TEAM LETTER

Thank you for taking interest in the University of Oklahoma’s Sooner Off-Road racing team and Baja SAE.

Baja SAE is an international collegiate engineering society where university students fundraise, design, and build an off-road style race vehicle which competes against more than 100 international universities in a series of dynamic challenges. The team consists of students from multiple disciplines who learn professionalism and presentation skills while working within budget and time constraints.

Sooner Off-Road, the OU Baja competition team was formed in 2009 with eight members who earned rookie of the year in their first year of competition. In the team’s third year, our hard work and ingenuity yielded our best results as of yet:

- 8th Overall
- 2nd Honda Dynamic Events
- 1st in Acceleration
- 1st in Maneuverability
- 4th in Suspension
- 5th in Hill Climb

We are now in our seventh year, which means all of our founding members have graduated. Our team consists of 20 undergraduate members who work throughout the year to produce a formidable racecar. We contribute hundreds of extracurricular hours to proudly represent OU at competition and public events. Throughout the manufacturing and marketing processes, members gain real-world experience that cannot be replicated in classroom activities. This year our design is on the forefront of cutting edge technology. Along with our new design plans, we have also developed a refined testing schedule to eliminate past issues.

Sponsorship is crucial to the success of Sooner Off-Road. Sponsors allow us to represent the University of Oklahoma in engineering competitions with pride and the tools for success. Sponsors provide invaluable support to the team, allowing us to fund everything from parts to team travel. They provide the means for our members to push the limits of engineering and to experience working in collaborative environments similar to those we will encounter after graduation in the real world.

With sponsor support, the University of Oklahoma and Sooner Off-Road can continue to produce top graduates closely linked to the industry. The following pages will provide more information about our team, the current car, and our history. We are proud to represent Sooner Off-Road, and hope you will support our efforts. We look forward to partnering with you for another successful competition year.

Sincerely,

Gatlin Arnold
Sooner Off-Road, Baja SAE
Team Captain
ABOUT BAJA SAE

Baja SAE is a real-world market challenge where university teams design, fabricate, and race their off-road vehicles. The vehicles must be able to quickly navigate the roughest terrain while economically competing in the consumer market. More than 140 teams present vehicle designs for mass production to a fictitious firm. The events grade vehicle design, total cost, marketability, and performance. This real-world project challenges students to allocate funds, design, and manufacture a racecar throughout the rigors of school.

ABOUT SOONER OFF-ROAD

Sooner Off-Road is one of Baja SAE’s newest re-entrants with a winning pedigree. Our team consists of members with diverse majors including management, business, and varying engineering disciplines to complete this tremendous task. Members contribute more than 20 hours a week designing, raising funds, and marketing the team. One aspect of marketing is new member recruitment through informational events with sponsors. Our close relationship with sponsors has many benefits for both sides. Sponsors benefit by getting to know the team members and having first access to some of OU’s top students for company recruiting.
TEAM HISTORY

2010
LEEROY
• Rookie of the Year award
• Founding year
• 500+ lbs.
• 8 Members

2011
BOXXY
• Team Goals: Reduce weight, improve turning radius
• 403 lbs.- Competitive weight
• 13 Members

2012
FOXXY
8th place overall
• 1st in Maneuverability
• 1st in Acceleration
• Team goals: Improve durability, decrease weight
• 343lbs –top 10 lightest vehicle
• 15 Members
2013
SHEILA
• Team goals: Decrease weight through structural analysis and material diversity
• 317 lbs-2nd lightest vehicle out of 100
• 16 Members

2014
ELEKTRA
• 3rd place in acceleration
• 298.7 lbs. – Lightest in OU history
• 15 members

2015
ALICE
• Custom Gearbox
• Renovated Chassis
• 13 Members
**Sponsor Benefits**

Sooner Off-Road is a sponsor-based team that could not exist without the support of sponsors. The University of Oklahoma gives the team building space and two machine shops. However, the majority of the budget is raised from outside support.

Sponsor benefits focus on visibility and networking. Companies will receive resume portfolios of students and have access to team events on campus. Team events include Parent’s Day, vehicle unveiling, and a campus presentation. Company logos will be placed on the vehicle, website, and team press. The team is open and willing to work with custom requests.

