



TuksBaja

TUKS BAJA

*Sponsorship
Prospectus*

2025



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Engineering,
Built Environment and
Information Technology

Fakulteit Ingenieurswese, Bou-omgewing en
Inligtingtegnologie / Lefapha la Boetšenere,
Tikologo ya Kago le Theknolotši ya Tshedimošo

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WHO ARE WE?

TuksBaja is the **University of Pretoria's Baja SAE® team**, hosted by the **EBIT faculty**. **Baja SAE®** is an intercollegiate competition that requires engineering teams to build and design a compact single-seater off-road vehicle. Vehicles are tested in annual competitions on tough terrains featuring steep rocky hills and muddy lakes. The competition aims to develop practical design, production, and management skills.



WHY JOIN?

- 1 Hands-On Engineering Experience
- 2 Develop Practical Skills
- 3 Teamwork & Collaboration
- 4 Industry-Ready Training
- 5 Well-Rounded Development

TUKSBAJA



TUKS



BAJA

ACHIEVEMENTS

THE STANDARD BAJA SAE® COMPETITION CONSISTS OF TWO PARTS:

1

Static events include design, business presentation, prototype cost and manufacturing.

2

Dynamic events include acceleration, hill climbing, traction, land manoeuvrability, suspension or rock crawl and endurance.

2020 BAJA SAE® ARIZONA COMPETITION

Baja SAE® Arizona	16th (Out of 100)
Baja SAE® Arizona Cost Event	7th

PAST USE BAJA SAE® COMPETITORS

2017 Baja SAE® Kansas	65th (Out of 107)
2014 Baja SAE® Texas	20th (Out of 93)
2013 Baja SAE® Tennessee	19th (Out of 80)
2012 Baja SAE® Oregon	29th (Out of 70)



SPONSOR BENEFITS

SUPPORT TUKS BAJA

DRIVE INNOVATION FORWARD

WHY?

- **Brand Visibility** – Exposure in high-profile competitions and social media.
- **Community Engagement** – Active in ChooseUP Day, EBIT Week & student outreach.
- **Talent Access** – Connect with top engineering students for internships & employment.
- **Industry Impact** – Support innovation and future engineering leaders.

Section 18A certificates available upon request.

Thank you for
investing in the
future of
engineering!



USA 2025

SUPPORT TUKS BAJA

2025 Baja SAE Competition

TuksBaja is excited to announce our planned participation in the upcoming Baja SAE competition in the USA in 2025. This marks our first in-person attendance in five years, and we are thrilled to showcase our innovative new 4WD car, currently in the design phase. To turn this vision into reality, we need your support. We are seeking sponsorships to help cover the costs of materials, parts, equipment, and other essential expenses. Monetary sponsorships or in-kind goods and services are appreciated.

Description	Cost Estimate
Material Cost	R 250 000
Safety Equipment	R 40 000
Wheels & CVT	R 80 000
Car Shipment	R 100 000
Competition Registration	R 36 000
Travel & Accomodation	R 450 000
Competition Apparel	R 6 000

Your sponsorship will not only help us build a competitive vehicle but also support the growth and development of future engineers. Join us on this exciting journey and be a part of our success story!

HELP US GET TO THE TRACK



MAIN SPONSOR

(Overall Major Contributor)

- Listed as main sponsor at races and exhibitions.
- Car will be painted in the sponsor's colours.
- Large-sized logo placement above the driver.
- Including benefits of lower sponsorship levels.

R150 000 +

- Dedicated biography mention on all social media accounts.
- Large-sized logo placement around the driver, on the side of the car, on race day banners and in the TuksBaja lab.
- Including benefits of lower sponsorship levels.

R100k – R149k

- Large-sized logo placement on the side of the car and on race day banners.
- Including benefits of lower sponsorship levels.

R50k – R99k

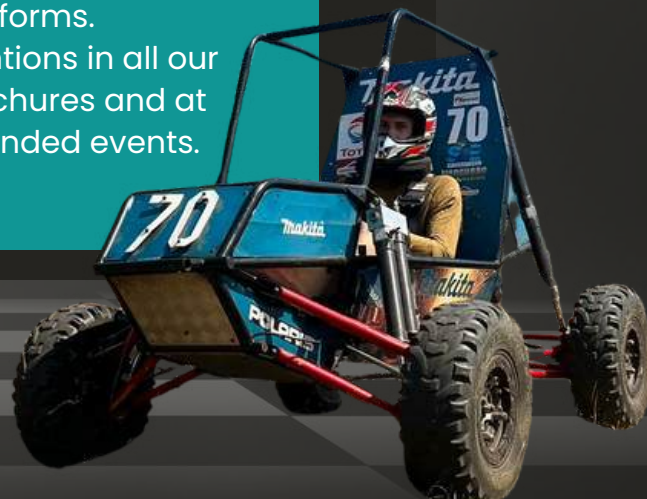
- Medium-sized logo placement on the side of the car.
- Including benefits of lower sponsorship levels.

R10k – R49k

- Small-sized logo placement on the side of the car.
- Small-sized logo placement on competition shirts.
- Including benefits of lower tiers

>R10k

- Dedicated posts on all our social media platforms.
- Mentions in all our brochures and at attended events.



PROUDLY SPONSORED BY



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Vehicle Dynamics Group



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