



A.I.S.S.M.S. COLLEGE OF ENGINEERING, PUNE

RESONANCE RACING BAJA

**SPONSORSHIP PROPOSAL
2020-21**

Transforming Willpower Into Horsepower

ABOUT US



A highly motivated team of 25 members with strong alumni network



Designed with Passion



Manufactured with Perfection



Testing with Real-time Validation



We drive Innovation



#winning_at_every_step



Well established in the SAE BAJA Circuit

12 YEARS
Founded in 2009...

BAJA SAE INDIA



- An event organised by the Indian division of Society of Automotive Engineers (SAEINDIA).
- Around **300** Indian under graduate college teams participate in BAJA SAEINDIA, an event spanning **4** days.
- Teams are Judged on the basis of static and dynamic events for a total of **1000** points
- **Static events** include Design Presentation, Cost Presentation, Sales Presentation and GO-GREEN event.
- **Dynamic events** include Acceleration , Manoeuvrability, Suspension and Traction , Rock Crawl and a 4-hour Endurance Race.
- **Event Sponsors and partners-**
Mahindra, Anand Group, Gabriel, John Deere, Ansys, Bosch, LEAR corp.

TEAM ACHIEVEMENTS



- › Overall 3rd rank
- › 1st in Western India



- › Overall 4th



- › Fastest lap time
- › Overall 12th rank



- › 1st in CAE
- › 5th in Endurance
- › Overall 8th
- › 9th in costing



- › 9th Suspension
- › 14th endurance
- › 12th Overall
- › 6th Armageddon Race
- › 6th Overall Mega ATV

2009

2011

2014

2016

2018

2010

2012

2015

2017

2019

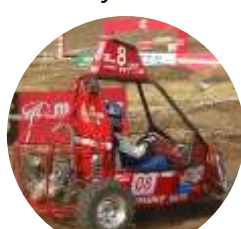
- › 2nd in Hill Climb

- › 1st in endurance
- › 1st in Hill Climb
- › 1st in acceleration
- › Highest No. Of laps in History of Event

- › 5th in Suspension & Traction

- › 25th in virtual
- › 11th in sales
- › 15th in Acceleration

- › 14th in Design
- › 17th in Costing
- › 27th in Acceleration
- › Overall 29th



2020 SEASON CALENDAR

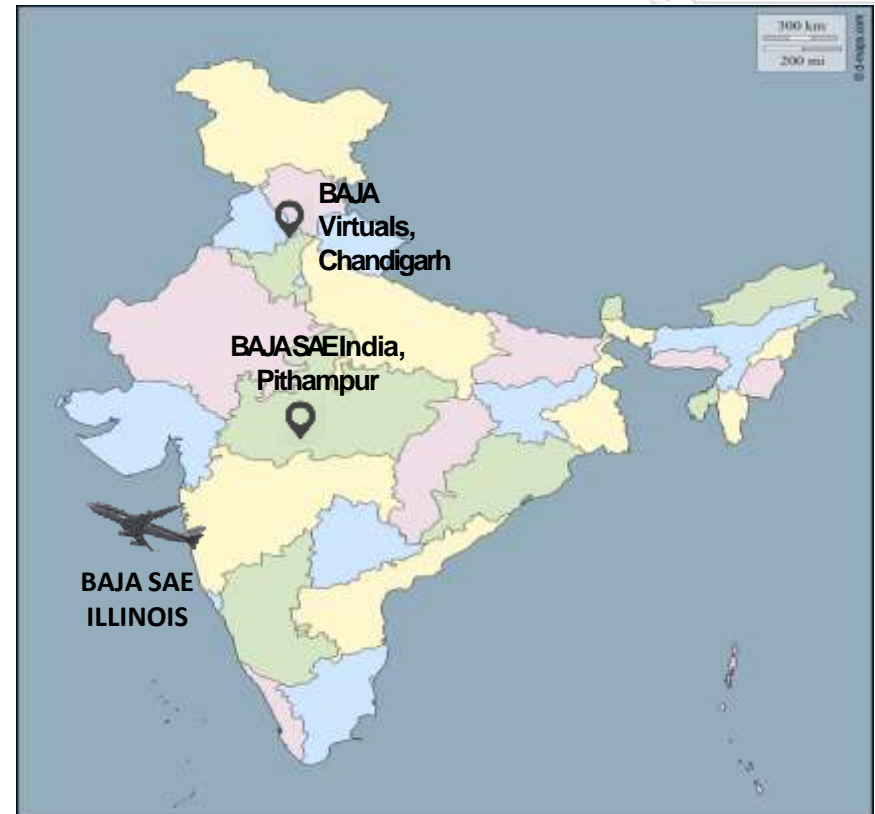


BAJA SAEINDIA

Duration : 22th January to 26th January 2020
Virtual Round : 11th & 13th July 2019, Chandigarh
Main Event : Pithampur, Madhya Pradesh
Registration Fee : INR 62,236/-

