

Team Nashorns

• 2024-25 •

PCCOE&R PUNE, INDIA



COLLABORATION
SPONSORSHIP
PROPOSAL



Team
Nashorns

Our Institute



PCET'S PCCOE&R

PCET'S PIMPRI CHINCHWAD COLLEGE OF ENGINEERING AND RESEARCH ESTABLISHED IN 2014, IN RAVET IS TERMED AS ONE OF THE BEST ENGINEERING COLLEGE IN PUNE. APPROVED BY AICTE, ACCREDITED BY NAAC AND AFFILIATED BY SAVITRIBAI PHULE PUNE UNIVERSITY. PCCOER HOLDS WORLD RECORD FOR HIGHEST NUMBER OF PATENTS AND COPYRIGHTS FILED IN SINGLE DAY.



TEAM NASHORNS

TEAM NASHORNS PCCOE&R, FOUNDED IN 2017 BY A GROUP OF ASPIRING AUTOENTHUSIASTS FROM PCCOE&R. IT IS A TEAM FUELED BY PASSION AND DRIVEN BY DESIRE TO KEEP ON IMPROVING AND BEING VERSATILE IN ALL ASPECTS. THIS STRENGTH HAS GROWN EVER SINCE. OUR TEAM HAS BEEN COMPETING IN DIFFERENT COLLEGIATE COMPETITIONS SINCE IT'S INCEPTION. THE TEAM HAS EXCELLED IN ALL THE PARTICIPATED COMPETITIONS. TO SAY ABOUT RECENT EVENTS OUR TEAM STOOD 3RD OUT OF 80 TEAMS AT SAE BAJA 2024 COMPETITION





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WHAT IS SAE BAJA?



BAJA SAE INDIA IS AN INTER-COLLEGIATE COMPETITION IN WHICH STUDENTS FROM VARIOUS UNIVERSITIES COMPETE TO DESIGN ANALYZE AND BUILD AN ALL TERRAIN VEHICLE. SINCE ITS INTRODUCTION, BAJA HAS GROWN INTO ONE OF THE BIGGEST AND MOST PRESTIGIOUS ENGINEERING EVENTS IN INDIA WHICH OVER 100 TEAMS COMPETE AGAINST EACH OTHER TO BUILD THE FASTEST, LIGHTEST, MOST RUGGED AND AFFORDABLE OFF-ROAD VEHICLE.

www.bajasaeindia.org

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Join the
Legacy
of
7
years

Consistently Achieving New Heights Every Year

Engineering the Future of Off-Road Racing

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ACHIEVEMENTS



2017-18

Event Name:
SAE INDIA BAJA 2018

Venue: **IIT Ropar**

ATV Name: **Airavat 1.0**



RESULTS:

- Overall - **All India Rank 5**
- Suspension And Traction - **All India Rank 4**
- Design Evaluation - **All India Rank 5**
- Sled Pull - **All India Rank 6**



2018-19

Event Name:
SAE INDIA BAJA 2019

Venue: **Pitampur Indore**

ATV Name: **Airavat 2.0**



RESULTS:

- Overall - **All India Rank 41**
- Virtuals - **All India Rank 51**





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ACHIEVEMENTS



2019-20

Event Name:
ENDURO INDIA 2020

Venue: **Talegaon, Pune**

ATV Name: **Airavat 2.0**



RESULTS:

- Over **All India Rank 2** (Shootout special)



2021-22

Event Name:
**SAE INDIA BAJA 2021,
MEGA ATV**

Venue: **Indore & Goa**

ATV Name: **Tachyon**



RESULTS:

- Design Event - **All India Rank 12** (Baja 2020)
- Night Endurance - **All India Rank 20** (MEGA ATV)





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ACHIEVEMENTS



2022-23

Event Name: **SAE BAJA 2023**

Venue: **Natrax, Indore**

ATV Name: **BHISHMA 1.0**



RESULTS:

- Overall – **AIR 11**
- Maneuverability - **AIR 4**
- Sled pull - AIR 8
- Suspension & Traction - **AIR 9**
- Best 4wd – **AIR 7**
- CAE - **AIR 11**
- Physical dynamics - **AIR 5**





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ACHIEVEMENTS



2022-23



Aravalli Terrain Vehicle Championship



RESULTS:

- Overall – **AIR 1**
- Endurance – **AIR 1**
- Maneuverability – **AIR 1**
- Sled pull – **AIR 1**
- Suspension & Traction – **AIR 3**
- Design Evaluation – **AIR 2**

