



BEARCATS BAJA RACING CLUB



2025-26 SPONSORSHIP PACKAGE

THE COMPETITION

PURPOSE

Baja SAE is nearly a five decade old motorsport design series organized by the Society of Automotive Engineers. The purpose is to utilize an engineering design competition to create a practical application for college students to apply skills and concepts learned in classrooms and on internships. It is also crucial in allowing students to make valuable connections in industry via team and competition sponsors which helps to set up future employment opportunities.



WHY BAJA



It is unique because teams are student led and are responsible for nearly every aspect of their team including design, fabrication, validation, budgeting, fundraising, project management, travel, etc. It's more than just an engineering competition and requires team members to become well rounded and competent in various different aspects of engineering and the related fields.

THE RESULT

These goals are accomplished through an international competition consisting of static and dynamic events. The Static events focus on the design and business case of the car by requiring the team to be able to defend their engineering and financial decisions to a panel of industry experts. The dynamic events focus on the drivers ability to maneuver the car in a series of time attack events culminating in a 4-hour wheel-to-wheel endurance race on the final day.



THE TEAM

Bearcat Baja has a long history with the Baja SAE design series reaching back to 1976 when the series was first created and branded as the SAE Mini Baja series. Since then, we have had our highs and lows as a team. Most recently, we have been rebuilding the team since the COVID-19 pandemic nearly ended our program. Just three years ago in 2021 there were only 2 active members, but now we have 30+. We are a motivated group of students from four different majors and two different colleges at UC all working together towards the common goal of success at competition.

POST PANDEMIC RESTART

At the height of the pandemic, the team consisted of two underclassmen and five seniors who were part of the team for their capstone project. Those seniors responsible for completing the car are on the brink of graduation and about to leave what's left of the team with a partially finished car not capable of attending competition.



2022 SEASON REVIVAL



A new group of team leads is tasked with finishing last year's car. They are new to the team, but they are also accompanied by the 15 new members bringing the team to a total of 22 members - a record high for the team. The team also starts to make appearances at UC and team building events such as testing days with previous cars.

2023 SEASON & COMPETITION

The 2023 season saw continual improvements in nearly every facade of the team. This marked the first time the team has created a new car from the ground up since pre-pandemic. The car (UCB 23 pictured below at competition) was completed in just under 13 months from design to competition at SAE Ohio. For many team members, it was their first competition.



2020-2021 SEASON

2021-2022

2022-2023

THE TEAM



2024 FALL & SPRING

This marked the start of the second consecutive season where the team decided to redesign the car. After UCB 23, we gained a better understanding of the competition and what terrain the car needs to endure. The goal was to design and build a shorter and lighter car to help with maneuverability and try a new rear suspension design all while completing the car 40% faster to attend BAJA SAE Williamsport competition.



WILLIAMSPORT - 2024

The team successfully made it to the BAJA SAE Williamsport competition marking it as the first time the team has made it to the early season competition in nearly 10 years. Also, we had 15 team members attend with approximately half being underclassmen showing the dedication and enthusiasm of the next group of future team leads



MICHIGAN - 2024

BAJA SAE Michigan is the 3rd and final SAE competition of the 2024 season, and it has some of the most competitive cars. Bearcat Baja attended SAE Michigan and ranked 45th overall. That is up from 76th at Williamsport just 4 months prior. The team also competed in 2 more events, and finished endurance for the first time since 2015. Overall, it was a big milestone with vast amounts of progress made for only 1 year after our first competition, SAE Ohio.

2023-2024

2024-2025

THE TEAM



2025 FALL & SPRING

This marked the start of the third consecutive season where the team decided to redesign the car. With the experience gained at the Michigan competition we saw new designs and got more ideas for design. The goal was to design and build a lighter car with improved suspension geometry and a custom 4WD system to be more competitive in each event.



MARYLAND - 2025

The team successfully made it to the BAJA SAE Maryland competition with a team record attendance of 20 members with 8 being underclassmen. With 109 teams attending this competition we reached a team high in endurance, suspension and traction, and overall score. This competition marked the first time that we completed the suspension and traction event



SOUTH CAROLINA - 2025

South Carolina brought us back to where SAE Baja started back in 1976 to kick off the 50th season. This was the third and final competition of the season with 17 members in attendance and for 10 of our members it was their first competition. We completed all attempts for each event for the first time in recent team history and were able to continue the momentum from the Maryland competition to finish 40th overall.

