

LOUISVILLE

# MIDNIGHT MAYHEM





# Competition Overview

Louisville Midnight Mayhem is an off-season exhibition for Baja SAE teams to train drivers, test designs, and have fun racing under the lights. Louisville Midnight Mayhem is hosted by the University of Louisville and organized by Baja alumni from many universities.

This annual event draws hundreds of students from over seventy of the North America's best engineering schools to compete with student-build off-road vehicles in wheel to wheel action.

Teams compete in a series of dynamic events as well as a four hour endurance race with their custom built vehicles.





# Competition Reach

Louisville Midnight Mayhem draws over 1000 of the best engineering students from over seventy universities across North America each year.

Each pin on this map represents one university that regularly attends Mayhem, or is registered to attend in 2019.





# PARTNERSHIP BENEFITS

- BRAND AWARENESS
- CORPORATE RECOGNITION
- RECRUITING OPPORTUNITIES
- INVESTMENT IN TOMORROW'S LEADING ENGINEERS
- FIRST OPPORTUNITY TO BE AN EARLY PARTNER FOR BAJA SAE LOUISVILLE 2020, A SOCIETY OF AUTOMOTIVE ENGINEERS SANCTIONED EVENT





# TITLE SPONSOR

**\$65,000** | **\$60,000** | **\$20,000**

Midnight Mayhem + Baja SAE Louisville

Baja SAE Louisville Only

Midnight Mayhem Only

## RECRUITING

### RECRUITING SPACE

EXCLUSIVE 80 X 50 FT.

As the Title Sponsor for the event(s), your company will be given access to the largest recruiting space! This space is located away from Recruiter's Row and just inside the entrance to the Drop Forge Proving Grounds ensuring that everyone who attends will see your own branded region of the site. Use this space as you please for displaying products and showcasing what your company is all about to some of the top engineering students in the world.

### DESIGN FINALS DINNER

BAJA SAE LOUISVILLE ONLY

Design Finalist teams are the top 5-7 teams in the entire event! These students understand the product development cycle better than any other student on site and some have even developed patent-able technologies and controls systems for their vehicles! We are hosting an invitation only dinner after Design Finals as an opportunity for up to 5 members of your staff to meet these engineers, network, and recruit in a more exclusive setting than at the event site.

### TEAM CONTACT INFORMATION

FOLLOW UP AFTER THE EVENT IS OVER

We'll provide your recruiters with a list of team contact information including the email addresses of the Team Captains and Faculty Advisors enabling you with the capability to reach out to the students well after Midnight Mayhem and Baja SAE Louisville have ended.

Additional staff member | \$30

## BRAND RECOGNITION

### BRANDED BOX SEATS

BAJA SAE LOUISVILLE ONLY

Watch all of the action of the Dynamic and Endurance events from the comfort of your very own enclosed, climate controlled box seats! Rain or shine, your staff will have prime seats to enjoy the feature events of an SAE Event. As an added benefit, the back wall of the box will be branded with your company's logo, creating a 40 ft long "billboard" advertising your brand.

### SITE WIDE BRANDING

YOUR LOGO EVERYWHERE

As the title sponsor, you are provided with the opportunity to place signs and banners throughout the majority of the Drop Forge Proving Grounds. While all other sponsorship tiers are limited to branding specific regions or even just their recruiting space, you'll have access to largest branding coverage of anyone.

### BRANDING ON EVENT AWARDS

There are several awards given out at the end of both Midnight Mayhem and Baja SAE Louisville. Your logo will appear on these awards!

### BROADCAST PROMOTIONAL SPACE

1 - 90 SEC. & 2 - 30 SEC. COMMERCIALS

Dynamic (Baja SAE Louisville ONLY) and Endurance Events will be broadcast live through YouTube! Throughout the broadcast we will take periodic commercial breaks providing you with an opportunity to reach an audience outside of the students, spectators, and volunteers on site. As title sponsor, you have the opportunity to provide 3 separate promotional videos to be used a multiple instances throughout the broadcasts.

### SWAG BAG INCLUSION

Give a branded gift to every student!

Each student that attends Baja SAE Louisville will receive a gift bag of various items. As title sponsor, your logo will accompany the site logo on the bag's exterior and you have the opportunity to provide an item or items to include as well.

### LOGO INCLUSION

T-SHIRTS, WEBSITE, SIGNS, AND MORE!

As the title sponsor, your logo will appear throughout the event webpage, signage, t-shirts etc. It will also be the largest logo on all of these things compared to the rest of the sponsors providing you with the most visibility possible.

Additional 30 sec. promotions | \$1,500

## STAFF PERKS

### STAFF LUNCHES

MEALS PROVIDED EVERYDAY!

