



BCIT
BRITISH COLUMBIA
INSTITUTE OF TECHNOLOGY

BCIT RACING CLUB



SPONSORSHIP PACKAGE

2024-2025

<https://bcitbaja.ca/>

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WHO WE ARE

A group of 86 students from various disciplines including engineering, machining, business, media, sciences, and healthcare; all unsatisfied with being just good enough, but rather striving to become great.

Design | Manufacture | Race

We embrace a fully involved learning approach, where the integration of theoretical knowledge into practical skills is valued.



BAJA SAE Competition
California 2024

BCIT Racing is completely managed and run by students, from concept to completion.

BAJA SAE COMPETITION

The SAE's BAJA competition challenges students to design, build, and race an off-road vehicle. It simulates real-world engineering projects and their related challenges. While mainly engineering focused, clubs must also include aspects of project management, marketing, financial planning, and market viability in order to be competitive.

100+ Teams From
Across The World

1250+ Students

20+ Industry Attendees

5 Dynamic and
3 Static Events



2025 Events

1. Arizona (May 1-4)
2. Maryland (June 12-15)



OUR EXECUTIVE TEAM



President
Stefano
Pellegrino



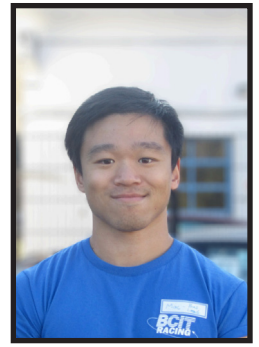
Project
Manager
Matthew
Duran



Design
Lead
Matthew
Wiebe



Manufacturing
Lead
Jonah
Ashton



Business
Lead
Mac
Wong

**“Engineered from Problem-to-Part.
86 Students, 9 Faculties, 1 Mission”**

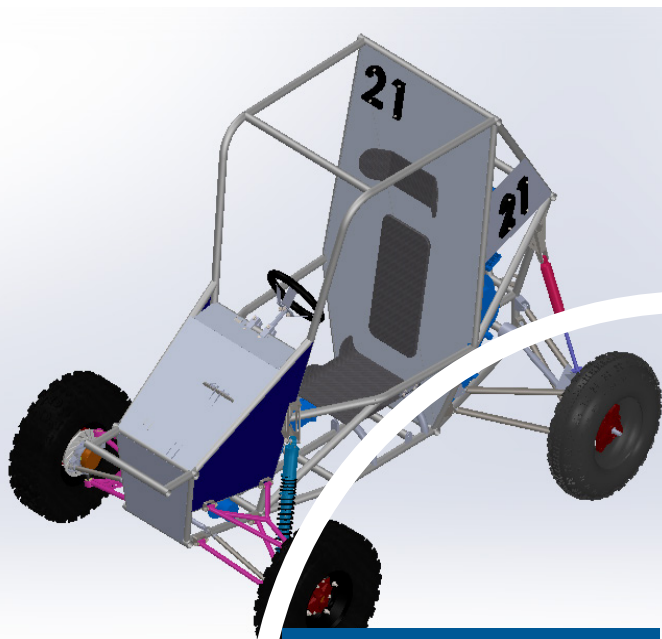


California 2024

COMPETITIVE ADVANTAGE



BCIT Racing is the only SAE BAJA team in British Columbia, Canada, where the students fully design, prototype, manufacture, and assemble everything in-house. We take ownership over every step of the engineering process.



DESIGN



MANUFACTURE



ASSEMBLE



FINAL PRODUCT

DESIGN

BCIT Racing applies practical CAD skills to design and develop the BAJA Racing vehicle. We use Solidworks for individual parts and system assemblies, as well as FEA and motion analysis. While we also use Fusion to perform CAM for CNC parts. There is a constant stream of information from design to manufacturing, as designers will create dimensioned and toleranced drawings and receive feedback from the manufacturing team as the part is built. BCIT Racing produces designers who use industry standard software's and are in tune with DFMA best practices.