Event Name: **ALL TERRAIN VEHICLE CHAMPIONSHIP (ATVC-2023)**

Venue: **Talegoan, Pune**

ATV Name: **BHISHMA 1.0**





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ACHIEVEMENTS



2023-24

Event Name: **SAE BAJA 2024**

Venue: **Natrax, Indore**

ATV Name: **BHISHMA 2.0**



RESULTS:

- Overall – **AIR 3**
- Virtual Validation - **AIR 3**
- Maneuverability - **AIR 2**
- Suspension & Traction - **AIR 1**
- CAE - **AIR 3**
- Overall dynamics - **AIR 1**
- Design - **AIR 4**





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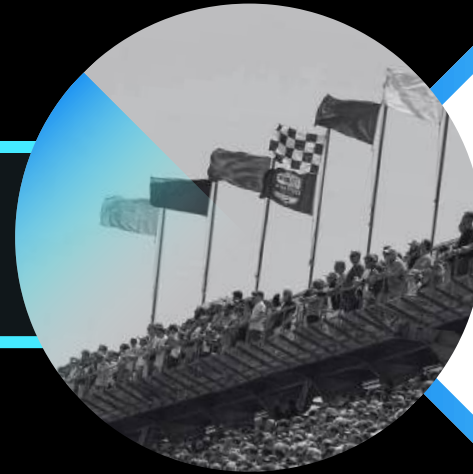


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Why Sponsor Us?



High-Profile Visibility



- **National Exposure:** SAE BAJA provides extensive visibility for your **logo on ATVs, uniforms, and banners** to a diverse audience.
- **Media Coverage:** Benefit from local and **national media exposure** along with active social media promotion.

- **Engage with Young Talent:** SAE BAJA is a hub for the next generation of engineers and industry leaders. Sponsoring us connects you with a forward-thinking, innovation-driven audience.
- **Brand Loyalty:** Build a positive **association with students, educators, and future professionals** in engineering and technology.



Targeting Future Engineers





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Why Sponsor Us?



Innovation and Collaboration



- **Partner with Innovators:** By supporting NASHORNS, you align with cutting-edge design, engineering, and sustainable practices.
- **Technical Collaboration:** Gain insights into our design and development process, and potentially collaborate on new ideas.

Supporting STEM Education: Your sponsorship directly impacts student education and innovation in STEM fields, aligning with your company's CSR goals.



Corporate Social Responsibility (CSR)

Networking Opportunities



Industry Connections: Sponsors are invited to connect with other industry leaders and professionals at SAE BAJA events, building valuable relationships.





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Top Sponsorships Levels



GOLD

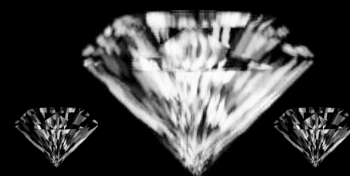
DISTINGUISHED SPONSORSHIP LEVEL

(exclusive privileges) :

- Highly Visible Brand Placement
 - Vehicle [ATV- BHISHMA 3.0]
 - Team Tshirt front side (wide)
 - Banners
- Exclusive Social Media Coverage
 - Brand Bulletin
 - Videography
- Consistent Event Visibility (Physical+ Digital)



EXCLUSIVE



DIAMOND

THE PREMIER SPONSORSHIP LEVEL

(exclusive privileges) :

- Signature **Helmet Branding**
- Dominant **logo** placement
- **Personalised** professionally designed social media marketing -
 - ◆ -Brand Bulletin
 - ◆ -Catalogue showcase
 - ◆ -Videography & much more...



EXCLUSIVE



SILVER

ELEVATED EXPOSURE TO STARTERS

(Preferred for Startups) :

- ATV & Merchandise Logo positioning
- Consistent Event Visibility (Physical)
- Access to Exclusives ◆◆◆ EXCLUSIVE
 - Get access to our EXCLUSIVE beneficiaries
 - Choose One of the exclusive from our specially curated exclusives catalogue
 - Get 2 social media post designed for your brand





