

# *SPONSORSHIP INFOPACK*

California State University  
**Northridge**



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## **Introduction:**

The American Society of Mechanical Engineer's Human Powered Vehicle Challenge is an annual competition that allows engineering students from different universities across the United States to design and manufacture land, air, and water vehicles. The American Society of Mechanical Engineers, or ASME, states that the point of the competition is "the elegance and ingenuity of the design, including presentation, practicality and safety... and with their efforts design and construct a fast, sleek, and safe vehicle capable of road use." Vehicles entered into the competition are judged on design, safety, and performance. The competition consists of three stages. The first stage is a static stage in which the vehicles are judged on a comprehensive design report, presentation, and evaluation. The second and third parts of the competition are much more dynamic with vehicles competing in sprint and endurance events.

This competition is used as a capstone project for the graduating Mechanical Engineering students at C.S.U. Northridge. The 2009-2010 CSUN HPV team will be competing in the single rider land vehicle class of the West Coast ASME HPV Challenge. The initial 2009-2010 design consists of a fully faired, tadpole recumbent design utilizing a large percentage of composite materials. With this design the CSUN HPV team is striving to place first in all sections of the competition.

As with any project of this nature, fiscal issues tend to be limiting factors. The budget and additional funding provided through the university for this project are simply not sufficient to meet our preliminary design goals. As a result the 2009-2010 CSUN HPV team is seeking sponsorship contributions from outside companies and organizations. Sponsorships contributions are welcome in various forms; however, three common options exist. The first option is a one-time lump sum donation of a specified amount (see **Sponsorship Levels** below). The second option consists of a donation or large discounted price on raw materials or finished products to be used on the vehicle. The third option is a commitment of resources such as analysis tools and training or manufacturing equipment and facilities. A large number of other possibilities exists and can be discussed between the team management and your company or organization. As a CSUN HPV team sponsor, your company will be not only contributing to next generation of Human Powered Vehicles but will also be contributing to the next generation of American engineers.

Last year was a large step forward for the CSUN HPV team. With hard work and determination the team was able to achieve 4<sup>th</sup> place out of 28 schools. With each year of participating in the event our team continues to place better and better each year. This is due not only to the dedication of each team member but also through our sponsors. Last year we would not have been able to design and manufacture such a powerful, light and agile vehicle without the great help of our sponsors. This year we are reaching out to our sponsors from previous years as well as reaching out to new possible sponsors in the engineering and cycling industry. With the support of our sponsors we hope to keep improving our placement and strive for a first place overall finish.

Due to the success that the team had last year ASME has approached CSUN this year to be the host of the west coast competition for the spring. There has been preliminary communication between the university and ASME so it is not official as of yet. This is very exciting for the CSUN HPV team. If CSUN does host the competition our sponsors will be able see firsthand what their contributions did.

## **Event Details:**

The ASME HPV Competition is held annually in the spring at a competing university on both the West and East Coast. Last year the west coast competition was held at Portland State University on May 1 thru May 3. The 2009-2010 west coast ASME HPV competition date and location is not yet confirmed but should be available in the no later than spring of 2010.

**Vehicle Design Competition:** Officials are interested in the design process that engineering teams follow to produce their vehicles. Judges will conduct design judging separate from, and without regard to, vehicle performance on the test course. An emphasis will be placed on originality and soundness of the design. Each teams score is based on: a written report, an oral presentation, and an inspection and evaluation of the vehicle.

**Sprint Challenge:** Last year the sprint event included single and multi-rider vehicles and was a flying start sprint race. Each team had the preceding distance of 300 to 400 meters for the vehicles to gain speed before entering the timed zone, which was be followed by a 100 meter timed portion straight-away, as well as a minimum of 200 meters at the end to allow the vehicles to slow down. This year the sprint has a possibility of be very different and more interactive for the teams as well as the spectators. The sprint event this year is tentatively set as a drag race between two teams, with a “round-robin” format. The specifics of the event have not been confirmed as of yet but we are hopeful for a rule change to create this new “drag race” sprint event.

**Endurance Challenge:** The endurance event is one in which competitors will race in a grand prix style road race of approximately 65 kilometers (40 miles). Vehicles must start the race with a female rider(s) who must complete at least 5 kilometers. No individual can compete in the vehicle for more than 20 kilometers, and all laps by any individual must be continuous. When the lead vehicle crosses the finish line, each team will be allowed to finish the lap it is on to end the competition.

