



# **FIREBOLT RACING**



**2026-27  
SPONSORSHIP BROCHURE**



# ABOUT BIT MESRA

Birla Institute of Technology, Mesra, Ranchi, stands as an indomitable institution of academic excellence since its illustrious inception in 1955. Widely regarded as one of India's most prestigious and premier universities, BIT Mesra has consistently aspired to transcend boundaries and attain international recognition as a paragon of learning in engineering and technology.

This venerable institution has etched its name in the annals of higher education with a visionary commitment to cultivating minds, fostering innovation, and driving the frontiers of research and development. It has earned an unwavering reputation as an exemplar of efficiency, with an unparalleled prowess that extends across myriad domains, thereby epitomizing its noble motto - "Sa Vidya Ya Vimuktaye," which encapsulates the profound belief that learning is the ultimate liberation.

Setting benchmarks and pioneering new horizons, Birla Institute of Technology, Mesra, holds the distinction of being the trailblazer in India. It not only established the groundbreaking Department of Space Engineering and Rocketry in collaboration with the esteemed Indian Space Research Organization (ISRO) but also paved the way for budding entrepreneurs by offering them essential project funding, making it a crucible of entrepreneurial brilliance.

To be part of this august institution is not just a privilege but a profound source of pride and boundless joy. BIT Mesra's relentless pursuit of knowledge, its penchant for innovation, and its commitment to fostering human potential make it a beacon of higher learning in India and a sterling example of academic excellence on the global stage.



# ABOUT THE TEAM

FIREBOLT RACING, the distinguished off-road racing team representing Birla Institute of Technology, Mesra, India, comprises a dedicated assembly of 30 undergraduate automotive enthusiasts hailing from diverse disciplines. Their collective mission: crafting the ultimate All-Terrain Vehicle (ATV) and competing in the illustrious BAJA SAE, the world's foremost amateur racing championship. These individuals, drawn from various engineering streams, share an unwavering passion for speed, elevating this team to the zenith of prestige and acclaim within the nation.

In the most recent edition of the BAJA SAE International competition, our team soared to remarkable heights, securing the 18th overall rank on the global stage, a feat unparalleled in our homeland. Notably, we achieved the 8th position in Sales Presentation and the 14th position in the Cost event. Every facet of crafting the All-Terrain Vehicle, from the intricacies of design to the meticulous procurement of funds, assembly, and rigorous final testing, is meticulously executed by our student team.

Dedicated to upholding our team's cherished ideals, we continue our relentless pursuit of excellence aspiring to ever-greater heights in order to magnify the reputation of our esteemed institution and our beloved nation on a global scale, a destiny that lies just over the horizon.

# ABOUT THE COMPETITION

The BAJA SAE competition originated at the University of South Carolina in 1976 under the directions of Dr. John F Stevens. Baja SAE is a Collegiate Design Series competition run by the Society of Automotive Engineers International. Participating teams from universities all over the world design, manufacture, test and promote their off-road cars and compete amongst best engineering designs, techniques, practices. The main motto is to make a single-seat, all-terrain, sporting vehicle. The vehicle is to be a prototype for a reliable, maintainable, ergonomic, and economic production vehicle which serves a recreational user market.

The BAJA series is organised in **USA, Canada, India, Brazil, Korea, South Africa and Mexico.**