CAR CHASSIS

MANUFACTURE

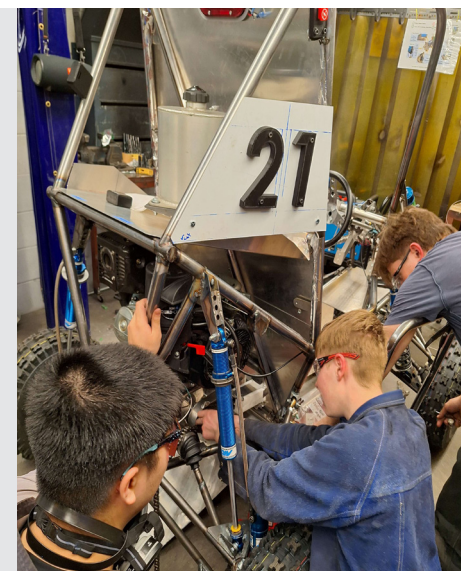
From coping tubing and welding our frame, to machining our transmission casing on a CNC mill, every step is done by BCIT Racing members. All of our members after first year have experience with mills, lathes, and sheet metal processes. Utilization of CNC lathes, CNC Mills, and waterjet cutters gives our members experience with using G-code and CAM, and ensures we use DFMA when designing parts, as knowledge gained from manufacturing directly translates into our designing capabilities.



ACCESS TO INDUSTRIAL GRADE EQUIPMENT

ASSEMBLE

BCIT racing has a dedicated club space in our shop where assembly takes place. Assembly procedures are standardized to ensure proper integration of parts onto the vehicle. Assembly procedures are made to be easy to follow, and keep consistency between multiples of the same part.



