



Rough Rider Racing

uOttawa Baja SAE Team

SPONSORSHIP PACKAGE

2026–2027 Season · University of Ottawa

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■ INTRODUCTION

Sponsorship of Rough Rider Racing supports the practical engineering education of University of Ottawa students through a complete vehicle development program, while providing sponsors with sustained visibility among future engineers and technical professionals.

Rough Rider Racing (RRR) is a student-run design team that designs, manufactures, tests and competes with a single-seat off-road vehicle each season. This document outlines the team, its program and budget, and the sponsorship opportunities available for the 2026–2027 season.



■ ABOUT BAJA SAE

What is Baja SAE?

Baja SAE is an international collegiate design competition organized by SAE International. Student teams design, manufacture and race a single-seat, all-terrain vehicle that must withstand rough terrain, jumps, rocks and mud, and complete a multi-hour endurance race.

All teams use the engine specified by the competition rules (currently a 14 hp Kohler CH440 with a restrictor plate) and must meet the same safety and design requirements. Differences in performance therefore result from vehicle design, weight, reliability and team execution rather than from the powertrain.

Teams are also evaluated on cost, design justification and a sales presentation, all of which are judged by practising engineers from industry. Because every team works to the same rules and the same powertrain, the competition is a direct comparison of engineering judgement, manufacturing quality and project management.

■ COMPETITION FORMAT

STATIC & BUSINESS EVENTS

Technical inspection, design judging, a cost report and a sales presentation. Teams present and defend their design and project decisions to industry judges.

DYNAMIC EVENTS

Acceleration, hill climb or traction, manoeuvrability and suspension events assess vehicle performance under demanding off-road conditions.

ENDURANCE RACE

A four-hour wheel-to-wheel race in which reliability, engineering quality and pit-crew coordination are as important as outright speed.

Baja SAE requires students to apply classroom theory to a complete vehicle while working within strict design rules, limited budgets and fixed deadlines.

14 hp

IDENTICAL ENGINE FOR EVERY TEAM

4 hours

WHEEL-TO-WHEEL ENDURANCE RACE

1 seat

ALL-TERRAIN VEHICLE, BUILT BY STUDENTS

■ ABOUT US

Who we are

Rough Rider Racing (RRR) is the University of Ottawa's Baja SAE team and one of the Faculty of Engineering's competitive design teams. Its members are drawn from mechanical, electrical, software and computer engineering, as well as other programs.

■ OUR MISSION

- Design, manufacture and race a competitive Baja SAE vehicle that complies with the current rules.
- Provide students with practical experience in design, fabrication, testing and project management.
- Represent the University of Ottawa at competitions across North America and build a sustainable program for future students.

■ TEAM STRUCTURE

The team is organized into four technical subteams (Chassis, Suspension, Drivetrain and Electrical) and an Administration group responsible for finance, sponsorship, outreach and logistics. All design, analysis, fabrication and testing is carried out by students, with guidance from faculty and alumni.

■ AUDIENCE

Sponsor recognition reaches University of Ottawa engineering students and faculty, prospective students and their families at recruitment events, alumni, the Ottawa engineering and manufacturing community, the team's social media audience, and the teams, judges and industry representatives present at each competition.



Why partner with us

Through Baja SAE, team members gain experience that cannot be replicated in a classroom. Sponsors gain visibility on campus and at competition, together with direct access to the students carrying out the work.

ENGINEERING PRACTICE

CAD modelling, hand calculations, finite element analysis, design reviews and technical documentation.

MANUFACTURING SKILLS

Machining, welding, fabrication, wiring, assembly and troubleshooting.

PROJECT EXECUTION

Budgeting, scheduling, risk management, communication and delivery to fixed deadlines.

■ AREAS OF PARTNERSHIP

1 — Brand exposure

Logo placement on the vehicle, team apparel, paddock banner and website; recognition on Instagram and LinkedIn, including a sponsor announcement; and visibility at vehicle unveilings, campus events and competitions.

2 — Talent & recruitment

Access to engineering students with demonstrated experience in cross-functional technical teams, workshop and laboratory environments, and long-term project delivery. A portfolio of team members and their engineering work, together with information sessions, is described on page 9.

3 — Technical partnership

In-kind support of any value, including machining, materials, components, software, fabrication and testing. Sponsors may be recognized as the named supporter of a subsystem and work directly with the students responsible for it.

4 — Community & education

Sponsorship directly funds practical engineering education in Ottawa. Sponsors are invited to technical workshops, design reviews and networking events with the wider University of Ottawa engineering community.



Vehicle and subteams

Each Rough Rider Racing vehicle is designed by students from the ground up to meet Baja SAE rules. It is optimized for off-road performance and for serviceability, so that components can be inspected, replaced and adjusted quickly between events.

THE VEHICLE

- Single-seat off-road vehicle on a steel space-frame chassis with an integrated roll cage.
- Powered by the engine specified in the Baja SAE rules, driving a two-wheel-drive drivetrain through a tuned continuously variable transmission (CVT).
- Double-wishbone, four-wheel independent suspension tuned for ground clearance, travel and stability on rough terrain.
- Hydraulic disc brakes at all four wheels and a steering system designed for precise low-speed manoeuvring on tight courses.
- Electrical system integrating safety shutdown circuits, driver controls, sensors and data acquisition.