2025

2025 SEASON GOALS

TEAM

- Gain 5 new underclassmen team members
- Have 10 underclassmen attnded the first competition of the 26 season
- Increase the number of senior team leads from 13 to 20
- Increase our performance at competition to place in the top 25 overall



UCB 26/PERFORMANCE

- Improve our custom 4WD transaxle with a custom front differential, better packaging, and reduced weight
- Improve the ergonomics to increase design score
- Manufacture 100% of machined and welded components in house
- Construct and tune the vehicle by March 1st



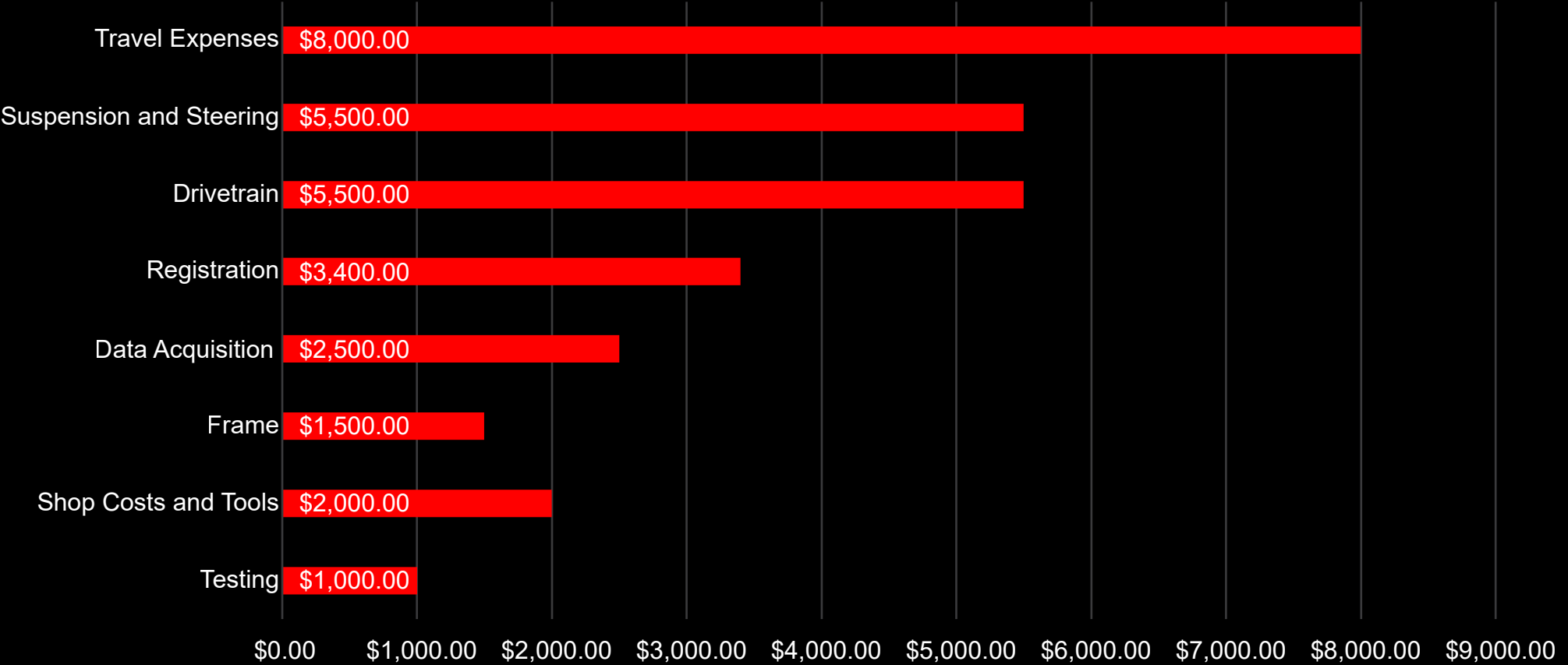
BUDGET

- Form new relationships with an additional 5 companies
- Decrease direct spending on the car by 25% to improve our cost score
- Increase our budget by 30% to better fund our competition and travel costs
- Increase spending on development projects and shop improvements to increase inhouse capability



2024-2025 SPENDING

2024-2025 Projected Spending



TOTAL: \$29,400

SPONSOR LEVELS

PLATINUM - \$5,000+

- Gold level
- 2 large logos on the car - one visible from each side of the car

GOLD - \$3,000 to \$4,999

- Silver level
- Shop tour and meet and greet upon request
- Logo is displayed on banners at recruiting/team events
- 2 medium logos on the car - one visible from each side of the car

SILVER - \$1,500 to \$2,999

- Bronze level
- 2 small logos on the car - one on each side
- Access to team for recruiting
- Company Logo on team T-shirt

BRONZE - \$250 to \$1,499

- Cash donations are tax deductible
- Small company logo on the car
- Social media thank you post with other Bronze sponsors

PLATINUM SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



THANK YOU



You can help by donating cash (Tax Deductible), services, or providing and purchasing parts for us. Any questions, please contact us through our email

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