BAJA SAE ILLINOIS

Duration : 3rd June to 6th June 2019
Main Event : Edwards Demo & Learning Center,
Illinois
Registration Fee : \$1350/- (INR 96,000)



COLLEGE EVENT

Event : 2nd Week of Feb. 2020

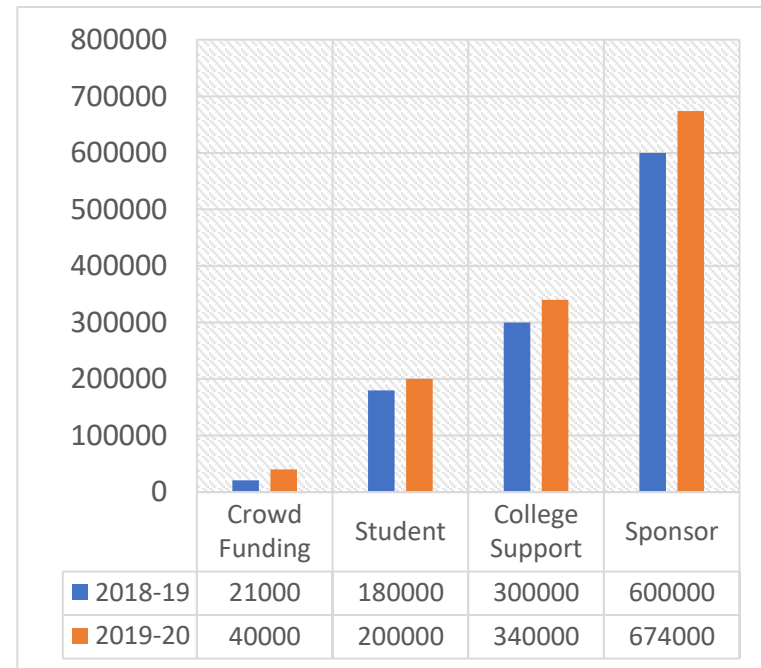
Organize ATV Room to inspire
and educate young minds.

6th Season of ATV Room at
AISSMS College of Engineering.



BUDGET PLAN 2019-2020

	DEPARTMENT	ESTIMATED COST
	REGISTRATION	1,62,200.00
	CHASSIS	89,150.00
	VEHICLE DYNAMICS	1,38,650.00
	POWERTRAIN	2,89,000.00
	BRAKES, ELECTRICALS & FASTNERS	1,22,150.00
	WHEEL ASSEMBLIES	82,200.00
	DATA ACQUISITION	25,000.00
	MARKETING	38,000.00
	BEARINGS & MISCELLANEOUS	68,070.00
	RIMS & TYRES	62,150.00
	LOGISTICS (INDIA)	47,000.00
	TEST RIGS & TESTING	17,000.00
	FIXTURES	18,450.00
	TOOLS AND EQUIPMENT	23,350.00
	SAFETY EQUIPMENT	23,870.00
	LITERATURE	8,500.00
	DRIVER TRAINING	13,000.00
	FUEL	8,200.00
	STATIONARY	8,500.00
	LOGISTICS (USA SHIPPING)	8,00,000



Total	₹ 12,44,440
+ Logistics (USA)	₹ 8,00,000

SPONSORSHIP OPPORTUNITIES



No.	Category	Amount
1	Platinum	INR 2.5 lakhs and above
2	Gold	INR 1.5 lakhs and above
3	Silver	INR 1.0 lakhs and above
4	Bronze	INR 25,000 and above/ Depending On Available Part

PARTNER OPPURTUNITIES



Media



Apparel



Automotive Parts



Logistics



Accomodation



Technical
Guidance

BRAND OUTREACH



- Access to 10,000+ budding engineers.
- Interaction with professionals of renowned automotive companies.
- Tremendous promotional avenues spreading across the nation.



SPONSOR BENEFITS



- Resonance racing makes continuous upgrades in their ATVs with every passing year. Research, Development and optimization is our primary objective.
- Inevitably Research Projects are undertaken by the Students of our Team to emphasize on new Design ideas. Sponsors can aid such opportunities which would be considered as a CSR.
- AISSMS COE would then provide CSR certifications for such monetary aids

SPONSOR BENEFITS



- ❖ Company branding on the vehicle, Team Apparels, College campus, Teams social media sites, commercial banners, posters and various other platforms.
- ❖ Association with leading companies at the event, in news and media.
- ❖ Brand promotion during events like college cultural and technical fests, technical workshops, SAE programs, vehicle unveiling ceremony.
- ❖ Business promotion through various campus activities and promotional showcase of the vehicle in the company premises.
- ❖ Company will be associated with various NGO's and community based organizations promoting social activities throughout the year.
- ❖ Sponsors benefits focus on visibility and networking. Companies will have access to team events in campus and the competition.

