

DAYTON BAJA



UD SAE BAJA 2026 SPONSORSHIP PACKET



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**DAYTON
BAJA**

Letter from Leadership

Dear Prospective Partner,

On behalf of the UD Society of Automotive Engineers, we would like to express our sincere appreciation for your interest in partnering with our organization.

We understand the value of strong partnerships, and we believe that your support would greatly benefit our organization and our members. Your involvement would not only help to make our events a success, but it would also provide a platform for your company to showcase your potential as a future employer to a highly engaged and ambitious audience of engineering students.

Your sponsorship would help us to continue to provide valuable resources and opportunities for our members. We believe that our students would greatly benefit from the exposure to your company and the knowledge that you can provide.

Thank you again for your consideration. We would be honored to have your company as a sponsor and we look forward to the opportunity to discuss the details of this partnership with you further.

Sincerely,
Michael Noe
President, UD Society of Automotive Engineers



BAJA SAE

Baja SAE (Society of Automotive Engineers) consists of a series of competitions that stimulate real-world design projects and their related challenges. The competition involves engineering students tasked to design and build an off-road vehicle that will survive the severe punishment of the rough terrain. Students are challenged to apply their knowledge from academics or their own personal experiences to design and build a single-seat, all-terrain, sporting vehicle whose structure contains a driver. The vehicle is to be a prototype for a reliable, maintainable, ergonomic, and economic production vehicle which serves a recreational user market.

The objective of the competition is to provide SAE student members with a challenging project that involves the design, 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 while managing their educational priorities.



UD SAE Baja

UD Baja SAE was re-founded in 2022 after a ten year hiatus. We represent the University of Dayton at the official Collegiate Design Series hosted by the Society of Automotive Engineers. Twelve of our dedicated members with zero experience competing in the Baja SAE competition designed and built our first vehicle in ten months. Since then, we have competed in two more official competitions finishing in the top fifty percent overall in both competitions.

We have grown substantially since its re-founding. We now have roughly over 30 members with multiple members who have attended more than one competition, and have contributed building our second generation vehicle, UDV2. We have privately financed both our first and second generation vehicles, which means all fundraising efforts were done by our own members, as the university does not allocate money towards this organization. At UD Baja, our members have incredible opportunities to learn and gain experience in the manufacturing industry in their undergraduate years. The biggest opportunity is being able to compete and show off the culmination of all of the hard work that was done throughout the year.



The Sub-teams

Frame

Team responsible for designing, testing, and fabricating a frame for the vehicle. Our members are skilled in their 3D CAD modeling and welding to create a quality product.

Drivetrain

Team responsible for working on the systems that enable the car to move efficiently and effectively.

CVT torque converter, custom gearbox, custom 4X4 drive system, and axles for power to the wheels are all the tasks this team is required to finish.



Suspension

Team responsible for controlling the interaction between the vehicle and the terrain. Focusing on vehicle dynamics, stress analysis, and component layout to avoid interference issues, the manufacturing work revolves around custom made knuckles and control arms.

Interior

Team responsible for the driver controls (brakes, throttle, and steering), car paneling, and all electrical work. Their work revolves around the driver safety regulations to enhance driver comfortability when in use.

New for 2026

More Visibility

UD SAE Baja recently purchased a dedicated trailer that provides an excellent mobile branding opportunity for your company. This trailer will be prominently displayed at all our events throughout the season, giving your brand consistent visibility.



More Engagement

UD Baja SAE has begun publishing a regular newsletter to keep sponsors informed and engaged throughout the season. This newsletter provides timely updates on club activities, upcoming events, and highlights of your brand's involvement with our community.

More Impact

Our organization has grown to more than 30 members, enabling us to invest in additional tools and resources that enhance our program. With the completion of our second car, we can now train more members simultaneously and provide hands-on learning opportunities that allow even more students to develop the valuable engineering and teamwork skills that Baja has to offer.