Monetary

Service

Sponsorship Levels & Benefits	◆ BRONZE [Rs.25,000+]	◆ SILVER [Rs.50,000+]	◆ GOLD [Rs.75,000+]	◆ DIAMOND [Rs.99,000+]
Logo on Merchandise	<div><div>✓</div><div>Standard grouping with other sponsors</div><div><div>●</div><div>○</div><div>○</div></div></div>	<div><div>✓</div><div>Large sized logo (3rd queue)</div><div><div>●</div><div>●</div><div>○</div></div></div>	<div><div>✓</div><div>Prime, top-tier visibility, maximum exposure</div><div><div>●</div><div>●</div><div>○</div></div></div>	<div><div>✓</div><div>Prime, top-tier visibility, maximum exposure (Multi-side branding)</div><div><div>●</div><div>●</div><div>●</div></div></div>
Social Media Engagement	<div><div>✓</div><div>Acknowledgment in group posts</div><div><div>●</div><div>●</div><div>○</div></div></div>	<div><div>✓</div><div>Consistent mentions in campaign posts</div><div><div>●</div><div>●</div><div>●</div></div></div>	<div><div>✓</div><div>Focused brand coverage through dedicated posts</div><div><div>●</div><div>●</div><div>●</div></div></div>	<div><div>✓</div><div>Tailored content and exclusive storytelling</div><div><div>●</div><div>●</div><div>●</div></div></div>
Logo on Event Banners	<div><div>✓</div><div>Grouped alongside others</div><div><div>●</div><div>●</div><div>○</div></div></div>	<div><div>✓</div><div>Premier logo across all event banners</div><div><div>●</div><div>●</div><div>●</div></div></div>	<div><div>✓</div><div>Premier logo across all event banners</div><div><div>●</div><div>●</div><div>●</div></div></div>	<div><div>✓</div><div>Premier logo across all event banners</div><div><div>●</div><div>●</div><div>●</div></div></div>
ATV Release Video	<div><div>✓</div><div>Mention in closing credits</div><div><div>●</div><div>○</div><div>○</div></div></div>	<div><div>✓</div><div>Leading presence</div><div><div>●</div><div>●</div><div>○</div></div></div>	<div><div>✓</div><div>Leading presence</div><div><div>●</div><div>●</div><div>○</div></div></div>	<div><div>✓</div><div>Leading presence across the whole video</div><div><div>●</div><div>●</div><div>●</div></div></div>
Social Media Personalization		<div><div>✓</div><div>Get One of the "EXCLUSIVE" benefit</div><div><div>◆</div><div>◆</div><div>◆</div><div>EXCLUSIVE</div></div></div>	<div><div>✓</div><div>Get Two of the "EXCLUSIVE" benefit</div><div><div>◆</div><div>◆</div><div>◆</div><div>EXCLUSIVE</div></div></div>	<div><div>✓</div><div>Professionally designed narrative showcasing brand partnership</div><div><div>◆</div><div>◆</div><div>◆</div><div>EXCLUSIVE</div></div></div>
Logo on Vehicle		<div><div>✓</div><div>Leading presence</div><div><div>●</div><div>●</div><div>●</div></div></div>	<div><div>✓</div><div>Leading presence</div><div><div>●</div><div>●</div><div>●</div></div></div>	<div><div>✓</div><div>Exclusive positioning on pivotal areas</div><div><div>●</div><div>●</div><div>●</div></div></div>
Logo on Helmate				<div><div>✓</div><div>Sole sponsor branding on helmet</div><div><div>●</div><div>●</div><div>●</div></div></div>





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■ Sponsorship Type



Monetary

Service



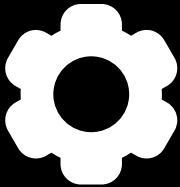
TRAVEL AND
ACCOMODATION SPONSOR

Support the NASHORNS team by sponsoring transportation and comfortable accommodations as we travel to the national competition.



TOOLS AND PARTS
SPONSOR

Supply the essential tools and high-performance parts that will drive the success of our ATV build.



MACHINERY SPONSOR

Empower precision manufacturing with VMC, CNC, and machining support to bring our ATV designs to life.



MERCHANDISE SPONSOR

Outfit the NASHORNS team with custom apparel, showcasing your brand on our official T-shirts and gear.



FUEL SPONSOR

Power our ATV's long-distance testing by sponsoring fuel for the ultimate performance trials.



BEVERAGE AND FOOD
SPONSOR

Keep the team fueled and refreshed by sponsoring beverages and meals during our build phases and events.

*The value of the services you provide will determine your placement in one of our sponsorship tiers (Diamond, Gold, Silver, or Bronze).



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Flexibility to Sponsor us

Set a **meeting with us** to discuss and adjust your sponsorship options.

We'll **help** showcase your brand at the national SAE BAJA Championship.

Partial and service-based **sponsorships** are welcome.

Get flexible and **customized opportunities** for your brand.

