BAJA SAE is an all-terrain vehicle competition jointly initiated by the Society of Automotive Engineers India (SAEINDIA), the Automotive Research Institute of India (ARAI) and automotive companies. BAJA emphasises on all aspects of engineering including design, research, fabricating, testing and marketing. A series of static and dynamic events evaluate the performance of the vehicle and the team.
Quick facts on BAJA

Event originated by the name of Mini-BAJA in the year 1976 in USA.

More than 5000 people to be attending BAJA SAE 2014 - the highest ever

From mere 26 colleges participating in 2007, it now has more than 327 participants - proof enough of the massive popularity it has gained.

Event hosted at prestigious NATRIX facility of NATRiP, Indore
TEAM KIIT is a group of motivated and hardworking students of Mechanical Engineering department of KIIT University. Racing being our passion drives us towards achieving excellence while designing and engineering our all-terrain vehicle for the BAJA SAE. Brainstorming about innovation and experimentation are key factors in our quest to excel.
Past Accolades

- Displayed in the prestigious 99th Indian Science Congress, inaugurated by the honorable Prime Minister, Dr. Manmohan Singh.

- CAD model of our car featured in Wikipedia.

- Project covered in CNN-IBN, many newspapers and even featured on Youtube.

- Best poster presentation award in Emission category in ARAI, Pune.
A Sincere Appeal-

TEAM KIIT has been striving hard to be a better and stronger competitor each year and we are proud to have cleared the Virtual round even this year, third time in a row.

Although our team is technically sound, the cost of designing, analyzing and fabricating a BAJA vehicle is rather high, and it is only through generous monetary support that we can keep the program competitive.

We sincerely hope that you support our team in whatever capacity you deem fit.
Sponsorship Benefits -

- **Wide Media Coverage-Enhancement of brand presence**
  Event live telecasted and covered over a wide range of newspapers

- **Naming rights for the car** (for the sponsor with the highest sponsorship amount)

- **Logo branding on car and official T-shirt**
**Sponsorship Benefits**

- **Sponsor focus in newsletter**
  
  The sponsor companies will get focus in our newsletter highlighting their products/brands. Newsletter to reach more than 15000 campus students and all the stakeholders (sponsors, administrators, faculty etc)

- **College festivals**
  
  Our sponsors will be promoted through Kritansh (our annual tech fest) and other college events
Sponsorship Benefits-

- Promotional Displays

  We will present our car at various company events our sponsors may be having, which will give the company employees an opportunity to see the car and will make the company stand out at an expo.

- Prominent highlight and banner presence

  Sponsor boards and invitations related to car will carry company logo.
Sponsorship Benefits-

- **Brand presence in International and National events**

  KIIT University, having state-of-the-art facilities, hosts a number of National and International events that take place in Odisha round the year; the car is to be displayed in those.

- **Hotlink**

  Direct hyperlink from our team website to your company website
Sponsorship Schemes

**Title Sponsor**

200K +

- Your organization to be cited as our main sponsor and team to be identified as “Your company name-TEAM KIIT”
- Logo on car and apparel (large)
- Company to reserve right to use car and team for company’s promotion

**Platinum Sponsor**

150K +

- Logo on car and apparel (medium)
- Company cited as Associate sponsor in all documentation pertaining to our BAJA effort
- Banner display at national events
Sponsorship Schemes

Gold Sponsor
100K +
- Small logo on car
- Logo on team apparel
- Invitation to vehicle launch

Silver Sponsor
50K +
- Logo on team apparel
- Logo on website
- Promotion at team’s fan pages
Material Sponsor

The individual cost break-up of all parts required to prepare a fully functional BAJA vehicle has been given. Sponsors can also fund an individual component part, which in turn will go a long way in making our event a success.
Vehicle Launch Ceremony...

Before the vehicle makes its way to the final event, the launching ceremony is organized in the presence of Electronic and Print Media presided by the guest of honor to give our sponsors maximum coverage.

"I am very much impressed with the work of these students. It’s a pleasure to see the innovation and manufacturing competency in the field of Automotive Engineering, by such young students. I hope they will bring accolades to the state of Orissa." - Dr. SK Tamotia, CEO, Indian Aluminium Co Ltd
We hope that our Marketing Brochure for BAJA SAE has given you quite a bit of insight into our team, its mission, sponsorship opportunities, sponsorship schemes and unparalleled advertising.

We look forward to having a very successful and prosperous relationship with your company.

"Your contribution will go a long in making our event-participation a success. Do come forward and be a valued part of the team"
TEAM-KIIT Beckons You!!

Abhirup Chattopadhyay
abhirup017@gmail.com
9583124020

Goutam Dutta
goutam.dutta412@gmail.com
9938128380

Check out our website- www.saetsteamkiit.org
email-baja@kiit.ac.in