



# ENGINES AND DEMONS

IIT INDORE

## SPONSORSHIP BROCHURE

BAJA SAE INDIA 2018

# ABOUT BAJA

THE BAJA SAE SERIES® IS AN EVENT FOR THE UNDERGRADUATE ENGINEERING ORGANIZED GLOBALLY BY THE SOCIETY OF AUTOMOTIVE ENGINEERS (SAE), COMPETITION SEASON COMES THE END OF WINTER SEMESTER. THE TEAMS NEED TO BUILD A SIMPLE ALL-TERRAIN VEHICLE FOR RECREATION PURPOSE THAT IS AESTHETICALLY AND ERGONOMICALLY SOUND WHILE STILL BEING A FUN AND DURABLE MACHINE IN THE REAL WORLD CONDITIONS. EACH TEAM COMPETES WITH THEIR NEW CARS IN A VARIETY OF DYNAMIC EVENTS INCLUDING AN ENDURANCE RACE, MANEUVERABILITY COURSE, SLED PULL, HILL CLIMB, ACCELERATION EVENT, AND MORE!



**ENGINES AND DEMONS**  
IIT INDORE

# About Us



## **ENGINES AND DEMONS** IIT INDORE

The Engine and Demons team is a student-run competition team housed within the College of Engineering. Every year we design and manufacture an entirely new off-road race vehicle from the ground up. Team members work in the institute workshop to machine parts, fabricate molds and assemble the new car. If all goes well, we use the remainder of the semester to test and tune the car for the upcoming competitions.

**IIT Indore**



# EXPENSES

## Steering

- Rack & Pinion - 14k
- Steering Wheel - 2k
- Tie Rods - 1k
- Ball Joints - 0.5k

## Brakes

- Caliper - 25k
- Brake Disc - 10k
- Master Cylinder - 2k
- Pedals - 2k



## Suspension

- Knuckle Hub - 25k
- Wheel & Tyres - 100k
- Tubes - 50k
- Fox Suspension - 200k
- Seat - 1k

## Transmission

- Engine - 46k
- Gear Box - 50k
- CVT - 1.5k
- Half Shaft - 20k

# OUR AIMS IN 2018

Maximum Power put to Maximum use  
To make the fastest transmission

Lightest ATV ever made  
To reduce the weight of the car as far as possible while maintaining the performance

To improve our analysis even more for  
CAE awards (secured 8th position previously)

To finish in Top 10



# SPONSORSHIP



## ASSOCIATE

- OPPORTUNITY TO ORGANIZE ONE WORKSHOP IN IIT INDORE
- LOGO ON ALL ONLINE PROMOTIONS OF TEAM ENGINES AND DEMONS THROUGH MULTIPLE PORTALS
- LOGO ON ALL OFFLINE PROMOTION MATERIALS OF TEAM ENGINES AND DEMONS
- PROMOTED IN OUR COLLEGE NEWSLETTER
- PROMOTION BY PLACING LOGO ON TEAM ENGINES AND DEMON'S ALL TERRAIN VEHICLE
- **RS. 20,000 FROM THE PARTNERING COMPANY TO TEAM ENGINES AND DEMONS FOR SUCCESSFUL PARTICIPATION IN BAJA SAE INDIA**

## TITLE

- OPPORTUNITY TO PUT UP STALLS FOR PROMOTIONAL ACTIVITIES IN VARIOUS EVENTS OF OUR COLLEGE IN THE SPAN OF ONE YEAR
- OPPORTUNITY TO ORGANIZE ITS OWN EVENT (WORKSHOP/SESSION) IN OUR COLLEGE FEST SUBJECT TO MUTUAL AGREEMENT WITH A STIPULATED TIME AHEAD OF THE EVENT
- LOGO ON ALL OFFLINE PROMOTION MATERIALS OF TEAM ENGINES AND DEMONS
- PROMOTED IN OUR COLLEGE NEWSLETTER
- PROMOTION BY PLACING LOGO ON TEAM ENGINES AND DEMON'S ALL TERRAIN VEHICLE
- EXCLUSIVE MENTION ON TEAM BANNER WHICH WILL BE PUT UP IN THE PIT AREA IN THE FINAL COMPETITION OF BAJA SAE INDIA
- EXCLUSIVE BRANDING VIA. VIDEO PROMOTIONS
- THE LOGO AND NAME OF TITLE SPONSOR WILL BE FEATURED ON TEAM T-SHIRT
- INVITATION ON VEHICLE LAUNCH EVENT
- EXCLUSIVE MENTION ON OUR WEBSITE AND SOCIAL MEDIA HANDLES (FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE) FOR PROLONGED BENEFIT
- MARKETING ADVERTISEMENTS ON MOBILE APPS
- **RS.1,00,000 FROM THE PARTNERING COMPANY TO TEAM ENGINES AND DEMONS FOR SUCCESSFUL PARTICIPATION IN BAJA SAE INDIA**

## EXCLUSIVE

- OPPORTUNITY TO PUT UP STALLS FOR PROMOTIONAL ACTIVITIES IN VARIOUS EVENTS OF OUR COLLEGE IN THE SPAN OF ONE YEAR
- LOGO ON ALL OFFLINE PROMOTION MATERIALS OF TEAM ENGINES AND DEMONS
- PROMOTED IN OUR COLLEGE NEWSLETTER
- LOGO WILL BE FEATURED ON TEAM ENGINES AND DEMONS T-SHIRT
- PROMOTION BY PLACING LOGO ON TEAM ENGINES AND DEMON'S ALL TERRAIN VEHICLE
- EXCLUSIVE MENTION ON OUR WEBSITE AND SOCIAL MEDIA HANDLES (FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE) FOR PROLONGED BENEFIT
- **RS. 50,000 FROM THE PARTNERING COMPANY TO TEAM ENGINES AND DEMONS FOR SUCCESSFUL PARTICIPATION IN BAJA SAE INDIA**

# CONTACT US



Team “Engine and Demons” is a unique opportunity for students to get hands-on engineering practice during their educational experience.

Without the support of our sponsors, our continued success would not be possible.

If you are interested in becoming a sponsor of Engine and Demons then please contact us at

Email :- [baja@iiti.ac.in](mailto:baja@iiti.ac.in)

or just give us a call :-

Uzair (Team Captain) - 07581099942

Shan - 09109832488

Prateek - 09654359887