



*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 3<sup>rd</sup> rank
- > 1<sup>st</sup> in Western India



- > Overall 4<sup>th</sup>



- > Fastest lap time
- > Overall 12<sup>th</sup> rank



- > 1<sup>st</sup> in CAE
- > 5<sup>th</sup> in Endurance
- > Overall 8<sup>th</sup>
- > 9<sup>th</sup> in costing



- > 9<sup>th</sup> Suspension
- > 14<sup>th</sup> endurance
- > 12<sup>th</sup> Overall
- > 6<sup>th</sup> Armageddon Race
- > 6<sup>th</sup> Overall Mega ATV

2009



2011



2014



2016



2018



2010

- > 2<sup>nd</sup> in Hill Climb

2012

- > 1<sup>st</sup> in endurance
- > 1<sup>st</sup> in Hill Climb
- > 1<sup>st</sup> in acceleration
- > Highest No. Of laps in History of Event

2015

- > 5<sup>th</sup> in Suspension & Traction

2017

- > 25<sup>th</sup> in virtual
- > 11<sup>th</sup> in sales
- > 15<sup>th</sup> in Acceleration

2019

- > 14<sup>th</sup> in Design
- > 17<sup>th</sup> in Costing
- > 27<sup>th</sup> in Acceleration
- > Overall 29<sup>th</sup>



# 2020 SEASON CALENDAR

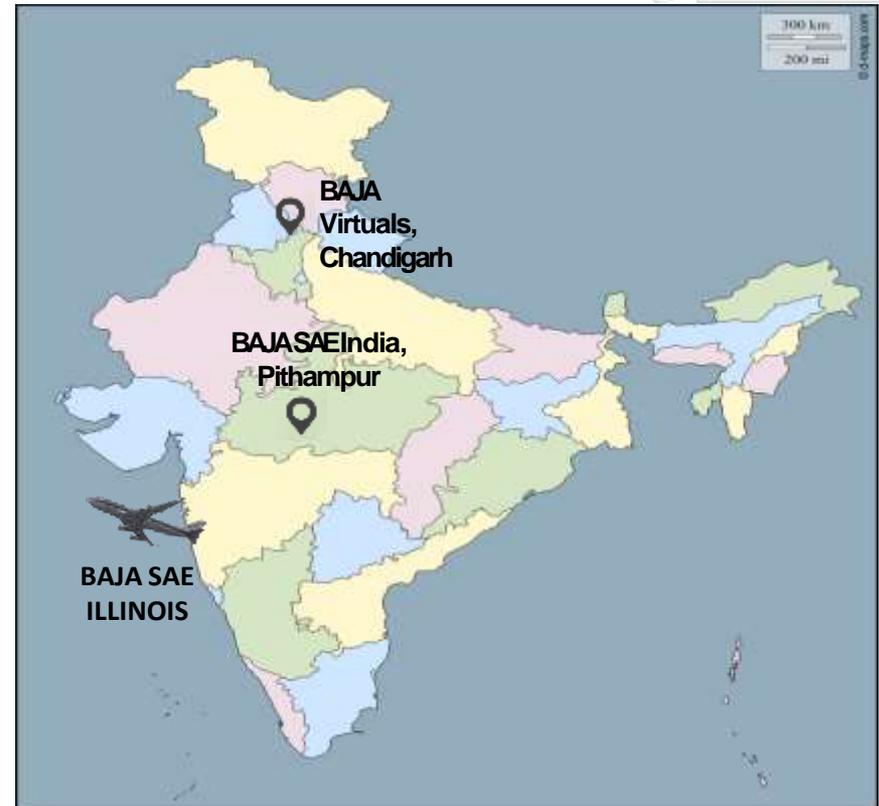


## BAJA SAEINDIA

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

## BAJA SAE ILLINOIS

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



## COLLEGE EVENT

Event : 2<sup>nd</sup> Week of Feb. 2020

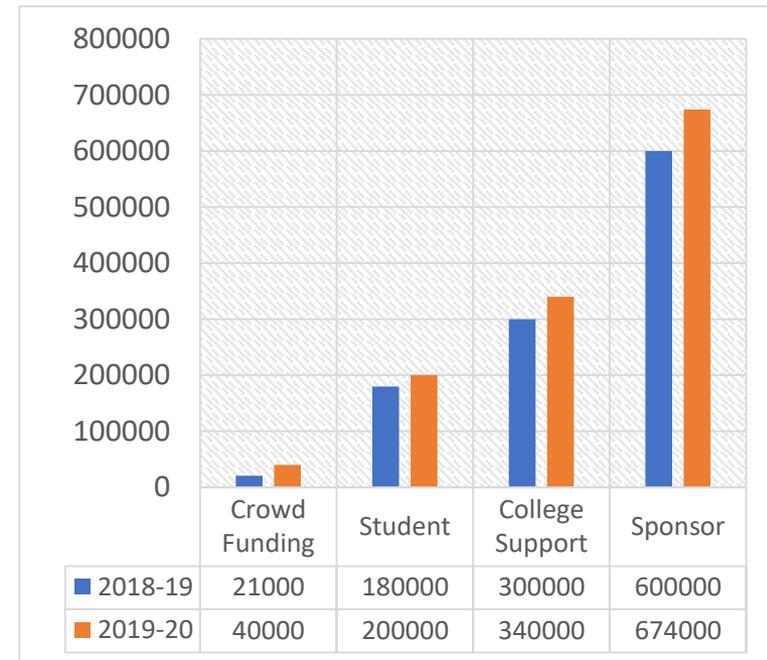
Organize ATV Room to inspire and educate young minds.

6<sup>th</sup> 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



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



# 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.



Resonance Racing

[@RRaissmscoe](#)

SEND EMAIL

MESSAGE



Like



Following



Share



Save

## Community

Invite your friends to like this Page

3,099 people like this

3,078 people follow this

Rishikesh Kambhar, Pranita Aati and 65 other friends like this



RESONANCE RACING 2017 UNVEILING

6 months ago · 90 views



Resonance Racing 2017 teaser

7 months ago · 817 views



Resonance Racing - Journey to Podium - BAJA SAE INDIA 2016

1 year ago · 7.6K views



Resonance Racing GKDC 2015 aftermovie

1 year ago · 474 views



Resonance Racing Go-Kart 2015 - The Journey

1 year ago · 475 views



GKDC 2015 Resonance Racing 20152881

1 year ago · 283 views



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Resonance Racing: TRANSFORMING WILL POWER INTO HORSE POWER. official page of the team from AISSMS COE,PUNE participating in BAJA SAE India

Pune, India

[facebook.com/ResonanceRacing](#)

70 Following 104 Followers

← resonance\_racing\_india



113

posts

1046

followers

84

following

Message



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 :



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*@resonance\_racing\_india*



*Resonance Racing*



*@RRaissmscoe*