Midnight Mayhem and Baja SAE Louisville are multiple day events that are jam-packed with events running from around 8:00 AM to 5:00PM and sometimes later! Your staff won't miss any of the action or opportunities to interact with students because we're happy to feed your staff! Lunches will be provided on each event day to all of your staff.

### TRACK DAY INVITATION

YOUR OPPORTUNITY TO TAKE THE WHEEL!

Experience exactly what these car can do! Prior to the Baja SAE Louisville, we will host a Track Day giving your staff the opportunity to experience driving the endurance course in a Baja SAE vehicle and get an understanding why so many students are drawn to this series.

# PREMIER SPONSOR

**\$35,000** | **\$30,000** | **\$10,000**

Midnight Mayhem + Baja SAE Louisville

Baja SAE Louisville Only

Midnight Mayhem Only

## RECRUITING

### RECRUITING SPACE

30 X 30 FT.

As a Premier Sponsor for the event(s), your company will be given access to one of the largest recruiting spaces in Recruiter's Row providing you with the opportunity to display products and showcase what your company is all about to some of the top engineering students in the world.

### DESIGN FINALS DINNER

BAJA SAE LOUISVILLE ONLY

Design Finalist teams are the top 5-7 teams in the entire event! These students understand the product development cycle better than any other student on site and some have even developed patent-able technologies and controls systems for their vehicles! We are hosting an invitation only dinner after Design Finals as an opportunity for up to 5 members of your staff to meet these engineers, network, and recruit in a more exclusive setting than at the event site.

Additional staff member | \$50

### TEAM CONTACT INFORMATION

FOLLOW UP AFTER THE EVENT IS OVER

We'll provide your recruiters with a list of team contact information including the email addresses of the Team Captains and Faculty Advisors enabling you with the capability to reach out to the students well after Midnight Mayhem and Baja SAE Louisville have ended.

## BRAND RECOGNITION

### BRANDED BOX SEATS

BAJA SAE LOUISVILLE ONLY

Watch all of the action of the Dynamic and Endurance events from the comfort of your very own enclosed, climate controlled box seats! Rain or shine, your staff will have prime seats to enjoy the feature events of an SAE Event. As an added benefit, the back wall of the box will be branded with your company's logo, creating a 40 ft long "billboard" advertising your brand.

### BROADCAST PROMOTIONAL SPACE

30 SEC. COMMERCIAL

Dynamic (Baja SAE Louisville ONLY) and Endurance Events will be broadcast live through YouTube! Throughout the broadcast we will take periodic commercial breaks providing you with an opportunity to reach an audience outside of the students, spectators, and volunteers on site. As a Premier Sponsor, you have the opportunity to provide promotional videos to be used at multiple instances throughout the broadcasts.

Additional 30 sec. promotions | \$2,000

### EXCLUSIVE EVENT BRANDING

CHOOSE ONE EVENT FROM LIST BELOW

There are several different major events that occur throughout the competition. As a Premier Sponsor, you have the opportunity to sponsor one of those events and brand that event for your company through signage, banners, etc.

### SWAG BAG INCLUSION

Give a branded gift to every student!

Each student that attends Baja SAE Louisville will receive a gift bag of various items. You have the opportunity to provide an item or items to include as a part of this giveaway!

### BRANDING ON EVENT AWARDS

EVENT DEPENDENT

Many of the events at Midnight Mayhem and Baja SAE Louisville have awards attached to them that are given out at the end of the event. Your company's logo will be featured on the trophies for your sponsored event and your staff members will have the opportunity to present those awards during the ceremony.

### LOGO INCLUSION

T-SHIRTS, WEBSITE, SIGNS, AND MORE!

Your logo will appear throughout the event webpage, signage, t-shirts etc. providing your company with exposure beyond the event site.

## STAFF PERKS

### STAFF LUNCHES

MEALS PROVIDED EVERYDAY!

Midnight Mayhem and Baja SAE Louisville are multiple day events that are jam-packed with events running from around 8:00 AM to 5:00PM and sometimes later! Your staff won't miss any of the action or opportunities to interact with students because we're happy to feed your staff! Lunches will be provided on each event day to all of your staff.

### TRACK DAY INVITATION

YOUR OPPORTUNITY TO TAKE THE WHEEL!

Experience exactly what these car can do! Prior to the Baja SAE Louisville, we will host a Track Day giving your staff the opportunity to experience driving the endurance course in a Baja SAE vehicle and get an understanding why so many students are drawn to this series.

# ELITE SPONSOR

**\$20,000** | \$15,000 | \$10,000

Midnight Mayhem + Baja SAE Louisville

Baja SAE Louisville Only

Midnight Mayhem Only

RECRUITING

RECRUITING SPACE

20 X 20 FT.

As an Elite Sponsor your company will be given access to a large recruiting space on Recruiter's Row, providing you with the opportunity to display products and showcase what your company is all about to some of the top engineering students in the world.

