



Burnt. Orange. Built.

OUR STORY

UT has no shortage of talent or interest. What's missing is opportunity. Too often, students eager to contribute are told to wait, or worse, turned away before they've had the chance to prove themselves. That didn't sit right with us. We're working to build something different. Our vision for Longhorn Baja is simple: create a team where students aren't just accepted, they're empowered. We welcome of all backgrounds and experience and give them real responsibility. We don't just design and manufacture an off-road vehicle; we teach students how to CAD, weld, troubleshoot, lead, and fail forward. The results continue to be incredible. We've seen students who were overlooked in other spaces step into leadership roles. We've seen people discover what they want to do for the rest of their lives. We continue to build a culture where everyone helps each other grow, not just as engineers, but as teammates and future professionals.

But the kind of learning we're doing, the real-world, high-impact kind, takes support. That's why we're reaching out.

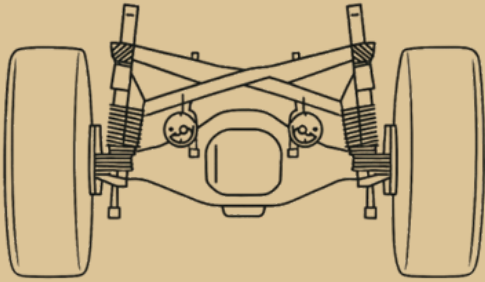
We're looking for partners who see the value in what we're building and want to be part of it. Whether that's through sponsorship, equipment, mentorship, or even offering students pathways into internships or careers, your support would make a direct difference in expanding access to engineering, right now, and for years to come.

Thank you for your time, and we look forward to working with you for years to come!

OUR SUBTEAMS

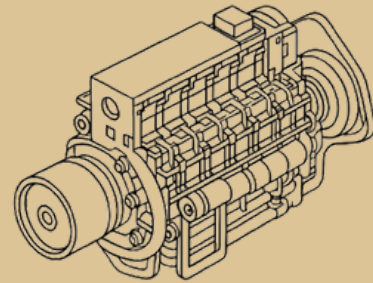
DYNAMICS

- Designs suspension and steering systems for optimal performance
- Optimizes vehicle handling and control during off road
- Tests braking systems and overall vehicle maneuverability capabilities



POWERTRAIN

- Secures engine and fuel system for optimal weight distribution.
- Designs custom gearbox to maximize torque and vehicle speed.
- Conducts CVT research to optimize power and system reliability.



CHASSIS

- Designs a strong, lightweight frame to ensure driver safety.
- Optimizes frame for high stiffness and minimal overall weight.
- Integrates all subsystems for cohesive component packaging and interaction.



ERGONOMICS

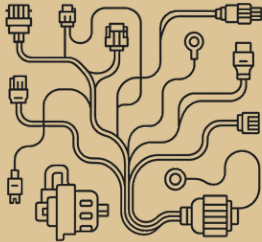
- Designs and improves all driver interaction components.
- Optimizes steering wheel, seat, dashboard, and pedal box.
- Ensures comfort, accessibility, and intuitive driver control.



OUR SUBTEAMS CONT.

ELECTRONICS

- Integrates sensors and lights for data collection and safety.
- Develops dashboard display to present real-time vehicle information.
- Ensures accurate data flow to support driver awareness and feedback.



SOFTWARE

- Develops software to gather and display live vehicle data.
- Records and manages data for post-race analysis.
- Uses drive data for simulations to improve future vehicle designs.



Business + PR

- Raises money and manages organizational business funds.
- Secures sponsorships and conducts business outreach for support.
- Promotes organization via social media, events, and partnerships.



General Members

- 100% acceptance team
- Assist with fabrication, manufacturing, and hands-on vehicle assembly.
- Contribute to research, design, and development of subsystems.
- Learn software, rulebook, and data collection methods.



SPONSORSHIP OPPORTUNITIES

Longhorn Baja depends on the support of sponsors and donors. We're eager to collaborate and can customize sponsorship options to fit your needs. Learn more on our [website](https://longhornbaja.wixsite.com/longhornbaja) (longhornbaja.wixsite.com/longhornbaja) or Instagram (@longhornbaja).

Benefit	Base \$1,000	Bronze \$5,000	Silver \$7,500	Gold \$10,000	Platinum \$15,000
Honored on Website & Social Media	Name	Name	Small	Medium	Large
Logo on Competition Vehicles	✓	✓	✓	✓	✓
Recognized in Newsletter	✓	✓	✓	✓	✓
Work-Day Presentation		✓	✓	✓	✓
General Meeting Presentation			✓	✓	✓
Behind the Scenes Walkthrough				✓	✓
Promote During Tabling and Recruiting				✓	✓

Title Partner - \$20,000+

As a Title Partner, you will receive all the benefits of a Platinum-level sponsor—plus a range of exclusive perks tailored to your interests. You'll be granted a private tour of our facilities, the opportunity to speak at our official vehicle unveiling event, and the ability to display our vehicle at your location or event. Additionally, you'll receive free Longhorn Baja merchandise and enjoy even more customizable promotional opportunities to maximize your brand's exposure.