Team SRIJAN

Sponsorship Brochure
About IIT GUWAHATI

IIT GUWAHATI, THE SIXTH MEMBER OF THE IIT FRATERNITY, IS ONE OF THE PREMIER INSTITUTES FOR ENGINEERING IN INDIA WITH A GROWING LIST OF ACCOLADES EARNED NATIONALLY AND INTERNATIONALLY. WITHIN A SHORT PERIOD OF TIME, IIT GUWAHATI HAS BEEN ABLE TO BUILD UP WORLD CLASS INFRASTRUCTURE FOR CARRYING OUT ADVANCED RESEARCH AND HAS BEEN EQUIPPED WITH STATE-OF-THE-ART SCIENTIFIC AND ENGINEERING INSTRUMENTS.

THE INSTITUTE CONSISTENTLY RANKS AMONGST THE TOP ENGINEERING COLLEGES IN THE ACADEMIC RANKING OF INDIAN COLLEGES BY VARIOUS ENGINEERING EDUCATION SURVEYS LIKE INDIA TODAY, DATAQUEST ETC. THE CAMPUS IS ON A 700 ACRES (2.8 KM²) PLOT OF LAND LOCATED ON THE NORTH BANK OF THE RIVER BRAHMAPUTRA AROUND 20 KM FROM THE HEART OF THE CITY.

About SAE

SAE (SOCIETY OF AUTOMOBILE ENGINEERS) INTERNATIONAL IS A GLOBAL BODY OF SCIENTISTS, ENGINEERS, AND PRACTITIONERS FOR ADVANCEMENT IN AUTOMOBILE TECHNOLOGY. SAEINDIA IS AN AFFILIATE SOCIETY OF SAE INTERNATIONAL.
About BAJA

Baja SAEINDIA is an inter-collegiate design competition run by the SAE and is the craziest event of SAEINDIA. Teams of students from colleges all over INDIA, design, build & race off-road All Terrain Vehicle (ATV) that can withstand the harsh elements of rough terrain.

Virtual BAJA

QUALIFYING ROUND

• MORE THAN 250 TEAMS FROM ALL OVER INDIA TOOK PART IN VIRTUAL BAJA TO PRESENT THEIR DESIGN OF ATV WITH GIVEN ENGINE OF 10BhP.
• OUR DESIGN WAS EXTREMELY LIKED BY JUDGES FOR ITS SUSTAINABILITY, CREDIBILITY AND INNOVATION.

MANUFACTURING OF BUGGY

IN WORKSHOP OF INSTITUTE

• ALL THE MATERIAL IS BOUGHT FROM MARKET AND BUGGY IS BUILT FROM SCRATCH.
• BEING FIRST TIME MANY COMPONENTS NEEDS TO BE TESTED TO ENSURE MAXIMUM ENDURANCE.

BAJA MAIN EVENT

TO BE HELD IN FEBRUARY 2012

• BAJA 2012 IS SPONSORED BY MANY NATIONAL AND INTERNATIONAL BRANDS WITH TITLE SPONSOR BEING MAHINDRA AND MAHINDRA.
• ALL THE TEAMS COME WITH THEIR ATV FOR SOME STATIC AND DYNAMIC EVENTS.
What's in store for you

- **EXTENSIVE MEDIA COVERAGE**

  BAJA SAEINDIA is most followed competition in India. The teams and the event receives extensive media coverage at global level during preparation and also

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**PLATFORM AS PROMOTER OF RESEARCH**

The event is a platform for organization to showcase their support towards research and development at college level and fulfill their CSR.

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**VISIBILITY AMONG THE REQUIRED**

Since the event is witnessed by many automobile engineers executives of leading automobile companies, eminent sport personalities and students interested in automobile-

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**ASSOCIATION WITH LEADING UNIVERSITY’S TEAM**

Your association with our team will provide you more attention as we are most followed by media, students and professional.

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Sponsorship Benefits

Sponsor logo on car

Prominent positions of car would be used for displaying logo of sponsor. Also at the pit stop during the event banners of sponsor will be displayed.

Sponsor logo on apparel

All the team members will be wearing T-Shirts and caps with logo of sponsor specially designed for team. Also club t-shirts will be sold in campus.

Publicity through media

Having contacts with leading newspapers and TV channels and magazines sponsor will be publicized along with team in various.

