

# Challenge 2010

Sponsorship Guide



SAE Clean Snowmobile Challenge™  
March 15-20, 2010



## Experience the Engine Behind the Ride!

Sponsored by **SAE** International™

Hosted by **MichiganTech**  
Michigan Technological University

## 2010 Sponsorship Guidelines

The SAE Clean Snowmobile Challenge (SAE CSC) is a competition among US and Canadian 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 11th annual SAE Clean Snowmobile Challenge. Twenty 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 awareness 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. 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 2010, 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 2010 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 2010.

**If you are interested in becoming an SAE CSC 2010 sponsor, please contact**

Jay Meldrum at 906-487-2750, or [jmeldrum@mtu.edu](mailto:jmeldrum@mtu.edu), or return your SAE CSC 2010 Sponsor Pledge Form to:  
Michigan Tech/KRC, 1400 Townsend Drive, Houghton, MI 49931

**Visit our website at [www.mtukrc.org](http://www.mtukrc.org).**



SAE Clean Snowmobile Challenge™  
2010

**SAE**International™

**MichiganTech**  
Keweenaw Research Center

**MichiganTech**  
Mechanical Engineering-  
Engineering Mechanics  
Department



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

# SAE CSC 2009 Sponsorship Levels



## Platinum Level—\$20,000

All Diamond Level benefits, plus:

- Space for five 3'x5' banners on-site
- Full-page four-color ad in event program

## Diamond Level—\$15,000

All Gold Level benefits, plus:

- Opportunity to “name” an award and present at the award ceremony (limited availability)
- Space for three 3'x5' banners onsite

## Gold Level—\$10,000

All Silver Level benefits, plus:

- Space for two 3'x5' banners on-site
- Opportunity to place one decal (5 sq. inches or less) on every competing snowmobile
- Four tickets to Award Banquet

## Silver Level—\$5,000

All Copper Level benefits, plus:

- Three tickets to Award Banquet
- One 3'x5' banner on-site

## Copper Level—\$2,500

- Opportunity to recruit on-site among participating engineering students and display product on-site
- Link to your company/recruiting website from the SAE Collegiate Design Series Sponsor web page
- Two tickets to Award Banquet
- Full page black-and-white ad in event program
- Listing on sponsor banner
- Table space at resume exchange

## Bronze Level—\$1,000

- Opportunity to recruit on-site among participating engineering students and display product onsite
- Half-page black-and-white ad in event program
- Listing on sponsor banner
- Table space at resume exchange (available for additional \$500)

**Customized sponsorship packages are available.**  
Please contact Jay Meldrum  
at 906-487-2750 or  
by email at [jmeldrum@mtu.edu](mailto:jmeldrum@mtu.edu).

# SAE Clean Snowmobile Challenge 2010 Sponsor Pledge Form

We pledge to sponsor the SAE CSC 2010 at Michigan Tech.

Organization \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Bronze ( $\geq$ \$1,000)

Gold ( $\geq$ \$10,000)

Copper ( $\geq$ \$2,500)

Diamond ( $\geq$ \$15,000)

Silver ( $\geq$ \$5,000)

Platinum ( $\geq$ \$20,000)

We pledge the following amount: \$\_\_\_\_\_

Our donation is enclosed.

Date funds will be available: \_\_\_\_/\_\_\_\_/\_\_\_\_

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

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Would anyone at your organization be willing to attend the competition and work as a volunteer?

YES  NO



**Thank you for your support of the SAE CSC 2009!**

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](mailto:jmeldrum@mtu.edu)

For advertisement art specifications, please visit

[www.admin.mtu.edu/~ceverran/SAECSCadspecs.html](http://www.admin.mtu.edu/~ceverran/SAECSCadspecs.html).