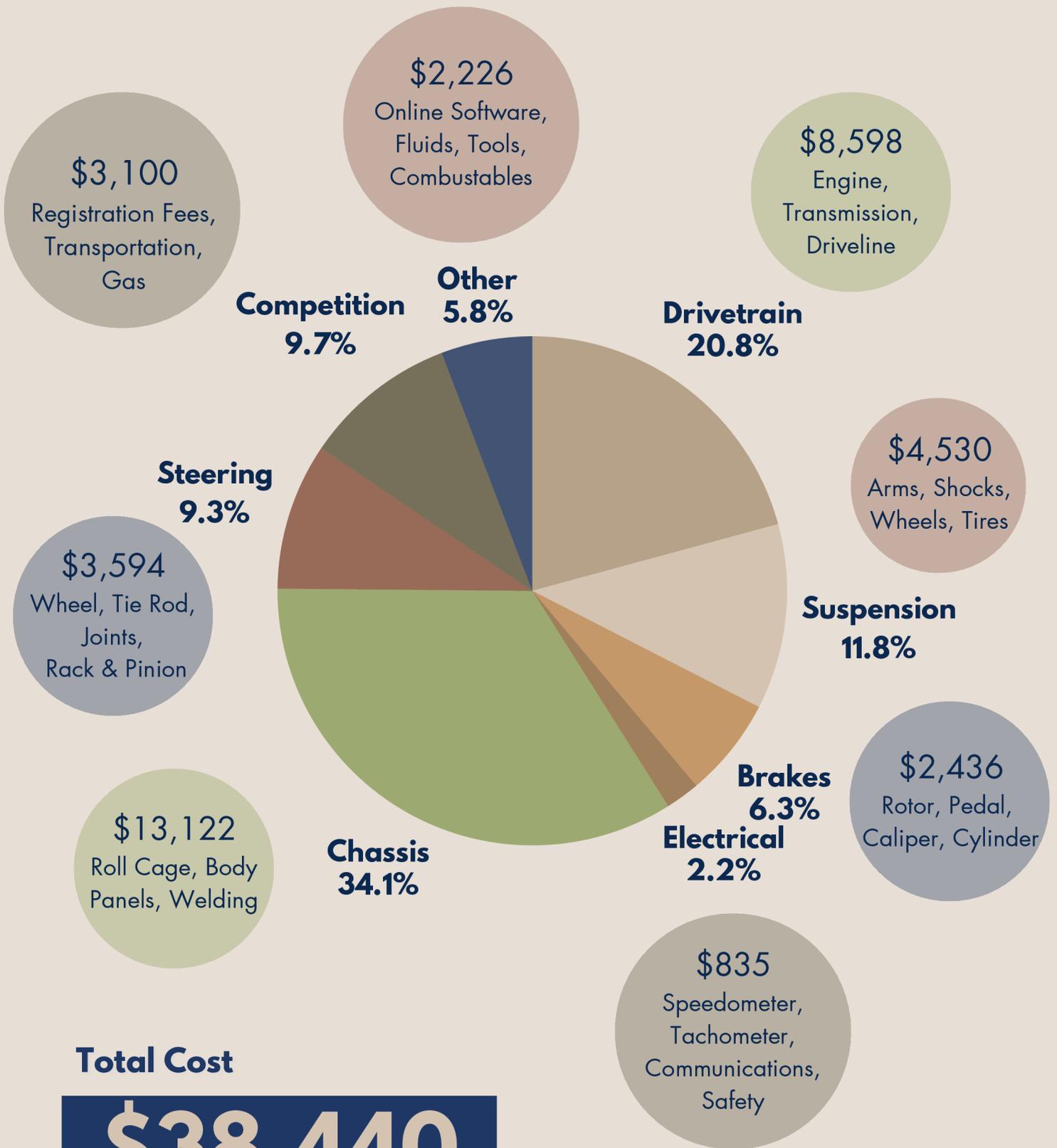
## **Expert Advice + Design Review**

We are constantly seeking ways to improve our vehicle in terms of safety and performance. We'd greatly appreciate the opportunity to hear your insights and advice to help us perform at our best. Expert guidance or a design review from your team would be incredibly valuable in advancing our knowledge and pushing our capabilities even further.

## **Monetary Sponsorship**

Financial support plays a critical role in helping our team succeed. Monetary sponsorships directly fund the design, manufacturing, and testing of our vehicle, as well as registration fees and outreach initiatives. Your contribution enables us to push the boundaries of innovation, safety, and performance while providing our members with invaluable real-world engineering and business experience. We would be incredibly grateful for your support in helping us bring our vision to life!

# Financial Plan



**Total Cost**

**\$38,440**

# Message From Our Team

It's the opportunity to create something meaningful  
To turn bold ideas into reality.  
Taking risks that spark meaningful, lasting change.

We're powered by passionate, dedicated students,  
United by a shared vision of innovation and entrepreneurship.  
Together, we bring classroom concepts to life,  
Grounding theory in practice through hands-on, human-centred design.

This is more than a project; we're building a community.  
One that connects people, inspires action, and helps build a better future.

If this resonates with you, we'd love for you to join us on this journey.

Sincerely,

***UofT Baja Racing***



# Contact Us

[uoftbajaring@gmail.com](mailto:uoftbajaring@gmail.com)

[baja.skule.ca](http://baja.skule.ca)

[@uoftbajaring](https://www.instagram.com/uoftbajaring)

