About SAE International

The Society of Automotive Engineers (SAE International), founded in 1905, is an international organization with more than 84,000 members – engineers, business executives, educators, and students – from more than 97 countries. SAE International sets the standards in fields such as ground vehicles, aerospace, refrigerants, and fuel cells, to name a few. SAE International also offers resources and expertise in designing, building, maintaining, and operating self-propelled vehicles for use on land, and in the sea, air, or space.

SAE International’s commitment to society is manifest in the public awareness programs it runs locally, nationally, and internationally to promote vehicle safety and energy resource conservation. SAE International sponsors 12 different collegiate design competitions that put classroom training into action by challenging students to design, build, and test the performance of a real vehicle in a competitive environment. There are over 380 collegiate chapters of SAE International at engineering schools with more than 4,500 students from 500 universities on six continents. Formula SAE®, Baja SAE®, and Clean Snowmobile Challenge SAE® are a few examples of Collegiate Design competitions. These competitions take place at different locations throughout the world, and teams from any country may take part in any event.

Membership in a professional society affords students the opportunity to attend professional conferences, network with professionals, and gain valuable experience and training, as well as provide students various professional publications and research databases, all of which enrich their education and enhance their career preparation.

For more information about SAE International, please visit www.sae.org.

Events

Baja SAE® Tennessee
Cookeville, Tennessee
April 18-21, 2013
Team Limit = 100 teams

Baja SAE® Washington (Presentation)
Bellingham, Washington
May 16-19, 2013
Team Limit = 100 teams

Baja SAE® Rochester
Rochester, New York
June 6-9, 2013
Team Limit = 100 teams
About Lawrence Technological University

Lawrence Technological University, a private, accredited university founded in 1932, offers over 100 associate, baccalaureate, master’s, and doctoral programs through Colleges of Architecture and Design, Arts and Sciences, Engineering, and Management. Approximately 4,500 students are enrolled in full-time, part-time, day, evening, weekend, and online programs. Lawrence Tech combines the benefits of a close, caring, small college with the academic depth and scope of a larger university. Most Lawrence Tech students are employed within a month of graduating and earn higher salaries. The return on their bachelor’s degree tuition investment ranks in the highest 20 percent of all U.S. universities, according to Bloomberg Businessweek.

Many of the University’s academic programs also require participation in professional projects that seek to solve real problems facing practicing architects, engineers, managers, scientists, and others. With the University’s close proximity to some of the world’s leading industrial, technological, business, and scientific enterprises, the relationship is more than geographic – it assures the University’s participation in “cutting edge” advancements and “front office” accessibility by students interested in co-ops, internships, part-time work, and networking opportunities. Over 200 Fortune 500 corporations have headquarters or major operations within a half hour’s drive of Lawrence Tech’s campus.

For more Information about Lawrence Technological University, visit www.ltu.edu.
Lawrence Tech’s students created an organization that combines the four vehicle competition teams at the University under one umbrella: Blue Devil Motorsports (BDM). Lawrence Tech supports Baja SAE®, Formula SAE®, Formula Hybrid, and SAE® Aero Design teams. Each of the teams welcomes students from all of the University’s colleges, not just engineering. In this way, students with an interest in engineering and competitive racing can participate and contribute their skills, such as transportation and graphic design, business management, marketing, and communication. This pool of skills allows the BDM organization to operate as a professional business.
The Baja Team at LTU

Competing against more than 100 other teams to have their design accepted for manufacture by a fictitious firm, students design and build an off-road vehicle that will survive the severe punishment of rough terrain. In 2009 Lawrence Tech’s team finished 27th overall in the Midwest out of 100 teams, winning 3rd place in land maneuverability, 16th in acceleration, and 19th in suspension and traction. In 2010 the team won 3rd place in the tractor pull.
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Sponsorship has many benefits for your company and for our team. For you, this is an opportunity to advertise your company and products while demonstrating your support of education. The Baja competition is an international forum and your company name and logo would be prominently displayed at this public event. In addition, both before and after the competition, our Baja vehicle will be exhibited at campus events at Lawrence Technological University. Sponsors’ names will be displayed at every viable opportunity, and all donations to Lawrence Tech’s 2013 Baja SAE® team are tax deductible.

To us, this sponsorship is even more important. Your sponsorship demonstrates to us that we have support and encouragement from professionals, and it aids us in developing our skills so that we can become valuable, productive professionals when we enter the workplace.

Budget Breakdown
Proposed 2013 Vehicle Expenses Budget: $21,000

- Chassis (10%)
- Seat / Safety (8%)
- Competition (15%)
- Tools (8%)
- Powertrain (12%)
- Rear Suspension (12%)
- Front Suspension (12%)
- Braking (8%)
- Steering (8%)
- Miscellaneous (7%)
Sponsorship Breakdown

Premier Donor
$5,000 or more:
- Multiple large decals on vehicle with prominent placement
- Commemorative plaque
- Logo on promotional banner and T-shirt
- Logo on printed materials and press releases
- Seven 2013 Lawrence Tech Baja vehicle shirts

Corporate Donor
$3,000 or more:
- Multiple medium decals on vehicle with prominent placement
- Commemorative plaque
- Logo on promotional banner and T-shirt
- Logo on printed materials and press releases
- Five 2013 Lawrence Tech Baja vehicle shirts

Signature Donor
$1,000 or more:
- Medium decal on vehicle
- Commemorative plaque
- Logo on promotional banner and T-shirt
- Logo on printed materials and press releases
- Three 2013 Lawrence Tech Baja vehicle shirts

Associate Donor
$250 or more:
- Small decal on vehicle
- Logo on promotional banner and T-shirt
- Logo on printed materials and press releases
To Donate

Donors can support individual teams or choose to support all four of the teams by making a donation to Blue Devil Motorsports. Donations can be made in one of two ways:

1. Specify that your donation be distributed according to a budget-based percentage system. Teams with larger budgets will receive a larger percentage of the donation than those with smaller budgets. However, the team that initiates the donation will receive a larger percentage, regardless of its budget size.

2. Specify your donation amount(s) to the team(s) of your choice. All funds will directly benefit the team(s) specified.

To donate online go to https://www.lawrencetech.net/SSLPage.aspx?pid=440

Please make all checks out to Lawrence Technological University with Baja SAE in the memo.

All donations are tax deductible.

Thank You Very Much