SUBTEAMS

CHASSIS

Designs the frame, roll cage, ergonomics and mounting points, with a focus on stiffness, safety, weight reduction and serviceability.

SUSPENSION

Develops suspension geometry, selects springs and dampers, and tunes ride height, handling and durability over rough terrain.

DRIVETRAIN

Responsible for CVT tuning, gearbox design, gearing, shafts, hubs and bearings, with a focus on efficiency and reliability.

ELECTRICAL

Designs the wiring harness, kill switches, sensor network and data acquisition for safe and reliable operation.

ADMINISTRATION

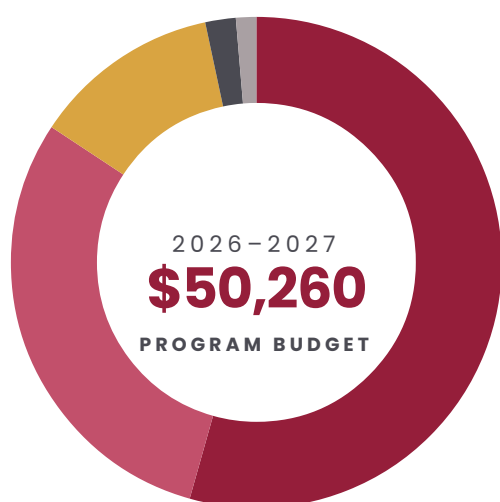
Responsible for sponsorship, purchasing, budgeting, marketing, events and the logistics of testing and competition travel.



■ 2026–2027 BUDGET

Budget overview 2026–2027

Designing, manufacturing and racing a Baja SAE vehicle is a multi-year undertaking. The 2026–2027 budget covers competition with the current vehicle and the initial development of the next vehicle. The program runs on a two-year vehicle cycle, so a season's budget funds both the car being raced and the start of its replacement. The allocation of funding is shown below.



Materials & hardware	54%
Competition travel & lodging	30%
Services & contracts	12%
Testing & rentals	2%
Tools & equipment	2%

Sponsor support allows the team to make sound engineering decisions without compromising on safety or reliability, and funds the full program cycle: completing the current vehicle, testing, competing and beginning the next design.

■ BUDGET CATEGORIES

MATERIALS & HARDWARE

Chassis tubing, suspension components, drivetrain components, braking and steering parts, fasteners, sensors, wiring, batteries and fabrication consumables.

COMPETITION TRAVEL & LODGING

Travel and accommodation for 12 to 14 team members at each competition, together with trailer and vehicle transport.

SERVICES & CONTRACTS

Professional machining and fabrication, driveshaft work, shock rebuilding, transponder subscriptions and other specialized external services.

TESTING, TOOLS & EQUIPMENT

Track access, off-road facility memberships and test obstacles; shared hand tools and measuring equipment required to fabricate, assemble and maintain the vehicle safely.

84%

SPENT ON MATERIALS AND GETTING TO COMPETITION

12–14

MEMBERS TRAVELLING TO EACH COMPETITION

2

COMPETITIONS IN THE 2026–2027 SEASON

Sponsorship tiers

Both monetary and in-kind support are welcome. The final set of benefits is agreed with each sponsor.

Benefit	Bronze \$500–1,499	Silver \$1,500–2,999	Gold \$3,000–4,999	Platinum \$5,000+ · 1 spot
PROMOTION				
Social media recognition (pre / mid / post-season)	Group post	Individual post	Individual post	Individual post and feature
Linked logo on team website	✓	✓	✓	✓
Logo on website & printed materials	Small	Medium	Medium	Largest, top placement
Recognition in season summary video	Logo	Logo	Logo	★ Logo and acknowledgement
TEAM & CAMPUS ENGAGEMENT				
Technical workshop or information session	—	1 per year	1 per year	1–2 per year
Design review invitation	—	Up to 2 visitors	Up to 4 visitors	★ Priority scheduling
Vehicle and team demonstration (at your facility)	—	—	✓	✓
Company description or QR code (bulletin board, internal channels)	✓	✓	✓	✓
RECRUITING				
Team portfolio (members and their work)	✓	✓	✓	✓
Resume booklet (active members)	✓	✓	✓	✓
CAR & COMPETITION PRESENCE				
Logo on car	Small	Medium	Medium	★ Largest, prime location
Logo on team shirts	✓	✓	✓	★ Largest, back or sleeve
Logo on paddock banner / canopy	✓	✓	✓	★ Centre-top placement
Company banner or flag in the pit area	—	—	—	★ Yes
Named subsystem sponsor ("Drivetrain supported by ...")	—	—	✓	★ Priority selection
Title recognition, naming rights and co-branded event	—	—	—	★ Included
Competition reports (email and photographs)	Group report	Group report	Detailed report	★ Detailed report and acknowledgement

Benefits marked ★ are exclusive to the Platinum sponsor. Minimum sponsorship is \$500.

