

University of Illinois at Urbana-Champaign

OFF-ROAD ILLINI

SPRING 2026 SPONSORSHIP PACKET



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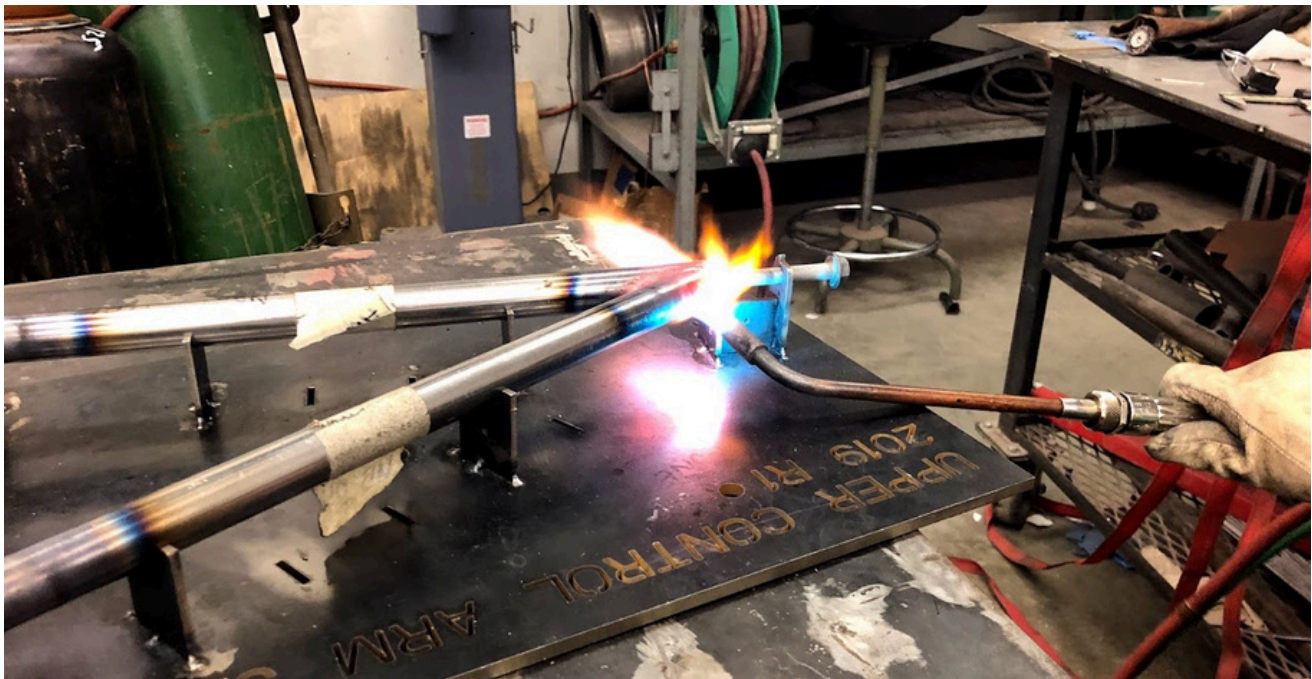
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OUR PROGRAM

What exactly is Baja?

We are an interdisciplinary engineering RSO that designs, manufactures, and tests a new off-road vehicle every year to compete with at competitions. Our members learn how to effectively utilize 3D modeling software, such as PTC Creo, to design and model our vehicle. We also use simulation software, such as Ansys FEA, and perform process and design FMEA to take preventive measures that inform changes to our final design. Throughout the year, our members obtain hands-on manufacturing experience while working on the car to bring our design to life. Members can even choose to be trained in specialized manufacturing skills such as mill and lathe machining, welding, and water jetting. Upon completion of our vehicle, we put it to the real test when our team competes in international competitions. Competitions include static events like design, business, and cost, and dynamic events like acceleration, maneuverability, rock-climb, and endurance.



This program helps prepare members for a career after college. The skills gained from competing on an SAE student design team are plentiful and unique. These opportunities help emerging engineers develop a real-world understanding of communication, teamwork, and leadership in a professional context.

Maryland 2025

23rd of 98 Overall - **4th** in Business - **24th** in Endurance

OUR TEAM

The people behind the product

We are so proud of our team's diversity. We have members that come from all disciplines of engineering, and a handful from other fields as well. Each and every unique individual helps give our team the tools needed to tackle complex problems from a variety of angles. Regardless of what field, way of thinking, or continent a member is from, they become an important part of our roster and learn to take on the challenges related to engineering our off-road vehicle.

