

# CALS L

UC BERKELEY SOLAR VEHICLE TEAM



*Sponsorship Packet  
Excalibur*



# Dear Prospective Sponsor,

CalSol, the UC Berkeley Solar Vehicle Team, is a student-run non-profit racing team chartered by the Associated Students of the University of California. CalSol designs, builds, tests, and races fully solar-powered vehicles at an international level, all while developing and raising awareness of clean energy technology. Composed of over fifty students from a variety of disciplines, CalSol provides its members with hands-on experience in real-world engineering, business development, and project leadership.

We have ambitious targets with far-reaching impacts, and we would love to have your support. Your sponsorship will allow us to achieve our goals of quality engineering, competitive racing, meaningful outreach, and help prepare our fellow team members for the challenges and opportunities of tomorrow.

With your help, we can drive towards a brighter future.

Sincerely,



Andrew Wang  
Program Director



Anthony Zhou  
Program Director





# 31 Years of Innovation

CalSol was founded in 1990 with its first student-built vehicle, California Dreamin'. Since then we have designed and built eight more vehicles, claiming multiple awards and demonstrating strong performance. All of this while staying true to our founding principles of student leadership and a hands-on approach to engineering and project management education.



California Dreamin'



Afterburner II



Third Degree Burner



Gold Rush



Beam Machine



Solar Bear



Impulse



Tachyon

Our first multi-occupant vehicle, Tachyon is designed around both practicality and efficiency. Tachyon raced across Australia in the 2019 Bridgestone World Solar Challenge and is planned to race in the 2022 American Solar Challenge.



Zephyr

# The Races

We are building upon our previous experience to engineer our finest vehicle yet. Our 10th generation vehicle marks our return to the “Challenger” class, with a focus on speed and efficiency. With a light monocoque chassis and a low-drag aerodynamic shell, it will be our most competitive car yet.

## 2021



### Formula Sun Grand Prix

Circuit of the Americas

A three day race on the only Formula One track in the United States, the Formula Sun Grand Prix challenges every aspect of vehicle dynamics and performance. Our last three showings at the track resulted in first (2017), second (2019), and fifth (2021) place finishes.

## 2022



### American Solar Challenge

1700+ miles across the United States

A 7 day race across America, the differing weather and terrain conditions make this race a real challenge. A reliable vehicle, impeccable strategic decision making, and unfaltering race operations are all integral to winning. In 2018 we were able to complete the race entirely under solar power, and we will build on that success as we compete in 2022 and 2024.

