



Sponsorship Guide

SAE Clean Snowmobile Challenge

hosted by
MichiganTech

March 14-19,
2005



MichiganTech
**Keweenaw Research
Center**

MichiganTech
**Mechanical Engineering-Engineering
Mechanics Department**

2005 Sponsorship Guidelines

More than 150 students are expected to participate in the 6th annual SAE Clean Snowmobile Challenge. Seventeen collegiate teams will test their engineering designs against one another during this exciting four-day event. Universities from Michigan, Idaho, Wisconsin, New York, Wyoming, Colorado, Ontario, Georgia, Florida, and Maine are scheduled to compete.

Sponsorship of the competition provides you with the opportunity to demonstrate your 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, ranging from Contributor to Platinum Level, are detailed on the on the next page of this document. In addition to the benefits listed by level, sponsors will have visibility in promotional brochures, press releases, the Clean Snowmobile Challenge program, the SAE student newsletter, and 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 2005, 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 2005 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 Mechanical Engineering-Engineering Mechanics Department, are the lead organizers of SAE CSC 2005.

If you are interested in becoming a CSC 2005 sponsor, please contact
Jay Meldrum at 906-487-2750, <jmeldrum@mtu.edu>, or
return your SAE CSC 2005 Sponsor Pledge Form today 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 2005 Sponsorship Levels

Level	Amount	Benefits
Contributor	Less than \$500	<ul style="list-style-type: none">• One quarter-page ad in the event program• Listed on sponsor banner
Supporter	\$500	<ul style="list-style-type: none">• One half-page ad in the event program• Listed on sponsor banner
Bronze	\$1,000	<ul style="list-style-type: none">• Two tickets to award banquet• One full-page ad in the event program• Listed on sponsor banner
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 × 5 feet)• Two tickets to award banquet• One full-page ad in the event program• Listed on sponsor banner
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” award and present it at award ceremony (first-come/first-serve basis after all Platinum Sponsors have chosen their awards)• Space for two banners on site (3 × 5 feet)• Four tickets to award banquet• One full-page ad in the event program• Listed on sponsor banner
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” award and present it at award ceremony (first-come/first-serve basis)• Space for three banners on site (3 × 5 feet)• Four tickets to award banquet• One full-page ad in the event program• Listed on sponsor banner
Platinum Plus	\$50,000	<ul style="list-style-type: none">• All Platinum-level benefits• Call to discuss additional opportunities

*Contributors over \$1,000 will be listed on the
SAE Clean Snowmobile 2005 website.*

SAE Clean Snowmobile Challenge 2005 Sponsor Pledge Form

We pledge to sponsor the SAE CSC 2005 at Michigan Tech for the following amount.
(Check one and enter amount.)

- Contributor Level (<\$500)* Amount \$ _____
- Supporter Level (≥\$500)* Amount \$ _____
- Bronze Level (≥\$1,000)* Amount \$ _____
- Silver Level (≥\$5,000)* Amount \$ _____
- Gold Level (≥\$10,000)* Amount \$ _____
- Platinum Level (≥\$25,000)* Amount \$ _____
- 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 _____

E-mail _____

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

YES NO



Thank you for your support of the SAE CSC 2005!

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 • E-mail jmeldrum@mtu.edu