Grainger College of Engineering

Female 24%

Male 76%

Off-Road Illini

Female 31%

Male 69%



Arizona 2025

24th of 69 Overall - **13th** in Design - **23rd** in Sled Pull

SAE DESIGN SERIES

The best of the best

Baja SAE is a collegiate design series sponsored by the Society of Automotive Engineers (SAE) and Kohler in which students apply their knowledge acquired in the classroom through the design, manufacturing, and testing of a prototype vehicle. This prototype is developed around the concept of a four-wheel, single-seat, off-road recreational vehicle intended for sale to the non-professional, weekend off-road enthusiast. The vehicle is required to be safe, easily maintained, easily transported, and fun to drive with the added challenge of being limited to a stock fourteen horsepower engine from Kohler. This places an emphasis on driveline efficiency, and suspension and chassis design.

In the past year, we built on our foundation in 2024 to design, machine, and assemble another top performing car in the history of the Off-Road Illini! Attending competitions in Maryland and Arizona during the school year, we saw how past improvements have simultaneously led to new successes and challenges. This year, we will continue to improve and race our way to the top!



Michigan 2024

34th of 86 Overall - **12th** in Cost - **34th** in Acceleration

DESIGN FOR SUCCESS

Improvement and Innovation

In 2024–2025, the Off-Road Illini saw major improvements in vehicle performance, particularly in our dynamic events. In suspension and traction, we finished 22nd in Maryland 2025 versus 34th in Williamsport 2024, and jumped from 66th to 31st in acceleration from Williamsport to Arizona 2025. The team also improved upon our static events, placing 4th in business, a record high for the team.

Our car performed consistently well throughout the competition season, and during endurance we were able to stay on the course for nearly the entire race with very few breakdowns. These improvements marked a significant step forward from the previous year.

Looking ahead to 2025–2026, our main focus is a powertrain overhaul. We're designing new components that greatly reduce component weight and size, and changing materials in an effort to increase speed and lower overall car weight. Additionally, we are discussing a custom differential as part of this effort. Building on last year's improvements, increasing our speed and acceleration will be key to improving lap times and overall performance.



2025-2026 Season Goals
Remain on track for 75% of endurance race

WHY SUPPORT BAJA SAE?

Why you should get involved

Any company supporting the University of Illinois' Baja SAE team shows great value and receives great benefits. You will have an opportunity to form relationships with students from one of the country's top engineering programs and have direct access to this talent. Our partners are always welcome to come to the shop and see our cars, and can give recruiting presentations directly to our team. Our teammates are always eager to meet sponsors and tell them more about our Baja SAE program, and will be just as excited to hear about your company's opportunities.

Baja SAE partners are companies that have the highest values. Supporting students who are working outside of class to gain professional, real-world engineering and competition experience while improving their project management, teamwork, and engineering skills is a great outreach for any company. Not many other students graduate with hands-on designing, engineering software, and manufacturing experience, so partnering with Baja SAE students shows that your company prides ambitious talent.



The Off-Road Illini are placing better and better in each competition we go to, and we would not be able to get to that next level without our corporate sponsors. Our resilient drive and motivation give us that competitive edge, but as we develop and grow each year, we continue to need more sponsors. Being a partner helps our team continue to be ambitious and dream of innovative new ways to improve our car.

We thank every corporate sponsor for your thoughtful consideration. It is because of you that our team continues to get bigger and better! The Off-Road Illini Baja SAE team would not be able to thrive the way it does without our sponsors.

2025-2026 Season Goals

Acceleration time of less than 4.60 seconds over 100 ft

CONTACT OUR LIAISONS FOR MORE INFORMATION

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SPONSORSHIP LEVELS

Levels of Representation		Honorary Member	Bronze Partnership	Silver Partnership	Gold Partnership	Platinum Partnership
		Up to \$500	\$500-999	\$1,000-4,999	\$5,000-9,999	\$10,000 +
Representation on Team Website (Includes Link to Company Website)*	Company Name					
	Company Logo					
	Company Logo Featured on Top of Page					
Representation on the Car	Small Logo					
	Medium Logo					
	Large Logos on Either Side of the Car					
	Two Large Logos in Location of Sponsor's Choice					
Team Photo and Appreciation Letter						
Social Media Post Thanking Sponsor						
Invitation to Speak at Off-Road Illini General Meeting						
Distribution of Corporate Recruiting Materials at Team Events						

*Logo appears on the website once the donation is received. If the donor is a current sponsor renewing their sponsorship, one additional year will be added starting at the time the new donation is received. If a sponsor chooses not to renew their sponsorship, logos will be removed from the website on January 1st, 2025.

On behalf of the
Off-Road Illini,
 thank you for
your support!

