

SPONSORSHIP DOSSIER

2026–2027 SEASON · OLIN COLLEGE OF ENGINEERING

OLINBAJA

WHO WE ARE
50+ undergraduates who design, build, and race a Baja SAE off-road car

WHERE WE RACE
Baja SAE 2027 series
April–October 2027 · up to 100 teams per event

SEASON BUDGET
$29,300 projected
Tiers from $1,000 to $7,000

CONTACT
baja@olin.edu
olinbaja.org

WHO WE ARE



We design, build, and race an off-road car from scratch. Every year.

Olin Baja is a **student-run team of 50+ undergraduates** at Olin College of Engineering in Needham, MA. We compete in **Baja SAE**, the most rugged collegiate design series there is: a single-seat off-road vehicle, engineered and fabricated entirely by students, judged on its design, then raced wheel-to-wheel through a four-hour endurance event.

Members own real subsystems, suspension, drivetrain, chassis, and electrical, from CAD through fabrication, testing, and the pit lane. They graduate with **practical, industry-ready experience** in design, manufacturing, systems integration, and project management.

50+
student members across all four years

100
teams compete at every Baja SAE event

4
subsystems: suspension, drivetrain, chassis, and electrical

THE 2026–27 SEASON

SEASON TIMELINE

FALL 2026	**Design**	Sponsor logos placed on the livery plan
WINTER	**Fabrication**	Your logo goes on the car and team apparel
SPRING 2027	**Testing and Drive Days**	Sponsors invited to the shop and test track

HOW A COMPETITION WORKS

STATIC EVENTS · JUDGED

- Technical inspection
- Design evaluation

DYNAMIC EVENTS · RACED

- Acceleration
- Traction
- Maneuverability
- Specialty event: suspension, rock crawl, or mud bog
- Endurance: four hours, wheel-to-wheel

WHAT WE ARE BUILDING, AND WHAT IT COSTS

SUBSYSTEM	THIS SEASON'S GOALS	PRIMARY SPEND	BUDGET
Suspension	Independent double-wishbone rear suspension; 14"+ of travel front and rear; adjustable camber, toe, and bump steer; 110°+ steering angle	Shocks, brake system components	**$6,500**
Drivetrain	Robust two-wheel-drive system; improved CVT performance; smaller package with a lower center of gravity; better engine and transmission cooling	Engine, gearbox hardware	**$7,500**
Chassis	Rear-braced chassis with 40/60 weight distribution; center of gravity lowered by 4"; optimized footbox	Roll cage tubing, safety equipment	**$11,000**
Electrical	Live location tracking; integrated wiring harness; fuel gauge; Hall-effect sensors on the primary and secondary CVT; quick-disconnect steering wheel with display	Custom PCBs, sensors	**$2,300**
Operations	Competition registration, travel, and getting the car and the team to the starting line	Registration, transport	**$2,000**
Projected 2026–27 budget			**$29,300**

Stretch goal: shop improvements, including new tool organization and more stable car jacks — **+ $1,500**

WHY PARTNER WITH OLIN BAJA

01
Brand exposure
Your logo on the car, the trailer, team apparel, and olinbaja.org, in front of thousands of students and industry engineers at competition, plus regular features on our social channels.

02
Talent pipeline
A direct line to 50+ engineers who have designed, built, and raced a car. We share resume books with our sponsors and host on-campus recruiting events with the team.

03
Community
Join us for Drive Days, design reviews, and the Bajarbeque. Our alumni already come back for resume reviews and pitch practice; sponsors join the same circle, and those relationships last well past graduation.

04
Technical partnership
Put your products through the dirt. Title sponsors get access to our test track, hands-on time with the car, and a seat in our engineering process from design review to race day.



"My experience in Baja has been extremely helpful in my summer internship, especially with tasks related to design for manufacturing and collaboration."

ZION NISHIKAWA '29

"I love how when I design a PCB for Baja, it gets tested in such rugged conditions. It makes me a much better ECE to have that experience."

ARYAN BANERJEE '29

SPONSORSHIP TIERS

Each tier includes everything in the tier before it.

WHAT YOU GET	THE MINT 400 **$1,000** Your name on the team	BAJA 1000 **$3,000** Your name on the car	DAKAR RALLY **$7,000** Title sponsor
Logo on olinbaja.org	✓	✓	✓
Features and shout-outs on our social media	✓	✓	✓
Logo on team apparel and merch	✓	✓	✓
Resume book of team members	✓	✓	✓
Logo on the car	–	**Prominent**	**Largest, with livery input**
Invitations to Drive Days and design reviews	–	✓	✓
On-campus recruiting or promotional event with the team	–	✓	✓
Title sponsor: your name on all merch and branding	–	–	✓
Private meet and greet with Olin Baja members	–	–	✓
Drive Day for your employees and their families	–	–	✓
Test-track access and hands-on technical partnership	–	–	✓

Custom packages and in-kind support are always welcome. Parts, materials, machining time, and software all count toward a tier. Write to baja@olin.edu and we will put together a package that fits. Gifts can also be made through Olin College at olin.edu/give/baja.

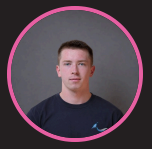


PARTNER WITH US

We would love to talk about the 2026–27 season. Reach out and we will set up a call or a visit to the shop.



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