## North America

BAJA SAE ARIZONA  
BAJA SAE LOUISVILLE  
BAJA SAE ILLINOIS

## South America

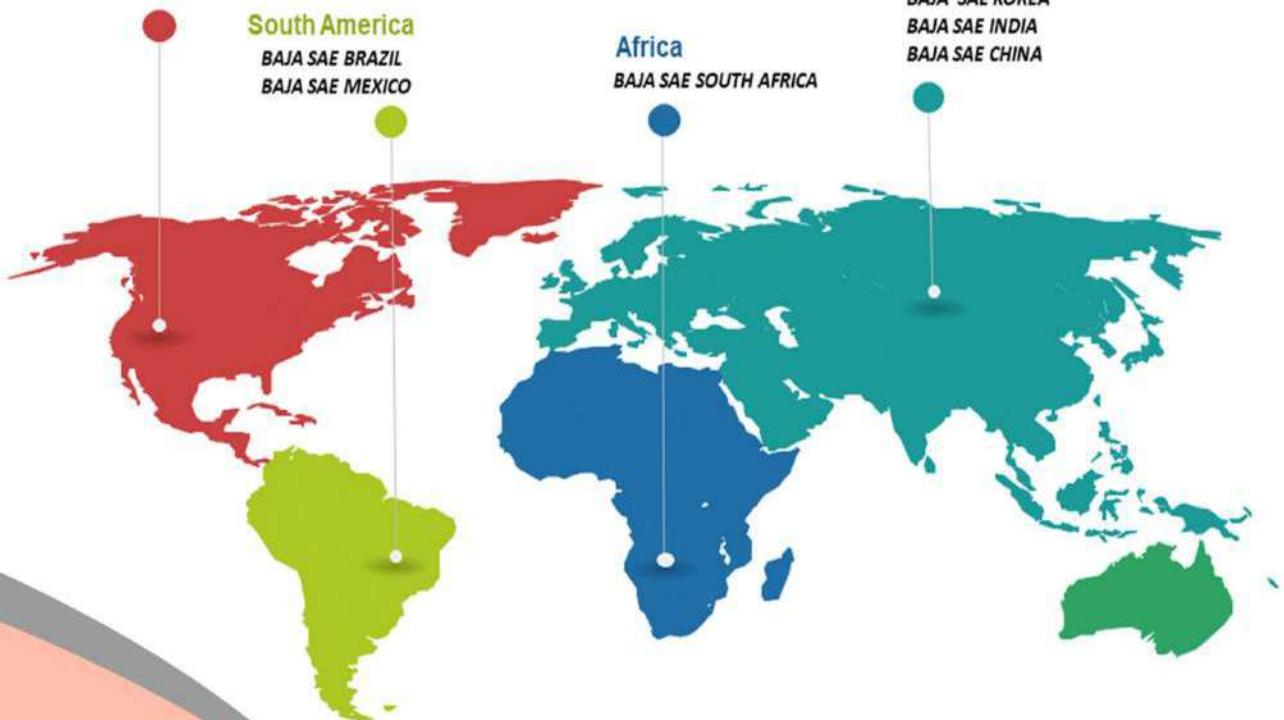
BAJA SAE BRAZIL  
BAJA SAE MEXICO

## Africa

BAJA SAE SOUTH AFRICA

## Asia

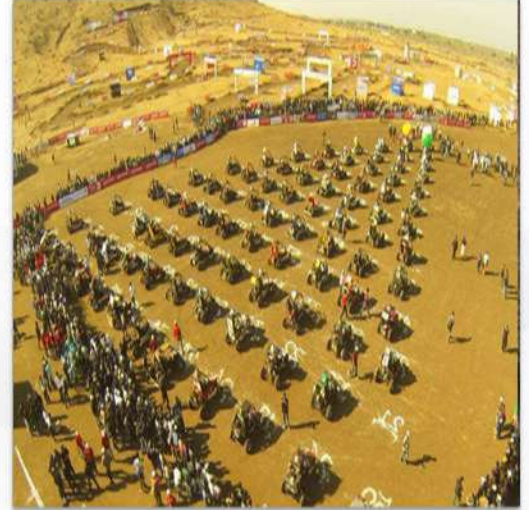
BAJA SAE KOREA  
BAJA SAE INDIA  
BAJA SAE CHINA



# EVENTS WE PARTICIPATED

## BAJA SAE INDIA

The BAJA SAE INDIA started in 2002 and since then is held with over 350 teams from across the country and over 10,000 people at footfall. The event will be held in Indore Pithampur in January and in Punjab in March, and is organised by SAE INDIA in partnership with Mahindra & Mahindra Ltd., Bharat Petroleum, Hero etc. More than 400 teams registered in July for a virtual round, but this year the pandemic round took place in December (India). 180 teams are selected for the final BAJA SAE INDIA event based on the vehicle design and technical questionnaire. Top-level engineering colleges like IITs and NITs are participating in the competition.



## MILITARY EXPO 2024

Firebolt Racing had the honor of showcasing our cutting-edge all-terrain vehicle (ATV) at the prestigious Military Expo this past week. We were elated to present our high-performance machine to esteemed dignitaries including the Defense Minister of State Sanjay Seth, Brigadier A J Singh, and the General Officer Commanding-in-Chief. This exceptional platform allowed us to engage with defense experts and decision-makers, providing invaluable insights into the rigorous demands for military-grade vehicles. The opportunity to display our engineering prowess and learn about the evolving needs for robust, reliable, and innovative vehicles was truly inspiring.