TEAM CONTACT INFORMATION

FOLLOW UP AFTER THE EVENT IS OVER

We'll provide your recruiters with a list of team contact information including the email addresses of the Team Captains and Faculty Advisors enabling you with the capability to reach out to the students well after Midnight Mayhem and Baja SAE Louisville have ended.

BRAND RECOGNITION

BRANDED SITE REGION

As an Elite Sponsor, you are provided with the opportunity to place signs and banners throughout your chosen event or region.

LOGO INCLUSION

T-SHIRTS, WEBSITE, SIGNS, AND MORE!

Your logo will appear throughout the event webpage, signage, t-shirts etc. providing your company with exposure beyond the event site.

SWAG BAG INCLUSION

Give a branded gift to every student!

Each student that attends Baja SAE Louisville will receive a gift bag of various items. You have the opportunity to provide an item or items to include as a part of this giveaway!

BROADCAST PROMOTIONAL SPACE OPPORTUNITY

30 SEC. COMMERCIAL | \$2,000

Dynamic (Baja SAE Louisville ONLY) and Endurance Events will be broadcast live through YouTube! Throughout the broadcast we will take periodic commercial breaks providing you with an opportunity to reach an audience outside of the students, spectators, and volunteers on site.

STAFF PERKS

STAFF LUNCHES

MEALS PROVIDED EVERYDAY!

Midnight Mayhem and Baja SAE Louisville are multiple day events that are jam-packed with events running from around 8:00 AM to 5:00PM and sometimes later! Your staff won't miss any of the action or opportunities to interact with students because we're happy to feed your staff! Lunches will be provided on each event day to all of your staff.

# RECRUITING SPONSOR

\$7,000 | \$5,000 | \$2,500

Midnight Mayhem + Baja SAE Louisville

Baja SAE Louisville Only

Midnight Mayhem Only

RECRUITING

## RECRUITING SPACE

10 X 10 FT.

As the Title Sponsor for the event(s), your company will be given access to a recruiting space located in Recruiter's Row. Use this space as you please for displaying products and showcasing what your company is all about to some of the top engineering students in the world.

## TEAM CONTACT INFORMATION

FOLLOW UP AFTER THE EVENT IS OVER

We'll provide your recruiters with a list of team contact information including the email addresses of the Team Captains and Faculty Advisors enabling you with the capability to reach out to the students well after Midnight Mayhem and Baja SAE Louisville have ended.

BRAND RECOGNITION

## LOGO INCLUSION

T-SHIRTS, WEBSITE, SIGNS, AND MORE!

Your logo will appear throughout the event webpage, signage, t-shirts etc. providing your company with exposure beyond the event site.

## SWAG BAG INCLUSION OPPORTUNITY

Additional \$2,500

Each student that attends Baja SAE Louisville will receive a gift bag of various items. You have the opportunity to provide an item or items to include as a part of this giveaway!

## BROADCAST PROMOTIONAL SPACE OPPORTUNITY

30 SEC. COMMERCIAL | \$2,500

Dynamic (Baja SAE Louisville ONLY) and Endurance Events will be broadcast live through YouTube! Throughout the broadcast we will take periodic commercial breaks providing you with an opportunity to reach an audience outside of the students, spectators, and volunteers on site.

STAFF PERKS

## STAFF LUNCHES

MEALS PROVIDED EVERYDAY!

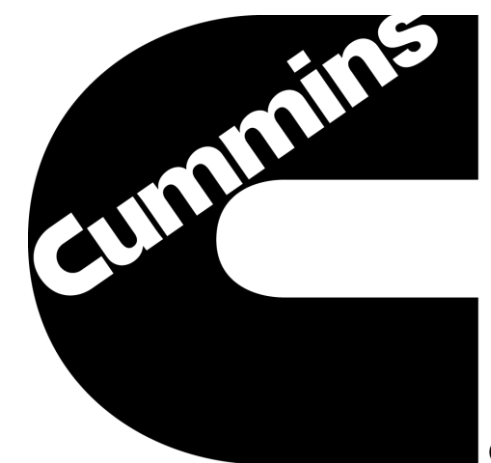
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# CURRENT PARTNERS

UNIVERSITY OF  
**LOUISVILLE**

J.B. SPEED SCHOOL  
OF ENGINEERING



# Join The Team!

Want to learn more about Louisville Midnight Mayhem? Visit our website:

[www.ULMidnightMayhem.com](http://www.ULMidnightMayhem.com)

**Ready to take the next step?  
Contact us TODAY!**

Alex Bays – Head Organizer

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