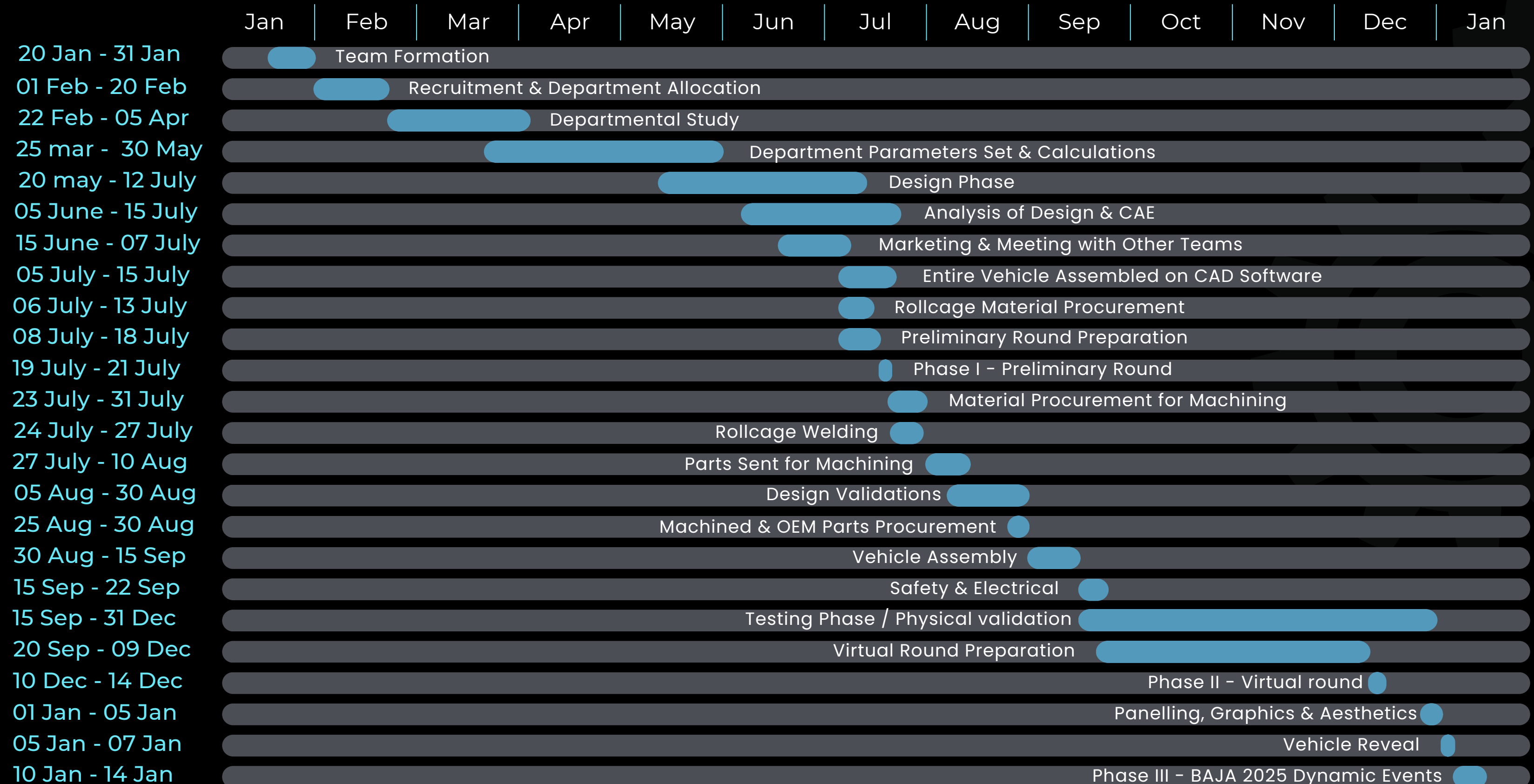
We offer flexible sponsorship opportunities where the value of the services you provide—such as transportation, accommodation, merchandise, machinery support, tools, fuel, and more—will determine your placement in one of our sponsorship tiers (Diamond, Gold, Silver, or Bronze). Sponsors can contribute through monetary support, in-kind services, or a combination of both. Partial sponsorships are also welcome, ensuring a customizable partnership where your contribution is matched with the benefits you'll receive according to the sponsorship level that aligns with your support.

This approach ensures every contribution, whether full or partial, is recognized with tailored sponsorship benefits.



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EVENT TIMELINE





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OUR PREVIOUS SPONSORS



#Redefining Racing Solution





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&
follow
us



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<https://instagram.com/teamnashorns?igshid=MzRlODBiNWFlZA==>



<https://youtube.com/@teamnashornspccoer8685>



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THANK
YOU!

Let's GROW Together