IITG Radio club gives an occasional program in RED FM. So having good relationship we will try to publicize our sponsor through FM.
Showcase in Fests

The vehicle will be exhibited in TECHNICHE & ALCHERINGA annual techno-management and cultural festivals of IIT Guwahati along with their sponsors.

Launch Nite

After completion of buggy a launch nite will be arranged with engineers and technicians from various places and ads of sponsors will be displayed along with banners.

Product test on car

Buggy will be available to test companies products and also team will be helping to make a complete analysis report. Also vehicle will be made available for companies promotional events.
Sponsorship Benefits

- Students would be more interested in taking up projects of our company.
- All contributions to our team are tax deductible. Since your company will be investing in research purposes, you will get Tax Benefits for 25% more money than you invest. (Section 35 of Income Tax Act).
- Our team would advertised as “Title Sponsor-Team SRI-JAN”
- Our vehicle would be coloured on basis of companies theme

Add-ons for all sponsors

- Sponsor will be updated regularly about the activity of the team
- A DVD covering the works of team, performance of the team during the event, and publicity made by team for sponsor will be sent.
- E-magazine of SAEIndia IITG Club will consist of Sponsor logo and description of companies major milestones
- A direct link to the sponsors website will be provided in our teams website.
**Cost estimates**

Expenditure of our team is expected to be as follows:

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>ITEMS</th>
<th>CATEGORY COST (RS.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frame</td>
<td>Steel Tubing ,Sheet Metal Welding Supplies</td>
<td>40,000</td>
</tr>
<tr>
<td>Power Train</td>
<td>Engine, Gearbox, Rear Axle Joints, Chain, Sprocket &amp; Bearings</td>
<td>70,000</td>
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<tr>
<td>Suspension</td>
<td>Shocks, Springs, A-Arms, Uprights, Hubs/Spindles</td>
<td>26,000</td>
</tr>
<tr>
<td>Wheels and Tires</td>
<td>Wheels ,Tires (4 + 2 spares)</td>
<td>40,000</td>
</tr>
<tr>
<td>Steering</td>
<td>Rack &amp; Pinion, Steering Arm, Steering Wheel, Steering Column etc.</td>
<td>10,000</td>
</tr>
<tr>
<td>Braking</td>
<td>Callipers Pedal + Lever, Cylinders + Cables</td>
<td>11,000</td>
</tr>
<tr>
<td>Electronic systems</td>
<td>Pedal shifters, tachometer, ECU etc.</td>
<td>10,000</td>
</tr>
<tr>
<td>Body</td>
<td>Fiberglass Mounting Hardware and accessories</td>
<td>20,000</td>
</tr>
<tr>
<td>Safety Equipment</td>
<td>Driver Suit, fire Extinguisher ,Seat , seat belt, goggles, Helmet ,etc.</td>
<td>25,000</td>
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<tr>
<td>Exhaust</td>
<td>-</td>
<td>5,000</td>
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<tr>
<td>Machine tools</td>
<td>-</td>
<td>5,000</td>
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<tr>
<td>Miscellaneous</td>
<td>Travel, transportation, accommodation etc.</td>
<td>50,000</td>
</tr>
<tr>
<td>Contingencies</td>
<td>-</td>
<td>20,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>RS. 3,82,000</strong></td>
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## Sponsorship Grade

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<tr>
<th>SPONSORSHIP GRADE</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>AFFILIATE</th>
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<td>Above</td>
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<td>Above</td>
</tr>
<tr>
<td>Rs.2 lakh</td>
<td>Rs.1.5 lakh</td>
<td>Rs.1 lakh</td>
<td>Rs.50,000</td>
<td></td>
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### Brand visibility

- **LOGO ON APPAREL**
- **TITLE BEFORE TEAMS NAME**
- **COMPANIES THEME BASED COLOR**
- **LOGO ON TEAM VEHICLE**
- **POSTER AT PIT STOP**
- **POSTER DURING LAUNCH EVENT**
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**Brand publicity**

- **Publicity through Media**
- **Publicity through Campus**
- **Advertising on Launch Nite**
- **Poster during Exhibit at Fests**

**Add-ons**

- **Experiments on Car**
- **Website Link**
- **Club Magazine**
- **Update**
- **DVD**
Contacts

For sponsoring us or any queries related to sponsorship please contact:-

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