SPONSOR BENEFITS



Benefits	Platinum	Gold	Silver	Bronze/ Part
Logo on Vehicle	Y	Y	Y	Y
Logo on team apparel	Y	Y	Y	Y
Promotions during annual college event, symposium	Y	Y	Y	Y
Recognition during exhibitory events	Y	Y	Y	
Recognition during media coverage	Y	Y		
Availability of vehicle for promotional events	Y			

BRAND COVERAGE

- Special Mentions in Technical Workshop held in College.
- Recognition in College Events.
- Stall Set-up in College.
- Event Pit Banner Displays.
- Access to vehicle for promotional events.



Front



Back



By: Kaumudi Chatur. Date: 2009-01-23. Place: Pune

Concerts have always been a passion for youngsters, but the artist amplifies nostalgia when you make your own machine all by yourself.



- Trillionaires owned by Leonardo DiCaprio
- You are supposed to be the 4,000th person
- World map from gaps in the ocean
- Office shortage, Army has shortage
- Marginal value at 2 primary days
- Time to the program is 1000
- The last one, but not the last
- Shipment of the Empire of the West is not lost in the city
- 10% of the world's population is in the city



CNN NEWS 18



MEDIA COVERAGE



Resonance Racing Driver
In An Interview With
AUTOCAR

Season 2017 BUGGY

Unveiled By

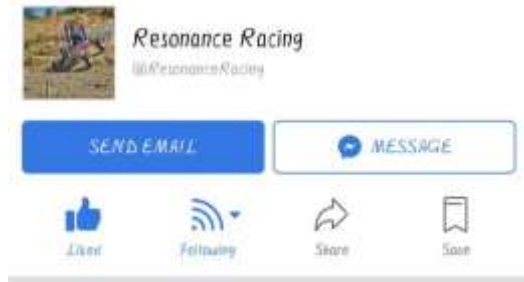
Mr. Sirish Chandran,
Editorial Director Of

**EVO MAGAZINE
INDIA**



DIGITAL MARKETING

- Live screening and broadcasting.
- Timely updates on social media sites.
- Strategic presence on social media.



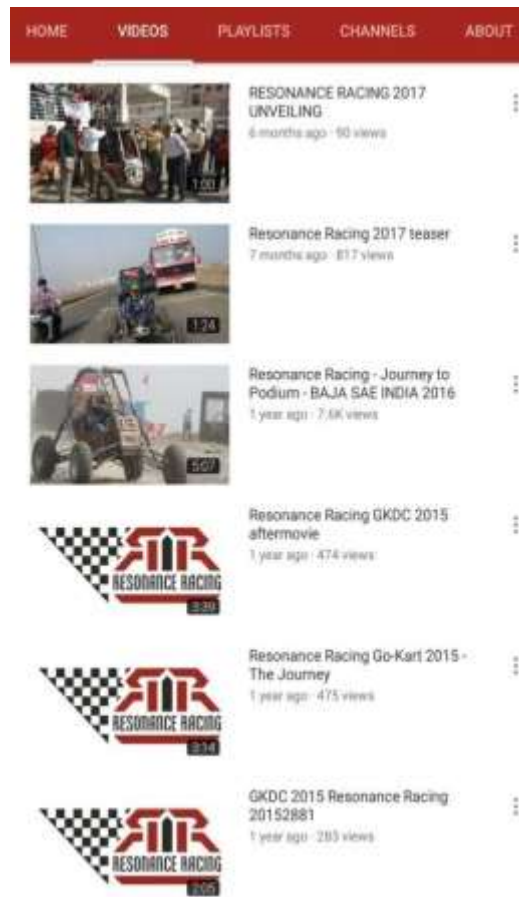
Community

Invite your friends to like this Page

3,099 people like this

3,078 people follow this

Rushikesh Kambhar, Pranita Aati and 65 other friends like this



Resonance Racing

Science, Technology & Engineering
Official Motorsports team of AISSMS College of Engineering.
Transforming Willpower into Horsepower
<http://twitter.com/RRaissmscoe>
#resonanceracing
AISSMS College of Engineering, Pune,
Maharashtra, 411001

PREVIOUS PARTNERS



Enriching Lives



Motorsport

Amphenol



VISIT US :



facebook.com/ResonanceRacing



[@resonance_racing_india](https://instagram.com/@resonance_racing_india)



[Resonance Racing](https://youtube.com/ResonanceRacing)



[@RRaissmscoe](https://twitter.com/RRaissmscoe)