



BLUE JAY RACING

Johns Hopkins University

2020-2021
Sponsorship

About

Blue Jay Racing is the undergraduate Baja SAE team at Johns Hopkins University. Every year, we design, build, and race a bespoke, single-seat, off-road vehicle against more than 200 teams from around the world.

For 17 years, team members have been developing real-world skills by applying classroom theories to design and manufacturing challenges while building a car within budget and safety/design requirements.

DESIGN



BUILD



The Team



2020 Season

- Blue Jay Racing's 1st 4WD vehicle built
- Data acquisition system implemented on 2019 and 2020 vehicles
- 15+ hours of off-road testing completed

2019 Season

- California
 - 8th Overall
 - 3rd Sales
 - 13th Endurance
- Tennessee
 - 19th Overall
 - 10th Design
 - 13th Accel

2018 Season

- Oregon
 - 21st Overall
 - 22nd Cost
 - 23rd Design
- Kansas
 - 53rd Overall
 - 26th Design
 - 21st Sled Pull

WRECK



REPEAT



Our Season

June: Begin Design

August: Design Review 1

September - October:
New Member Recruitment & Training

November - December:
Design Freeze
Begin Manufacturing

January: Intersession
All hands on deck! Without full-time classes, we spend most of the month machining a majority of the parts.

February: Final Fabrication
Machine back-up parts and complete post-treatment, as necessary.

March: Testing!
With our competition-ready vehicle, we begin tuning and data collection.

April: Compete!

May: Compete!

June: Compete!



Competition

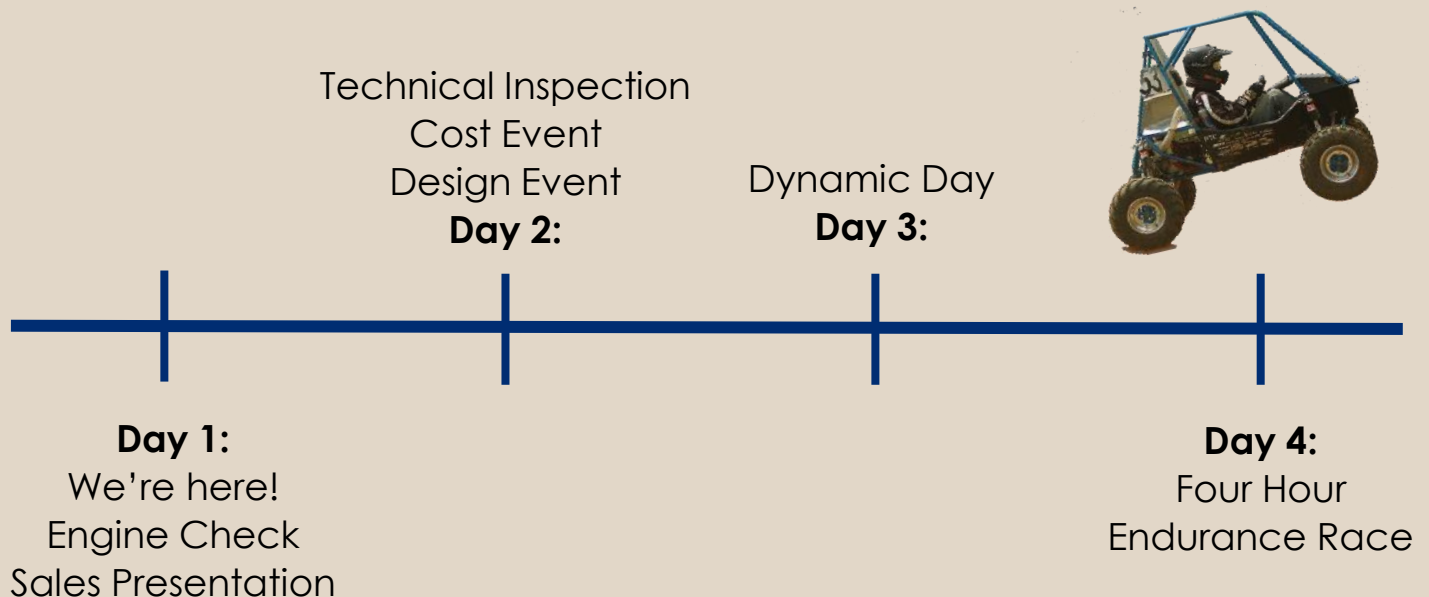
SAE International Collegiate Design Series – Baja

A design competition held across the United States, along with races in Brazil, India, South Korea, and South Africa, bring together 100 teams from around the world. Over 1500 students descend upon a town for 4 days of static and dynamic events.

The first two days of competition consist of Static Events, as well as safety checks and rules conformity, focused on the Cost Report, Sales Presentation, and Design Presentation. For Sales presentation, teams pitch their cars to a group of mock-investors for hypothetical mass production. Teams also present their designs to a panel of professional engineers who judge the depth and quality of the final designs of the car.

The third day of competition focuses on a series of dynamic events by time trial. Teams have two attempts at acceleration, maneuverability, and a combination of two of hill climb, sled pull, suspension and traction, and rock crawl. These events are designed to test the agility and robustness of the vehicles.

The competition culminates on the fourth and final day with a four hour Endurance Race that puts cars, drivers, and teams to the test. All 100 teams race together on a single obstacle-strewn track built to test the design, fabrication, and durability of the cars.



Sponsorship

Blue Jay Racing relies on the generous support of our sponsors to build a successful car. Our sponsors give us the means or opportunity for machine time, parts, machining, post-treatment, and in some cases machine parts for us with machines we do not have access to.

Our sponsors allow us to be as creative as we can each be as we design our parts by giving us the capabilities to machine parts in ways we otherwise would not be able to.

Improving Education and Experience of Future Engineers

The education and experience of Baja has a large effect on the student's future engineering career. By investing in their education now, your company will have access to experienced potential new hires when members enter the workforce.

Community Support

Supporting the community around your business not only makes your company look good and gets your name out, but it also brings your company closer to customers. Showcasing your company's role in its community at a national competition broadens your customer base now and in the future.

As well as

Tax Deduction – we are a 501 (c) organization

Recruiting visibility on campus

National visibility at competition through logo placement

Levels

PLATINUM

\$5,000+

- Tour of Hopkins Baja facilities
- Access to JHU Engineering Career Fair

GOLD

up to \$5,000

- Company name and logo on car's firewall
- Access to team Resume Booklet

SILVER

up to \$1,500

- Company logo on team apparel
- Company name and logo on car (medium)

BRONZE

up to \$500

- Company name on car (small)
- Company profile on social media

COPPER

up to \$250

- Company name on website
- Recognition on all presentations

We would like to thank all past and present sponsors. Their continued support and generous contributions make the continuation and success of Blue Jay Racing possible.



baja.jhu.edu



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