Competition

SAE Baja OH 2023

Overall: 38/79



SAE Baja MI 2024

Overall: 43/86



Winter Baja 2024

Overall: 29/35



Winter Baja 2025

Overall: 11/39



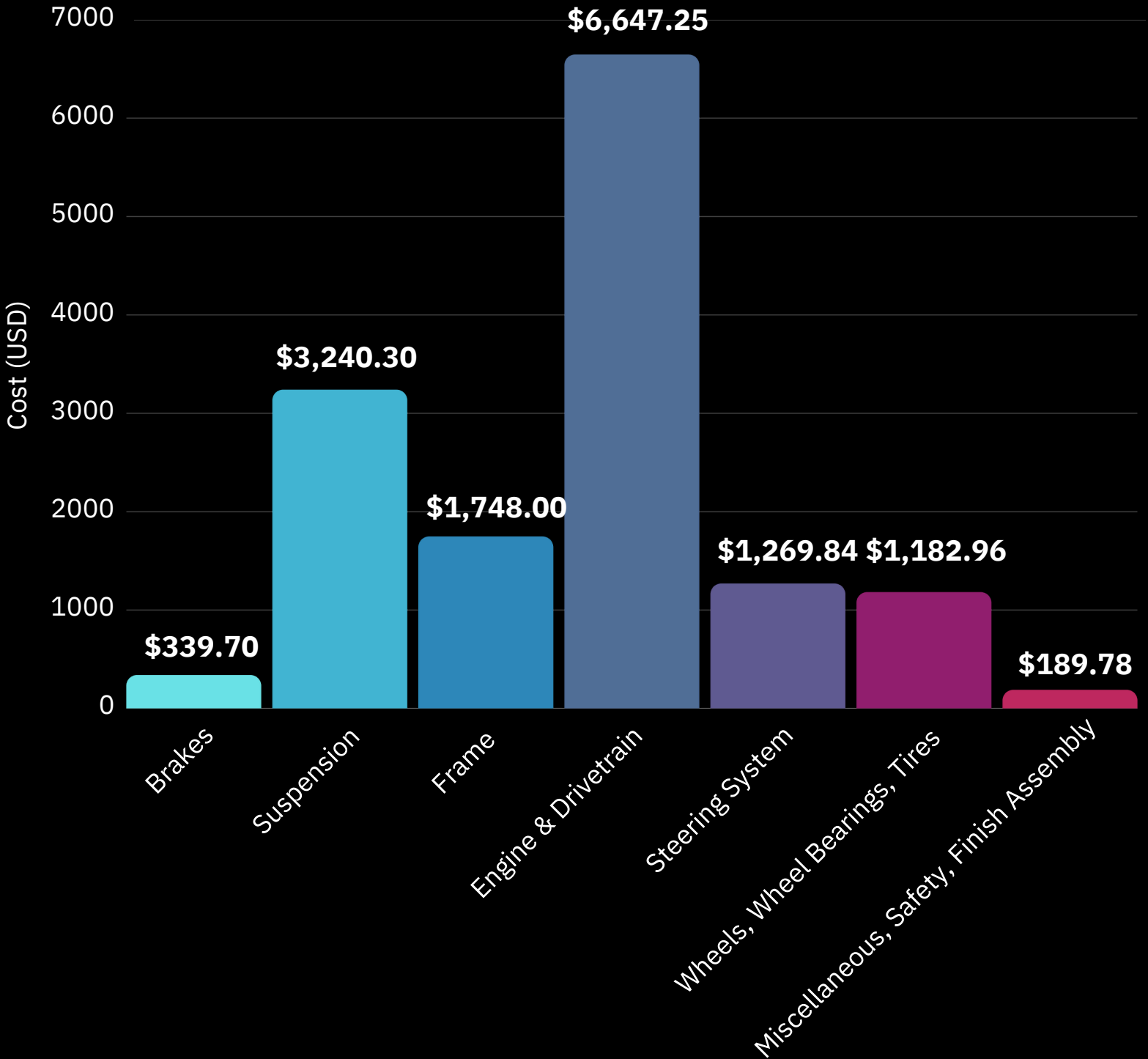
SAE Baja Carolina 2025

Overall: 45/66



Cost Breakdown

Total Amount
Raised:
\$14,617.83



Partner Benefits

Our university provides our organization with ample amount of space to build the car; however, we rely on fundraising from our corporate sponsors to fund our activities. Any kind of cash, material, or equipment donation is welcomed.

