SAE and BAJA

SAE (Society of Automobile Engineers) India an affiliate society of SAE International registered in India as an Indian nonprofit engineering and scientific society dedicated to the advancement of mobility industry in India, is organising **Baja SAE** a premier collegiate engineering competition which allows students to apply their engineering concepts in the design and fabrication of a prototype ATVs as per its specifications event from 14th to 17th Feb 2013 in **Indore, Pithampur**. The project fuels the exuberance of the youth by providing teams a platform to test their mettle, giving them a pragmatic exposure to real world challenges as faced in the industry.
Baptized in an endearing spirit, Medi-Caps Institute of Technology and Management took its first step in July 2000 with a vision to design future scientifically. Within a short span of nine years the Institute has attained a strong footing amongst all the technical colleges of Madhya Pradesh. It is run under the Medi-Caps Group of Institutions.
Team MECHASONICS

A group of young professionals and enthusiasts, creative and innovative minds with hearts to learn and strive for excellence and perfection.
Over 120 colleges participants.
More than 5000 students.
Industrialists, Investors and professionals.
Largest technical event in INDIA.
### Project’s Estimated Expenditure

<table>
<thead>
<tr>
<th>Area of Commodity</th>
<th>Cost (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brake System</td>
<td>13,340.00</td>
</tr>
<tr>
<td>Engine &amp; Drive train</td>
<td>73,141.00</td>
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<tr>
<td>Frame &amp; Body</td>
<td>49,985.00</td>
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<tr>
<td>Instruments &amp; Wiring</td>
<td>33,266.00</td>
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<tr>
<td>Fixtures, Fit &amp; Finish</td>
<td>71,904.00</td>
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<tr>
<td>Steering System</td>
<td>25,213.00</td>
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<tr>
<td>Suspension &amp; Shock Abs.</td>
<td>10,506.00</td>
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<tr>
<td>Wheels &amp; Tires</td>
<td>70,183.00</td>
</tr>
<tr>
<td>Vehicle Total</td>
<td>3,47,538.00</td>
</tr>
<tr>
<td>Vehicle Transportation Cost</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Registration Fee</td>
<td>60,000.00</td>
</tr>
<tr>
<td><strong>NET TOTAL</strong></td>
<td><strong>412,538.00</strong></td>
</tr>
</tbody>
</table>
Why sponsor Team Mechasonics?

Being a student-managed design project, it relies on private and corporate sponsorship to fund the design and production of the cars. The team needs to raise approximately Rs.4,00,000 over the course of the design process in order to complete the project and compete at the national level.

• Give the opportunity to young minds to work professionally throughout a constructive and skill integrating project.
• Associate yourselves to an image of a young, proud, dynamic and promising teams.
• Be present in local, provincial and National scene of action.
• Profit from performance and dynamic sales logo.
• Be recognized by the university community and more so by the group of future technocrats.
• Emphasis on team work, leadership and persistence along with technical competence for creating a winning car.
Sponsorship benefits

• This is an opportunity to promote your brand among budding engineers and corporate professionals and get recognized at both national and local level.

• The sponsors make it possible for aspiring engineers to learn through a hands-on experience.

• Fulfillment of corporate social responsibility and sponsor’s leadership in support of higher education is recognized.

• Sponsor's organization and products will be introduced to future industry leading engineers.

• Sponsors get tremendous opportunity for publicizing their brand in the Campus.

• BAJA SAE INDIA gets TV coverage from channels like Ten Sports, UTV and live coverage by DD Sports. Magazines like Overdrive and Auto car India cover the event and release special reports.
Sponsorship benefits

Business Promotion

a. Corporate Social responsibility
   • Develop, nurture & enlarge budding engineering talent pool.
   • Access the best in engineering and human resources.
   • Integrate academia with industry.
   • Futuristic investment.

b. Media exposure
   • International platform & exposure.
   • Your company will share electronic and print media coverage with the Team MECHASONICS in leading newspapers and magazines such as TOI, HT, Danik Bhaskar, India Today, Outlook and news channels such as CNBC, Aaj Tak, NDTV, DD National, Ten sports.

c. Identification with youth
   • Your company support will be acknowledged through banners, backdrops, posters etc during promotional campaigns at various Inter college cultural and technical fests.
   • The Baja event is being incorporated in the academic curriculum.
   • The company can conduct workshops in the college premises.
Mechasonics Title
Sponsor

• Most prominent location for logo on the car.
• Big Logo on back and front of the team apparel as well as on driver’s Suit.
• Display of logos at team pit and on the team flag during the event.
• Display of company banners throughout the completion of project inside the campus.
• Display of company logos in Techno-Cultural-Sports fest, Moonstone, of the college.
• Mention the name in College Magazine and News papers.
• Special mention on team website and team’s official page on Facebook and link on it which direct connects your website.

AMOUNT : Rs 2,00,000 /-
ULTRA SONIC DIAMOND SPONSOR

• Prominent location for logo on the car.
• Logo on back and front of the team apparel as on well as driver’s suit.
• Display of logo at team pit and on the team flag during the event.
• Display of company banners throughout the completion of project inside the campus.
• Display of company logo in Techno-Cultural-Sports fest, Moonstone, of the college.
• Special mention on team website and team’s official page on Facebook and link on it which direct connects your website.

AMOUNT : Rs 1,50,000 /-
SUPERCYCLIC SILVER SPONSOR

• Prominent location for logo on the car.
• Logo on back and front of the team apparel.
• Display of logo at team pit and on the team flag during the event.
• Display of company banners throughout the completion of project inside the campus.
• Display of company logo in Techno-Cultural-Sports fest, Moonstone, of the college.
• Special mention on team website and team’s official page on Facebook and link on it which direct connects your website.

AMOUNT : Rs 1,00,000 /-
SONIC DIAMOND
SPONSOR

• Location for logo on the car.
• Logo on back and front of the team apparel.
• Display of logo at team pit and on the team flag during the event.
• Display of company logo in Techno-Cultural-Sports fest, Moonstone, of the college.
• Special mention on team website and team’s official page on Facebook and link on it which directly connects your website.

AMOUNT : Rs 50,000 /-
This is our first BAJA SAE event after having successfully participated once each in SUPRA SAE 2012 and in process in EFFICYCLE SAE 2012.

Under the guidance of expert professors, we have demonstrated thorough extensive background work and organizational efforts, to be a cutthroat entry in the BAJA SAE INDIA competition. The team has a very comprehensive plan both for the vehicle design and for team administration. We are open to ideas and suggestions for our mutual benefit and would be glad to join hands with you.

-Team Mechasonics
And.. The MEDIA
Our Proposed Roll Cage Design
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