SPONSORSHIP BROCHURE
FOR BAJA INDIA 2013

SAE @ COLLEGIATE CLUB
SHRI GOVINDRAM SEKSARIA INSTITUTE OF
TECHNOLOGY & SCIENCE 23, PARK
ROAD, INDORE, M.P. 452003

WWW.SGSITS.AC.IN,
GSRACERS.SGSITS@GMAIL.COM
ABOUT BAJA

Baja is a Competitive platform for Engineering students that introduces the real world Engineering Design problems, in which the students are challenged to

- Design and manufacture an All Terrain Vehicle (ATV)
- ATV can survive in the worst conditions of a territory.
- ATV is judged on the basis of static and structural design and then in the dynamic racing event.
- Event is organized in India by the Society of Automotive Engineers (SAE), Automotive Research Association of India (ARAI).

**The objective of the competition** is to provide SAE student members with a challenging project that involves

1. Design, engineering, planning, manufacturing and marketing the tasks.

2. Student’s spirit to work as a team not only to design, build, test, and run a vehicle within the limits of the rules, but also have patience with each problems.
3. Each team’s goal is to design and build a prototype of a rugged single seat, off-road recreational four-wheel vehicle intended for sale to the non-professional, weekend off-road enthusiast.

4. The competition goals include that the vehicle must be safe, easily transported, easily maintained and fun to drive.

5. It should be able to negotiate rough terrain in all types of weather without damage.

After successful completion of MAHINDRA & MAHINDRA Sponsored BAJA SAEINDIA 2012, we are now initiating the process of BAJA SAEINDIA 2013 scheduled in February 2013 at PITHAMPUR, INDORE.
ABOUT US

- The team of SGSITS comprises of twenty-five members.

- Disciplines ranging from Mechanical Engineering to Industrial and Production Engineering to Electrical Engineering.

- We each bring our knowledge and enthusiasm to the team.

- We are guided in this project by professors who are experts in fields ranging from IC Engines to CAD.

- Our faculty advisors have agreed to supervise our work by status checks every month to ensure the completion of the car within set time frames.
THE ONLY PARTICIPATING TEAM FROM CENTRAL INDIA.

RANKED 15TH AT NATIONAL LEVEL AMONGST THE PARTICIPATING TEAMS.
CENTAUR – 2009

- WON TOTAL PRICE MONEY OF Rs. 1,60,000.

- RANKED 10th AMONG THE 60 NATIONAL TEAMS.

- MINIMUM MANUFACTURING COST AWARD

- MAXIMUM ACCELERATION AWARD.

- PRIDE OF INDORE AWARD.
EQUINOX – 2010

- VIRTUAL DESIGN WINNER NATIONWIDE.
- GREEN VEHICLE AWARD.
- BEST FACULTY AWARD.
- PRIDE OF INDORE AWARD.
- WON TOTAL PRICE MONEY OF INR 5,10,000
OUR FIRST INTERNATIONAL VEHICLE

SECURED 3rd PLACE IN DESIGN AT THE SASOL BAJA IN SOUTH AFRICA....
AUM-2011

- “AUM” successfully complied with all the tests under SAE BAJA 2011.

HELIOS-2012

- Pride of Indore award.
- Best CAE design award.
MOMENTS OF GLORY
<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>COST IN INR</th>
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<tbody>
<tr>
<td>• Registration fees</td>
<td>Rs.50,000</td>
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<tr>
<td>• Chassis and body work</td>
<td>Rs.30,000</td>
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<tr>
<td>• Braking system</td>
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<tr>
<td>• Suspension system</td>
<td>Rs.15,000</td>
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<tr>
<td>• Steering system</td>
<td>Rs.10,000</td>
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<tr>
<td>• Engine and drive train</td>
<td>Rs.30,000</td>
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<tr>
<td>• Electricals</td>
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<td>• Data acquisition system</td>
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<td>• Go-green model</td>
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<td>• Car fabrication &amp; transportation</td>
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<td>• Team accommodations for virtual</td>
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<td>• Miscellaneous</td>
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<td></td>
<td><strong>Grand Total</strong></td>
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SPONSORSHIP BENEFITS

Sponsoring our team not only provides you with media exposure but gives you the best opportunity to be with the best industrialists of the nation. BAJA SAE INDIA is a three days event where all the industrialists are gathered and make Pithampur an Industrial Hub where all the companies come together to get the best out of everything.

Sponsoring our team provides your company a golden opportunity to reach the right people and educated, influential and professional consumers.

THE EVENT SPONSORERS:

[Image of various sponsor logos]
SPONSORSHIP BENEFITS

• Team GSRACERS guarantees its success from its technical competence and thorough devotion; but to accomplish its goal the team requires support from business organizations and corporate houses like yours.

NATIONAL EXPOSURE AT EVENTS SUCH AS:

• The BAJA SAEINDIA 2011 organized by SAE INDIA & NATRIP.

• Various national & international Auto Exhibitions.

• The important technical & cultural fests organized in and around SGSITS.

• Media coverage of the project will give a great impetus to your company’s publicity and also accounts for cost effectiveness compared to other traditional ways of marketing.

• Sponsoring our team provides your company a golden opportunity to reach the right people and educated, Influential and professional consumers.
## Sponsorship Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Exclusive (Above 1.5 L)</th>
<th>Title (Rs 50K to 1.5 L)</th>
<th>Associate (Upto Rs 50K)</th>
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<tbody>
<tr>
<td>Company logo and profile on website with link</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on event display boards</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Logo on car</td>
<td></td>
<td>Large</td>
<td>Medium</td>
</tr>
<tr>
<td>Logo on Team T-shirt</td>
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<tr>
<td>Recognition during media exposure</td>
<td>✓</td>
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<tr>
<td>Availability of team and car for promotional events</td>
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<td>Options for specific marketing strategies</td>
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<td>Advertisement space in university newsletter</td>
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<tr>
<td>Permanent signage in college campus (for max. 1 year)</td>
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Supporting Team GSRACERS will not only help your organization to attract the best engineers from the institute but would also exhibit your social responsibility by supporting education and development of young technicians of the nation.

Publicity (National and International).

The Sponsor will receive enormous coverage in any form of media interaction as well as any media presence given to the project.
OUR PREVIOUS SPONSORS

VARROC EXCELLENCE

LIONS CLUB INTL.

AUTODESK

PRATIBHA SYNTEx

EICHER

SEROSoft

GAJRA GEARS

BKT TYRES

PRACHI CONSTRUCTION

KAMAYANI METALS PVT. LTD.
We look forward to receive your valuable assistance in our endeavor. If you wish to sponsor us or wish to know anymore marketing details, sponsor benefits or information regarding the project we will be privileged to work with you. Please feel free to contact us.....

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