The University of Dayton's Center of Student Involvement is set up as a 501(c)(3). Any financial donation made is a tax right off.

If you are interested in becoming a sponsor, please see all the benefits on the following page. If you are willing to donate, please visit <https://udayton.edu/advancement/give/index.php> and it will direct you on how to donate online, by phone, or by mail. Make sure to put "Society of Automotive Engineers" in the comments section online or memo line of the check. If you are donating parts or equipment, please reach out to the Vice President and they will assist you in the process.



Partner Benefits

INDUSTRY PARTNER MEETING



Host a meeting & workshop to network with our members. Recruit ambitious UD students for future internship, co-op, and full-time opportunities. These meetings provide a more engaging experience between students and employers than traditional career fair events. Turnouts at these meetings can vary between 30 - 80 students.

RESUME BOOKLET



The Society of Automotive Engineers Executive team continually gathers updated resumes of our members to provide to our sponsors. Our members include freshmen to seniors, looking for internships, co-ops, and full-time positions. Your company will have access to this updated booklet.

BRANDING & PUBLICITY



Society of Automotive Engineers is the fastest growing engineering club at the University of Dayton. Your company will receive visual branding on our vehicles and trailer, as well as our Instagram, LinkedIn, and website.

Ride & Represent



We will let your company display one of our vehicles in your shop, showcasing the application of your product, service, and donation. On top of that, we will let you test drive the vehicle at your will.

Tax Benefit



The University of Dayton's Center for Student Involvement (CSI) is set up as a 501(c)(3). So, any financial donation you make is a tax write off.

Sponsor Tiers

	Bronze (\$0-999)	Silver (\$1,000-\$2,000)	Gold (\$2,000-4,999)	Platinum (\$5,000)
Shoutout on Social Media/Company linked on website	✓	✓	✓	✓
Resumes of all team members		✓	✓	✓
Sticker on car/name on T-shirt		✓	✓	✓
Industry Partner Meeting			✓	✓
Logo featured on the door of SAE lab			✓	✓
Logo featured on the trailer				✓
Borrow car to display for a week				✓

Note: if your donation is in components, tooling, or a discount on your product, the monetary value of the donation determines what level you are grouped in.

Meet the Team



**President
Michael Noe**



**Manufacturing and
Fabrications Lead
Alex Thompson**



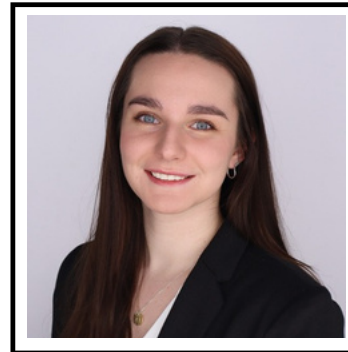
**Vice President
David Gardner**



**Operations Lead
Tyler Sprague**



**Chief Engineer
Reed Diller**



**Onboarding Lead
Ashley Anderson**

Contact Us

If you are interested in becoming a sponsor, reach out to the business development team. We look forward to hearing from you!

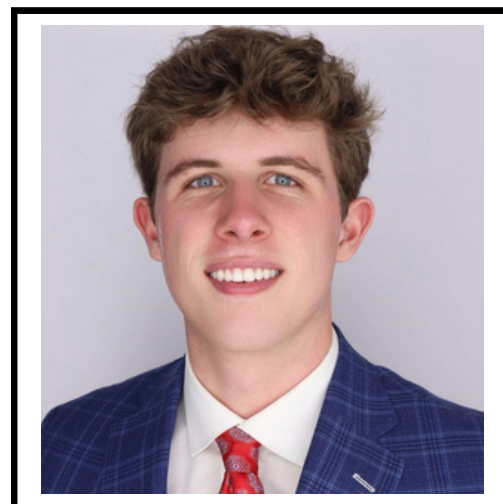
Business Development Team



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Please check out the official UD Baja website for more information about the club! Keep up with our social media accounts on Facebook, Instagram, and LinkedIn as well!



udbaja@udayton.edu