



**Toronto Met
Baja Racing**

Sponsorship Package

2026/2027



ABOUT US



Toronto Met Baja Racing (TMBR) is a student-run off-road racing team at Toronto Metropolitan University. Every year, we design, build, and race a single-seat vehicle made to conquer rough terrain and harsh conditions.

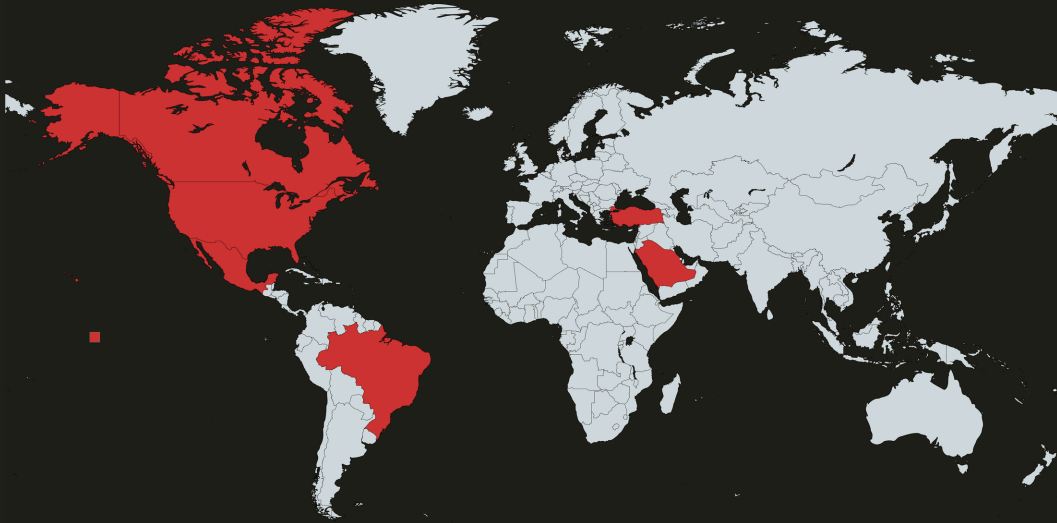
Racing since 1983, we are the oldest design team at TMU. Our core team of 20+ members each lead one of our seven sub-teams, and this year more than 50 students are projected to hold an active role in our success.

Sponsors do not just fund a car, they invest in people. TMBR builds a strong campus community, keeps students energized with hands-on work, and prepares members for real engineering careers. That makes our team a direct line to your next generation of engineers.

Each year, we bring a new design to SAE Baja competitions and put it up against the best student teams in North America.



OUTREACH AND EXPOSURE



Our competitions draw teams from around the world, so your brand reaches students and industry professionals far beyond a single campus or event. Wherever our car goes, your logo goes with it.

Solidworks, Polaris, and VR3 Engineering already back our team. Join a growing network of partners who are investing in the next generation of engineers.



Proven Digital Reach (30-Day Instagram Performance: Sep 13 to Oct 12)

79,719

Total Views in 30 days, and 57.5% came from people who do not follow us yet (41K Reel views, 23K Post views, and 16K Story views).

22,448

Unique Viewers, including 2,455 direct interactions with our content.

1,800

Profile Visits and 327 Bio Link Taps from viewers who wanted to learn more.



COMPETITIONS



Baja competitions are where our vehicle is truly put to the test. Over 100 universities, hundreds of industry professionals, and thousands of engineering students from across North America come together to compete, and international teams travel in as well. Your logo goes wherever our car does.

OUR SPONSORS



SPONSORSHIP TIERS



Choose the level that fits you. We also welcome in-kind support: parts, software, and manufacturing services are credited at fair market value toward the equivalent tier.

PERKS	PLATINUM \$2,500	GOLD \$1,000	SILVER \$500	BRONZE \$250
LOGO ON WEBSITE	EXTRA LARGE	LARGE	MEDIUM	SMALL
LOGO ON CAR	EXTRA LARGE	LARGE	MEDIUM	SMALL
LOGO ON APPAREL	EXTRA LARGE	LARGE	MEDIUM	SMALL
INCLUDED IN ANNUAL SPONSOR POST	✓	✓	✓	✓
SWAG DISTRIBUTION	✓	✓	✓	
DEDICATED SOCIAL MEDIA POSTS	✓	✓		
ACCESS TO TEAM RESUME BOOK	✓	✓		
PRIVATE SHOP TOUR IN KERR HALL	✓	✓		
EXCLUSIVE RECRUITMENT ACCESS	✓			

PERKS BREAKDOWN

PERKS	Details
LOGO ON WEBSITE	Your logo on the official TMBR website, sized by sponsorship level .
LOGO ON CAR	Your decal on our 2026/2027 off-road race vehicle , seen at SAE Baja competitions across North America .
LOGO ON APPAREL	Your logo on official team apparel , worn by 50+ team members at events.
INCLUDED IN ANNUAL SPONSOR POST	Recognition in our annual sponsor thank-you post on Instagram and LinkedIn .
SWAG DISTRIBUTION	Hand out your swag or branded materials at our team events and outreach sessions .
DEDICATED SOCIAL MEDIA POSTS	Spotlight posts and recurring features in front of our 79.7K+ monthly views .
ACCESS TO TEAM RESUME BOOK	Direct access to our Team Resume Book to recruit top TMU engineering talent .
PRIVATE SHOP TOUR IN KERR HALL	A private tour of our Kerr Hall fabrication shop to see the build firsthand .
EXCLUSIVE RECRUITMENT ACCESS	Meet our members directly by hosting mock interviews or networking sessions .



CLOSING REMARKS



This is a big year for TMBR: we are building an all-new vehicle from the ground up. It takes serious investment in materials and manufacturing, and your support is what gets it from our shop to the starting line.

WHERE YOUR SUPPORT GOES



Build the new vehicle

Materials, precision machining, and manufacturing add up when you build a car from scratch. A **Gold** sponsorship helps us buy new parts and get the car ready to race.



Get us to competitions

Travel, registration, and logistics add up fast. **Platinum** support helps get our team and car to every race, so we can compete and represent our sponsors.



Open the shop to everyone

Your support buys the materials for workshops that teach real shop skills. We host them with associations like **Women in Engineering** and other student groups, so more students can get involved.

We are grateful for the support of Toronto Metropolitan University, but a project like this is only possible with partners like you.

When you sponsor TMBR, you invest directly in people: students who build community, beat burnout through hands-on engineering, and turn years of classroom learning into real experience. Partner with us and help launch their careers. We would love to hear from you!



CONTACT US!

Ready to partner with us? Choose a tier, or tell us what you can offer in cash, parts, or services and we will find the right fit.



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WEBSITE

<https://torontometbaja.web.app/>



INSTAGRAM

[@torontometbaja](https://www.instagram.com/torontometbaja)



LINKEDIN

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