

Sponsorship Guide



SAE Clean Snowmobile Challenge™

March 10-15, 2008



Sponsored by
SAE International™

Hosted by
MichiganTech
Michigan Technological University

In partnership with

River State  **Valley Bank**



2008 Sponsorship Guidelines

The SAE Clean Snowmobile Challenge (SAE CSC) is a competition among US and international universities to develop a prototype snowmobile that meets the 2012 standards for exhaust emissions and noise output. These demanding requirements make this a unique competition in the development of engines, exhaust systems, and noise-treatment technologies.

More than 150 students are expected to participate in the 9th annual SAE Clean Snowmobile Challenge. Seventeen collegiate teams will test their engineering designs against one another during this exciting six-day event. Universities from Michigan, Idaho, Wisconsin, New York, Wyoming, Colorado, Ontario, Alberta, Quebec, and Maine are scheduled to compete.

Sponsorship of the competition provides your company with excellent exposure in support of engineering education and research. You can heighten your brand name among students, faculty, industry representatives, snowmobilers, environmentalists, and public-land managers. In addition, you will be helping to find a solution to the problems associated with snowmobile use in environmentally sensitive areas.

Levels of sponsorship range from Contributor to Platinum Plus. In addition to the benefits associated with each level, sponsors will have visibility in promotional brochures, press releases, the Clean Snowmobile Challenge program book, and the SAE student newsletter, as well as on the SAE website. As a sponsor, your company or organization will also have the opportunity to host a luncheon or banquet, access the student mailing list to market your products, advertise in the SAE student newsletter, hyperlink to SAE's website, provide volunteers to work at the SAE CSC 2008, become involved with committees, network with industry and academic professionals, and recruit future employees from among participating students in a cost-effective manner.

All contributions to the SAE CSC 2008 will be made through the Keweenaw Research Center, a nonprofit research arm of Michigan Technological University. Jay Meldrum, director of the Keweenaw Research Center, and William Predebon, chair of the Department of Mechanical Engineering-Engineering Mechanics, are the lead organizers of SAE CSC 2008.

If you are interested in becoming a SAE CSC 2008 sponsor, please contact Jay Meldrum at 906-487-2750 or jmeldrum@mtu.edu, or return your SAE CSC 2008 Sponsor Pledge Form to: Michigan Tech/KRC, 1400 Townsend Drive, Houghton, MI 49931.

Visit our website at www.mtukrc.org.

Please help make this event possible...
BECOME A SPONSOR TODAY!

SAE CSC 2008 Sponsorship Levels

Level	Amount	Benefits
Contributor	Less than \$500	<ul style="list-style-type: none"> • Listing on sponsor banner
Supporter	\$500	<ul style="list-style-type: none"> • One half-page ad in the event program • Listing on sponsor banner • Table space at the resume exchange
Bronze	\$1,000	<ul style="list-style-type: none"> • Two tickets to award banquet • One full-page ad in the event program • Listing on sponsor banner • Listing on SAE website • Table space at the resume exchange
Silver	\$5,000	<ul style="list-style-type: none"> • Opportunity to place one decal (5 square inches or less) on every competing snowmobile • Space for one banner on site (3 feet by 5 feet) • All Bronze-level benefits
Gold	\$10,000	<ul style="list-style-type: none"> • Opportunity to place one decal (10 square inches or less) on every competing snowmobile • Opportunity to “name” an award and present it at the award ceremony (first-come, first-served basis after all Platinum Sponsors have chosen their awards) • Space for two banners on site (3 feet by 5 feet) • Four tickets to award banquet • One full-page ad in the event program • Listing on sponsor banner • Listing on SAE website • Table space at the resume exchange
Platinum	\$25,000	<ul style="list-style-type: none"> • Opportunity to place one decal (20 square inches or less) on every competing snowmobile • Opportunity to “name” an award and present it at the award ceremony (first-come, first-served basis) • Space for three banners on site (3 feet by 5 feet) • Four tickets to award banquet • One full-page ad in the event program • Listing on sponsor banner • Listing on SAE website • Table space at the resume exchange
Platinum Plus	\$50,000	<ul style="list-style-type: none"> • All Platinum-level benefits • Call to discuss additional opportunities

Customized sponsorship packages are available.
Please contact Jay Meldrum at 906-487-2750 or by email at jmeldrum@mtu.edu.

SAE Clean Snowmobile Challenge 2008

Sponsor Pledge Form

We pledge to sponsor the SAE CSC 2008 at Michigan Tech for the following amount.
(Check one and enter amount.)

- | | |
|--|-----------------|
| <input type="checkbox"/> Contributor (<\$500) | Amount \$ _____ |
| <input type="checkbox"/> Supporter (≥\$500) | Amount \$ _____ |
| <input type="checkbox"/> Bronze (≥\$1,000) | Amount \$ _____ |
| <input type="checkbox"/> Silver (≥\$5,000) | Amount \$ _____ |
| <input type="checkbox"/> Gold (≥\$10,000) | Amount \$ _____ |
| <input type="checkbox"/> Platinum (≥\$25,000) | Amount \$ _____ |
| <input type="checkbox"/> Platinum Plus (≥\$50,000) | Amount \$ _____ |

☐ Our donation is enclosed.

☐ Funds will be available after _____.
(Enter date funds will be available.)

Organization _____

Contact _____

Address _____

City _____ State _____ ZIP _____

Phone _____

Fax _____

Email _____

Would your organization like to request booth space for the resume exchange? ☐ YES ☐ NO

Please list contact information: Name _____

Phone _____ Email _____

Is there anyone at your organization who would be willing to attend the competition and work as a volunteer?

☐ YES ☐ NO

For advertisement art specifications, please visit www.admin.mtu.edu/~ceverran/SAECSCadspecs.html.



Thank you for your support of the SAE CSC 2008!

Please mail or fax this completed form to:

Jay Meldrum, Keweenaw Research Center,

Michigan Technological University, 1400 Townsend Drive, Houghton, MI 49931-1295

Fax 906-487-2202 • Telephone 906-487-2750 • Email jmeldrum@mtu.edu