IN-KIND SPONSORSHIP

Materials, components, services (including machining, welding, heat treatment, coating, printing and apparel) and tools are valued at fair market value and matched to the corresponding tier. Contributions of machining time and materials are of particular value to the team. Software provided under academic licensing is recognized separately as a Software Partner.

Talent and engagement programs

These programs provide sponsors with direct contact with team members throughout the year for recruitment, knowledge sharing and technical collaboration.

INFORMATION SESSIONS

A presentation in which the sponsor's engineers or recruiters outline projects, technologies or career paths and meet students from several subteams.

TECHNICAL WORKSHOPS

Practical sessions on topics such as CAD, drivetrain design, wiring standards, simulation, safety or manufacturing, delivered by the sponsor's technical staff.

TOURS AND VEHICLE DEMONSTRATIONS

Sponsors are invited to view the vehicle and discuss design decisions with the team. For higher tiers, the vehicle can be brought to the sponsor's site or recruitment events where logistics allow.

The Baja Talent Package

OPT-IN

The Talent Package provides employers in engineering, manufacturing, automotive, aerospace, defence, robotics and consulting with a portfolio of team members and the engineering work they have completed on the vehicle.

■ 1 · PROFILE

The sponsor specifies the profile sought, for example second- and third-year mechanical engineering students with SolidWorks, CNC and vehicle design experience.

■ 2 · PORTFOLIO

The team compiles a portfolio of members matching that profile, documenting the subsystems they designed, analysed and manufactured.

■ 3 · DELIVERY

The sponsor receives resumes, CAD work and project documentation, with each member's subsystem experience, graduation year and availability.

The portfolio is provided to every sponsor once per semester, at all tiers. Participation is voluntary; members choose whether their information and work are shared.



■ COMPETITIONS

2026–2027 competitions

Rough Rider Racing plans to compete at the following events during the 2026–2027 season.

OKTOBAJAFEST

OCT 2–4, 2026

Seven Springs, Colton, New York. The largest exhibition race for Baja vehicles in North America, with approximately 30 vehicles from 15 universities. The event provides an early opportunity to run the vehicle in race conditions, refine the drivetrain and suspension set-up, collect performance data and give newer members competition experience ahead of the SAE event.

BAJA SAE WILLIAMSPORT

MAY 20–23, 2027

Williamsport, Pennsylvania. The team's target SAE International competition for 2027, subject to the SAE registration lottery. A four-day event comprising static judging, dynamic events and the four-hour endurance race, and the team's principal benchmark against leading Baja programs in North America.

Sponsor branding travels with the team to every event of the season, on the vehicle, the paddock banner and team apparel.



■ OUR PARTNERS

Current sponsors and partners

The organizations below support the 2026–2027 program through funding, materials, machining, tools, software and services. Rough Rider Racing gratefully acknowledges their contribution.

■ MONETARY AND IN-KIND SPONSORS

Organizations that provide funding or supply materials, components and services to the team:

- The Miller Investment Management Group, ScotiaMcLeod
- DBG Engineering
- ETBO Tool & Die
- VR3 Engineering
- Continual Energy
- JMTS
- uOttawa Engineering Endowment Fund (EEF)
- University of Ottawa

■ SOFTWARE PARTNERS

Software provided under academic licensing programs, recognized separately from the monetary tiers:

- SolidWorks (Dassault Systèmes)
- Siemens
- Altair
- KISSsoft
- Altium Designer
- 3Dconnexion



Sponsor marks are carried on the vehicle, the paddock banner and team apparel at every event of the season.

■ CONTACT

Becoming a sponsor

Thank you for your interest in Rough Rider Racing and the work of our students at the University of Ottawa.

The team is organized and operated entirely by students, and its program is made possible by partners who value practical engineering education. Sponsor support enables the team to compete with the current vehicle, begin development of the 2027 vehicle and extend this experience to a greater number of students.

The team works with organizations of all sizes, from local suppliers contributing machining time or materials to larger companies seeking recruitment access and brand visibility. We would welcome the opportunity to discuss a sponsorship arrangement suited to your objectives.

■ PROCESS

1. Contact the team at the address below.
2. An introductory meeting, in person or online, to discuss your objectives.
3. Agreement on a sponsorship tier and benefits, confirmed in a written sponsorship agreement.
4. Sponsor branding is applied to the vehicle, paddock banner, team apparel and website.

We look forward to the possibility of working with your organization.



uOttawa

Rough Rider Racing

uOttawa Baja SAE Team

Est. University of Ottawa
Faculty of Engineering

■ SPONSORSHIP CONTACT

baja@uottawa.ca

Rough Rider Racing · uOttawa Baja SAE

■ TEAM CAPTAIN

Nora Jordan

Rough Rider Racing, University of Ottawa

■ EMAIL baja@uottawa.ca ■ WEBSITE RRR-BajaUOttawa.github.io/baja-site ■ INSTAGRAM [@uottawabaja](https://www.instagram.com/uottawabaja)