BLUE JAY RACING
BAJA SAE AT JOHNS HOPKINS UNIVERSITY

2023-2024
SPONSOR PACKET
Blue Jay Racing is the undergraduate Baja SAE Team at Johns Hopkins University. Each year, we design, build, and race a custom off-road vehicle against more than 200 teams from around the world.

For 20 years, our team's members have been developing real-world skills by applying classroom theories to design and manufacturing challenges while building a car within budget, safety, and design requirements.

DESIGN, BUILD, COMPETE

SAE INTERNATIONAL COLLEGIATE DESIGN SERIES - BAJA

A design competition brings together 100+ teams from across the United States, Canada, and countries around the world. Over 1500 students descend upon a location for 4 days of static and dynamic events.

DAYS 1 & 2
The first two days of competition are Static Events focused on the Cost Report, Sales Presentation, and Design Presentation, as well as safety checks and rules conformity. Teams present their designs to a panel of professional engineers who judge the depth and quality of the final designs of the car.

DAY 3
The third day focuses on a series of dynamic events. Teams compete for the quickest times in acceleration, maneuverability, hill climb, sled pull, suspension, traction, and rock crawl. These events are designed to test the agility and robustness of the vehicles.

DAY 4
The final day is dedicated to an Endurance Race that lasts 4 hours putting the cars, drivers, and teams to the ultimate test. All 100 teams race together on obstacle-strewn track that tests the design, fabrication, durability of the vehicles.
RECENT HISTORY

2 CONSECUTIVE 10TH OVERALL
OSHKOSH 3RD DESIGN
OREGON 8TH HILL CLIMB

2022-2023 19XT

1ST TENNESSEE IN DESIGN
ARIZONA 8TH OVERALL
4TH ARIZONA IN SLED PULL

2022-2023 19XT

2024 TARGET
TOP 3 OVERALL FINISH
SPONSORSHIP

Blue Jay Racing relies on the generous support of our sponsors to build a successful car. Our sponsors give us the means and opportunity for machining, various parts, materials, post-treatment, and much more. The support of our sponsors allow us to be as creative as possible when designing our parts, otherwise constrained by our budget and machining capabilities.

Improving Education and the Experience of Future Engineers
The education and experience gained through Baja has undeniable benefits to the student's future engineering career. By investing in their education now, your company will have access to experienced potential new hires when members of our team enter the work force.

Community Support
Supporting the community around your business not only leaves a positive impact on your company's public image, but 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.

Other Benefits
- Tax Deduction: we are a 501(c) organization
- Recruiting visibility on campus
- National visibility at competition through logo placement.

ONE-TO-ONE
FOR EVERY DOLLAR OF SPONSORSHIP EARNED, THE SCHOOL (JOHNS HOPKINS UNIVERSITY) WILL MATCH THE VALUE. YOUR SUPPORT MEANS INCREASED SUPPORT FROM OUR SCHOOL!
SPONSORSHIP LEVELS

PLATINUM ($5,000+)
- Tour of Hopkins Baja facilities
- Access to Johns Hopkins University 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 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. YOUR CONTINUED SUPPORT AND GENEROUS CONTRIBUTIONS MAKE THE SUCCESS OF BLUE JAY RACING POSSIBLE.

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