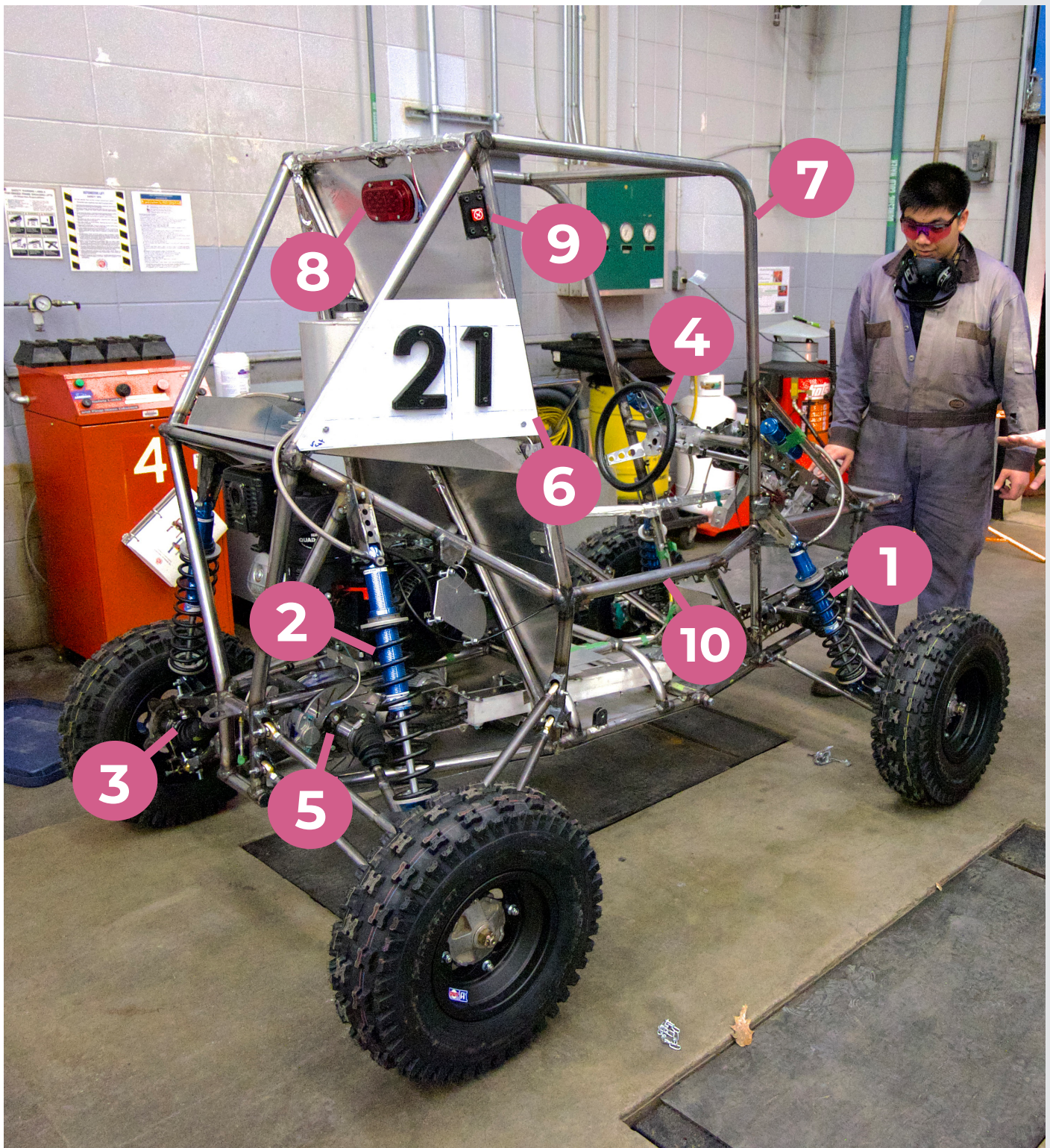
BCIT WORKSHOP

CAR COSTS

1	Front Suspension	\$7500.00
2	Rear Suspension	\$6500.00
3	Brakes	\$1250.00
4	Steering	\$1800.00
5	Driveline	\$7000.00
6	Seat	\$1350.00
7	Frame	\$4500.00
8	Electrical	\$550.00
9	Safety	\$950.00
10	Body Panels	\$600.00

OTHER COSTS

Travel Expenses	\$43618.05
Tools	\$472.64
Miscellaneous	\$302.83



Total Costs: \$76,393.52

SPONSORSHIP FEATURES

Talent Access



BCIT is renowned for applied-learning, and BCIT Racing's students are the epitome of this skillset. The students also have experience working as teams in different fields from engineering, to marketing, to finances.

Extensive practical experience means our students can be on-boarded faster to start providing value immediately. Furthermore, we are students who can proactively identify problems, find solutions, and implement solutions from start to finish, or end-to-end of the value chain hence saving resources and capital throughout the process.

Brand Exposure and Marketing



We participate in the international SAE competition, where over 1200 students gather to compete. This presents a prime opportunity for our sponsors to gain exposure to the large audience witnessing our competitive pursuits.

Charitable Donation Tax Credits



Supporting our club offers sponsors the added benefit of a tax write-off for companies, or a tax receipt for individuals; providing a tangible return on investment alongside the satisfaction of contributing to our initiatives.

	Diamond	Platinum	Gold	Silver	Bronze
Cost	\$10000	\$5000	\$2000	\$1000	\$500
Charitable Tax Receipt	Yes	Yes	Yes	Yes	Yes
Personalized Shop Tour	Yes	Yes	Yes	Yes	Yes
Invitation to Track Test Days*	Yes	Yes	Yes	Yes	Yes
Social Media Post	Individual	Individual	Individual	Group	Group
Monthly News Letter	Yes	Yes	Yes	Yes	Yes
Logo on Car*	Extra Large (Side Panel)	Extra Large (Side Panel)	Large (Firewall or Side Panel)	Medium (Firewall)	
Logo on T-shirt*	Extra Large	Large	Large	Medium	
Resume Booklet*	Yes	Yes	Yes		
Custom Banner/Flag on Car and Shop	Yes				

Title Sponsor

\$15000

Benefits of a title sponsor are open to discussion and can include rebranding of the club.

*Logo on Car Dimensions: Medium (16 in²), Large (36 in²) and Extra Large (64 in²)

*T-shirt Logo Dimensions: Medium (2 in²), Large (4 in²) and Extra Large (6 in²)

sizes are approximate and may vary with true logo dimensions.

*Resume Block: Consolidated resume booklet to help you identify our graduating and job-seeking members.



JOIN US ON OUR JOURNEY TO SUCCESS

Contact us at bctracing@gmail.com