In addition to the student competitors, representatives from the American Society of Mechanical Engineers are on hand to judge and run the competition, as well as a guest judge usually from the cycling industry. The event draws many who are interested in new and groundbreaking HPV designs.

## Sponsor Benefits

- **Name-Branding** – Depending on level of sponsorship, your company’s name and logo may be included on the CSUN HPV’s fairing and/or team uniform. All sponsors will appear on every page of our team website. As a contributor, you will be able to advertise yourself as a sponsor the 2009-2010 CSUN HPV team.
- **Target Marketing** – Whether you aim to market to HPV riders, engineers, college students, or cyclists in general, sponsorship of the CSUN HPV team will provide you that opportunity.
- **Community Involvement** – As the only university in the San Fernando Valley, supporting CSUN connects you with the largest concentration of young men and women in the area. CSUN has nearly 33,000 students, and some prominent alumni include: former California Lt. Governor Mike Curb, Hawaii Governor Linda Lingle, former space shuttle astronaut Scott Horowitz, actor/producer Richard “Cheech” Marin, and Hilton Hotels C.E.O. Stephen Bollenbach.
- **Product Placement** – Any material or product donations will be featured on the CSUN HPV vehicle itself as well as the team’s website. Website coverage will include pictures of the team testing and implementing our design with your product. Depending on the value of your donation, your company logo may also be featured elsewhere on the vehicle or on the team uniforms. Links to your company’s website will also be listed on our team website.
- **Tax-Deductible Contribution** – monetary, material, and finished product donations for sponsorship recognition will be directed through Cal State Northridge, and as such are tax-deductible.

## **Sponsorship Levels**

\*All monetary values below represent current USD value or equivalent wholesale value.

### **Prime Platinum Sponsor – \$3,000 Donation or More**

- The sponsor who donates the most to the CSUN HPV, exceeding \$3000, will be awarded the Prime Platinum title. Only one sponsor will be given this title.
- The 2009-2010 CSUN HPV team will display your 72 square inch logo on the front third section of the fairing on both sides.
- Your logo will be prominently displayed on the back of the team uniform, and will include the breadth of the shoulders and as tall as is proportional. Your logo will also be placed on the team rider's helmet, which will be worn in any competition photographs, and during the competition.
- Your logo will appear at the top of the list of sponsors on every page of the CSUN HPV's team website.
- Your company will be mentioned as being directly affiliated with the CSUN HPV team in any media coverage of the CSUN HPV where team members have input. At a minimum, the CSUN HPV team will be contacting the Daily Sundial for a feature article on the HPV. The Daily Sundial is the CSUN campus newspaper, which is printed and distributed on and around campus in Northridge, as well as online at <http://sundial.csun.edu>

### **Platinum Sponsor - \$1,500 Donation**

- The 2009-2010 CSUN HPV team will display your 32 square inch logo on the mid section of the fairing on both sides.
- Your logo will be prominently displayed on the chest of the team uniform, opposite the CSUN HPV team logo.
- Your logo will appear under the Prime Platinum Sponsor's logo on every page of the CSUN HPV team's website.

**Gold Sponsor - \$1000**

- The 2009-2010 CSUN HPV team will display your 18 square inch logo on the mid to mid-rear section of the fairing on both sides.
- Your logo will be displayed on the sleeve of the team uniform.
- Your logo will appear under the Platinum Sponsor(s)' logo on every page of the CSUN HPV team's website.

**Silver Sponsor - \$500**

- The 2009-2010 CSUN HPV team will display your 18 square inch logo on the rear section of the fairing on both sides.
- Your logo will appear under the Gold Sponsor(s)' logo on every page of the CSUN HPV team's website.

**Bronze Sponsor - \$250**

- Your logo will appear under the Silver Sponsor(s)' logo on every page of the CSUN HPV team's website.

**TBD Sponsor – TBD**

- Details regarding recognition for services consisting of, training, analysis tools, use of manufacturing equipment, use of manufacturing facilities, etc. will be decided upon by the CSUN HPV team management and your company or organization during the negotiation phase. Recognition for your services could consist of any or all of the above.

To get involved, please refer to the cover page for our contact information.

**Thank you for your time and consideration.**