**Sooner Off-Road racing is a 501(c)(3) organization.**

All Donations are Tax Deductible

**Sponsorship Levels**

**Platinum** ($5,000+ or equivalent in products or services)
- Titanium sponsorship plus:
  - Extra-large company logo on vehicle
  - Promotional team visit with vehicle
  - Custom benefits upon request

**Titanium** ($2,500+ or equivalent in products or services)
- Aluminum sponsorship plus:
  - Large company logo on race vehicle
  - Access to testing days with photo session

**Aluminum** ($1,000+ or equivalent in products or services)
- Steel sponsorship plus:
  - Medium company logo on race vehicle
  - Access to team members for recruitment

**Steel** ($500+ or equivalent in products or services)
- Supporter sponsorship plus:
  - Company logo on race vehicle
  - Company logo on website
  - Company feature in progress report and alumni newsletters
  - One week company feature on our Facebook and twitter page in Sponsor Showcase

**Supporter** ($1+ or equivalent in products or services)
- Signed Team photo at the end of the season
- Team newsletter
- Feature on Team website
ADVERTISING BENEFITS

Sponsoring the Sooner Off-Road team not only aid in development, improvement and performance of our team, as well as supporting higher education by helping to produce engineers whom are highly proficient in real world engineering practices than cannot be learned without the type of hands on learning that the Sooner Off-Road team provides.

Sponsors will be featured on the College of Engineering’s website, the Sooner Off-Road website, as well as on Sooner Off-Road’s associated social media pages.

During OU home football games, the Race vehicles are parked on the East lawn of the Rawl Engineering Practice Facility, which sits on the corner of Jenkins Avenue and Felgar Street, both of which are closed to all but foot traffic on OU game days. What this means for the Sponsor, is that tens of thousands of fans pass by the Sooner Off-Road vehicle bearing your logo at walking speed as they leave pre-game festivities on Campus Corner at walking speed and head to the football game.

As a Steel Level Sponsor or higher, the sponsor will receive a logo on that year’s race vehicle, varying in size with level of sponsorship, which will act as physical advertisement that will remain on the car for the life of said vehicle.
The University of Oklahoma and Sooner Off-Road Racing provide students one of the most rewarding educational opportunities on campus. Students are charged with a real-world challenge to design, promote, manufacture, and compete with a vehicle they envisioned 12 months earlier. The process boosts students’ creativity, mechanical skills, teamwork skills, and time management. The University of Oklahoma graciously donated an entire building and allows the use of two machine shops, but the majority of the vehicle budget is raised by donors. It is because of you, our sponsors that students are able to deepen their knowledge, increase their creativity, and work through the challenges associated with fabricating a custom Off-Road vehicle that challenges technology.

If you are interested in making a donation to Sooner Off-Road Racing, please fill out and return this form to the address listed below or if you would prefer to pay with a credit card or paypal, then visit our website and go to the sponsors section in order to make a donation.

http://www.ou.edu/offroad/sponsorship.html

We welcome and greatly appreciate donations of any amount or form. Please call or email Sooner Off-Road Racing with any questions. Thank you for your support!

Name / Organization: __________________________________________________________

Mailing Address: _____________________________________________________________

City: ___________________________ State: ___________________________ Zip Code:____________

Phone Number: _________________ Fax Number:_______________________________

Email: ___________________________ Website: _________________________________

MONETARY What is the amount of your donation? _________________________________

DONATION (Please make checks payable to “OU Foundation” memo “Sooner Off-Road” and attach to this form)

OR

GIFT IN What is the nature of the gift in kind? _________________________________

KIND What is the fair market value of the gift in kind? ___________________________

How was the fair market value of the gift in kind determined? ____________________

Sooner Off-Road Racing is a 501(c)(3) organization and all donations are tax deductible.

Is an income tax receipt required? Yes ___ No  

Donor Signature: ___________________________

Mailing Address: ___________________________________________________________

(Please make checks payable to “OU Foundation” memo “Sooner Off-Road” and attach to this form)
Send form to:

College of Engineering

Attn. Colleen Wilhelm

202 W Boyd St. room 107

Norman, OK 73019