

Challenge 2012

Sponsorship Guide



SAE Clean Snowmobile Challenge™

March 5–10, 2012



Hosted by

MichiganTech

Michigan Technological University
www.mtu.edu

Sponsored by

SAE International

www.sae.org

Contact

Jay Meldrum

jmeldrum@mtu.edu

www.mtukrc.org

2012 Sponsorship Guidelines

The SAE Clean Snowmobile Challenge (SAE CSC) is a competition among US and Canadian universities to develop a prototype snowmobile that exceeds the 2012 standards for exhaust emissions and noise output. These demanding requirements provide student engineers with a unique opportunity to explore and develop new technologies for engines, exhaust systems, and noise reduction.

More than 150 students are expected to participate in the thirteenth annual SAE Clean Snowmobile Challenge. Up to 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, Alaska, Minnesota, North Dakota, Indiana, and Maine are scheduled to compete.

Sponsorship 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, link to SAE's website, provide volunteers to work at the SAE CSC 2012, 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 2012 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 2012.

If you are interested in becoming an SAE CSC 2012 sponsor, please contact

Jay Meldrum at 906-487-2750 or jmeldrum@mtu.edu, or return your SAE CSC 2012 Sponsor Pledge Form to Michigan Tech/KRC, 1400 Townsend Drive, Houghton, MI 49931-1295

Visit our website at www.mtukrc.org.



Michigan Tech
Keweenaw Research Center

Department of
Mechanical Engineering–
Engineering Mechanics



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

SAE CSC 2012 Sponsorship Levels



Platinum Level—\$20,000

All Diamond Level benefits, plus

- Space for five 3-by-5-foot 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-by-5-foot banners on-site

Gold Level—\$10,000

All Silver Level benefits, plus

- Space for two 3-by-5-foot banners on-site
- Opportunity to place one decal (five square 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-by-5-foot banner on-site

Copper Level—\$2,500

All Bronze Level benefits, plus

- Link to your company/recruiting website from the SAE Collegiate Design Series Sponsor web page
- Two tickets to Award Banquet

Bronze Level—\$1,000

- Opportunity to recruit on-site among participating engineering students and display product on-site
- Full-page black-and-white ad in event program
- Table space at student-industry networking event

**Customized sponsorship packages are available.
Please contact**

Jay Meldrum
906-487-2750 • jmeldrum@mtu.edu

Brian Hannon
906-487-3572 • bghannon@mtu.edu

SAE Clean Snowmobile Challenge 2012

Sponsor Pledge Form

We pledge to sponsor the SAE CSC 2012 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 ($\geq \$20,000$)

All contributions will be acknowledged in the annual event program.

We pledge the following amount: \$ _____

☐ Our donation is enclosed.

☐ Date funds will be available ____/____/____

We would like table space for the student-industry networking event. ☐ YES ☐ NO

Contact Name _____

Phone _____ Email _____

Would anyone at your organization be willing to be a volunteer at the competition?

☐ YES ☐ NO



Thank you for your support of the SAE CSC 2012!

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

For advertisement art specifications, please visit

www.mtu.edu/snowmobile/upload