## DEFENCE EXPO 2022

Firebolt Racing had the honor of showcasing our ATV at Defence Expo 2022, inaugurated by Prime Minister Narendra Modi in Gandhinagar. We presented our vehicle to prominent figures, including Major General M. Indrabalan, Shri Sudhir Kumar Mishra (CEO of BrahMos Aerospace), Mr. A. Bharat Bhushan Babu (Spokesperson, Ministry of Defence), and Shri Arjun Munda (Tribal Affairs Minister and former Chief Minister of Jharkhand). They appreciated the design, purpose, and real-world application of our orange-black ATV. This moment of recognition is a proud milestone for our team, reaffirming our commitment to innovation and excellence.



# THIS SEASON

## BAJA SAE INDIA 2026



SALES  
PRESENTATION



COST EVENT



OVERALL  
STATIC

## BAJA SAE INDIA 2024



SALES  
PRESENTATION



OVERALL  
STATIC



COST EVENT

## BAJA SAE INDIA 2022



SALES  
PRESENTATION



RAFTAAR  
AWARD



ACCELERATION  
EVENT



DESIGN  
PRESENTATION



VALIDATION  
EVENT



ENDURANCE  
EVENT

# OUR ACHIEVEMENTS



**BUSINESS PRESENTATION  
BAJA INTERNATIONAL  
2021  
(IN INDIA)**



**COST EVENT  
BAJA INTERNATIONAL  
2021  
(IN INDIA)**



**BUSINES PRESENTATION  
BAJA INTERNATIONAL  
2021  
(OVERALL)**



**SALES PRESENTATION  
BAJA 2021**



**COST EVENT  
BAJA INTERNATIONAL  
2021  
(OVERALL)**



**ACCELERATION BAJA  
2020**



**EAST INDIA  
2020**



**MANEUVERABILITY BAJA  
2020**



**OVERALL MEGA ATV  
LORENSUM**



**OVERALL BAJA  
2018**



**ENDURANCE MEGA ATV  
2019**



**FLAT DIRT RACE MEGA  
ATV 2019**



**VIRTUALS BAJA  
2018**



**GO GREEN  
BAJA 2018**



**SUSPENSION TRACTION  
BAJA 2019**



**GO GREEN BAJA  
2017**

# SPONSORSHIP BRACKETS



## ELITE: ₹2,00,000

- Sponsor gets all Gold benefits.
- Gets the title sponsor rights.
- Car naming and colour combination rights.
- Availability of car at any time for events.
- Silver Sponsor grading for the next year.



## GOLD: ₹1,00,000

- Sponsor gets all Silver benefits.
- Banner at vehicle launch and event site.
- Exclusive posts from team's social pages.
- Bronze sponsor grading for next year.



## SILVER: ₹50,000

- Sponsor gets all Bronze benefits.
- Mention in team videos.
- Vehicle availability for promotional events.



## BRONZE: ₹25,000

- Sponsor gets logo space on team car and the helmet of driver.
- Shoutout from social media pages and official newsletter.

# BUDGET REQUIREMENTS

**₹2,93,150**

## Roll cage + Driver safety

- Seat belt, Helmet, Body Suit SFI Rated
- Body Panels
- Transponder

**₹5,71,350**

## Vehicle Dynamics

- AFCO Shock Absorbers
- 4WD Front Assembly
- Spring Design and Manufacturing

**₹1,50,000**

## Electricals

- Driver Dashboard
- Data Acquisition PCBs
- Damper Potentiometers



**₹1,04,300**

## Brakes

- Customized Rotor
- Custom Designed Caliper
- Wilwood OEM Master Cylinder

**₹4,50,000**

## Transmission

- CVT
- Differential
- Gearbox + Transfer Case

**₹10,03,350**

## Miscellaneous

- Transportation
- Event Registration
- Tools

**TOTAL BUDGET - ₹25,72,150**



# WHY SPONSOR US

## PUBLICITY

### LOCAL

### ALL YEAR ROUND



NEWSROOM



PANTHEON



ADVENTURE  
SPORTS



BITOTSAV



SOCIAL  
MEDIA



MAGAZINE



FACEBOOK



WEBSITE



BROCHURE

## OTHER DELIVERABLES



VIDEOS



OFFICIAL WEAR



FOOTFALL



YOUTUBE LIVE



BANNER



SHOUTOUT



PAMPHLET

## NUMBERS



350,000+  
FOOTFALL



350+ PARTICIPATING  
COLLEGES



25,000+  
PARTICIPANTS



8700+  
FOLLOWERS



30+ MNCs

# FOUNDATION OF OUR SUCCESS



TEQIP



Ansys



nbc  
flexible solutions



## CONTACT US



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