## 2023



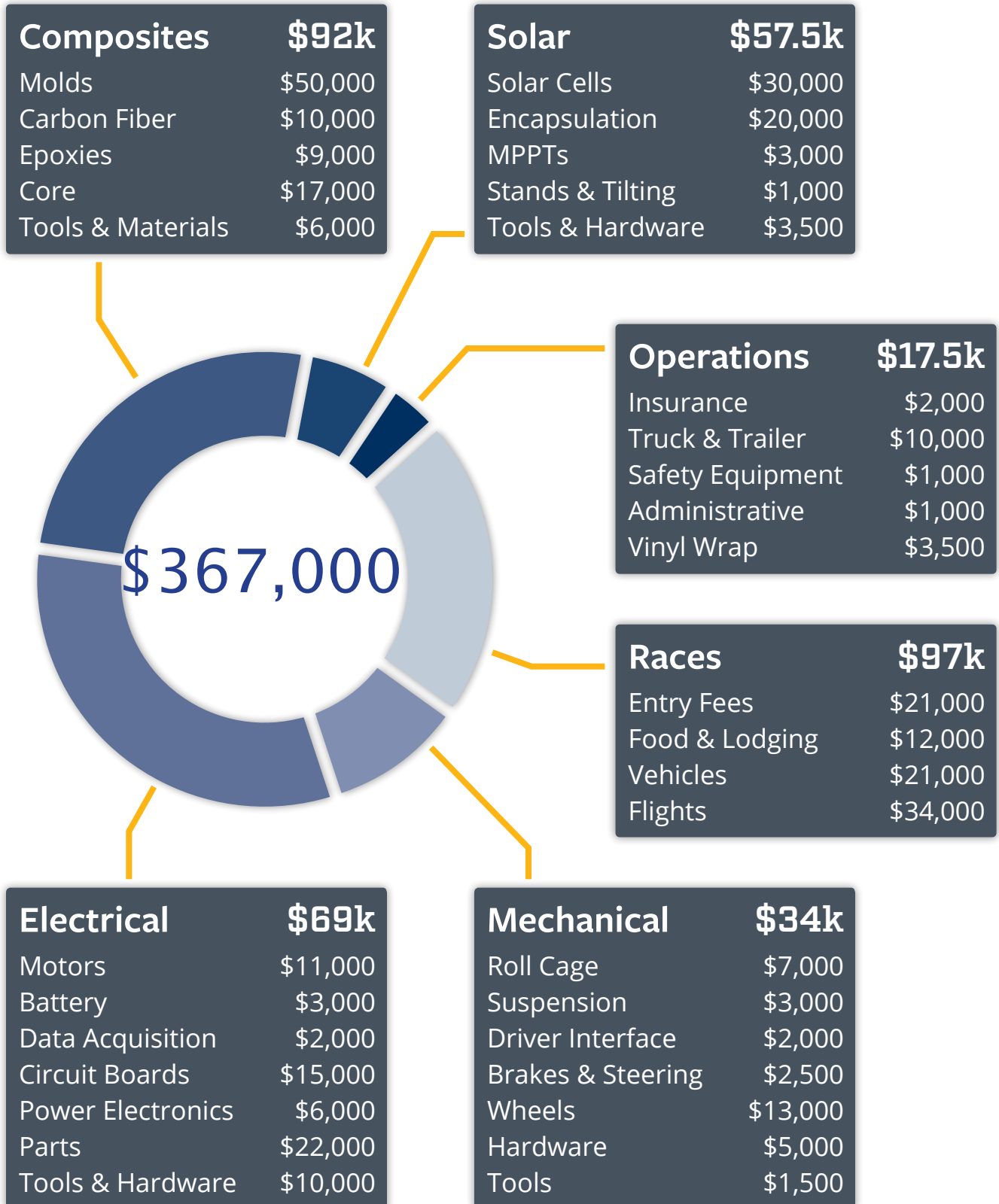
### Bridgestone World Solar Challenge

3000+ km across the Australian Outback

A 6 day race across Australia from Darwin to Adelaide, the Bridgestone World Solar Challenge is the ultimate test of speed and efficiency. Attended by over 40 teams from 21 countries, this is the largest race we have competed in. We hope to use our experience from racing in the 2019 BWSC and a cutting-edge new car to land a podium finish in 2023.



# Expenses



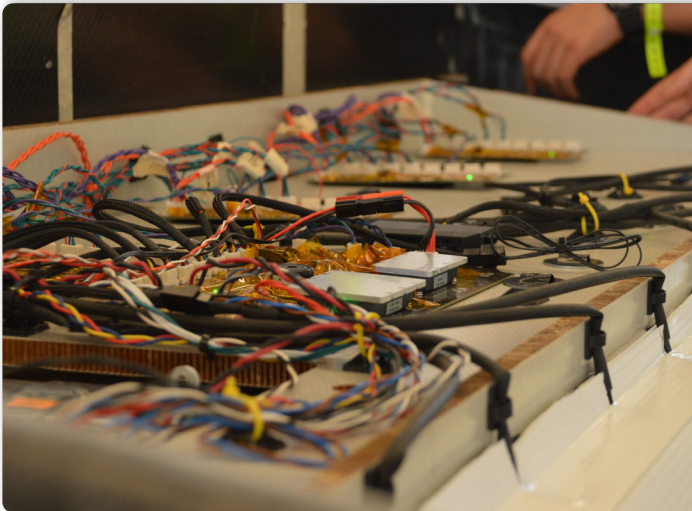


# Our Core Values



## Member Enrichment

Our members come from a variety of backgrounds and a wide range of majors across engineering and the humanities. They learn valuable skills that cannot be replicated in a classroom, and gain real-world engineering experience. Our members hone their leadership and stress-management skills in high-stakes competitions, and bond closely over the course of the build cycle.



## Green Technology

By building a competitive solar vehicle, CalSol aims to advance renewable energy technology. The cutting-edge, efficient vehicle systems that we develop are the first step in building mass-market solutions to real-world energy and environmental concerns. Our solar array power point trackers being developed were presented at a research conference for their efficiency and power density.



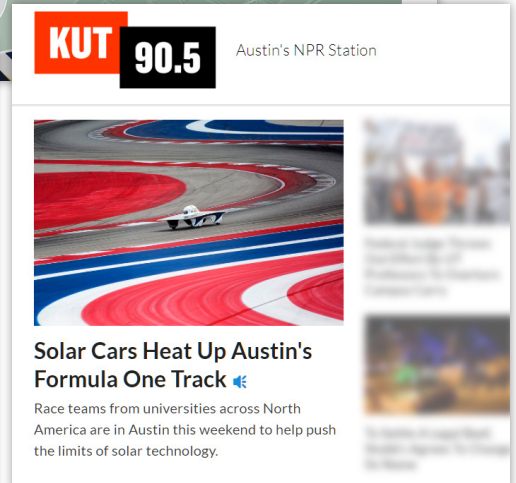
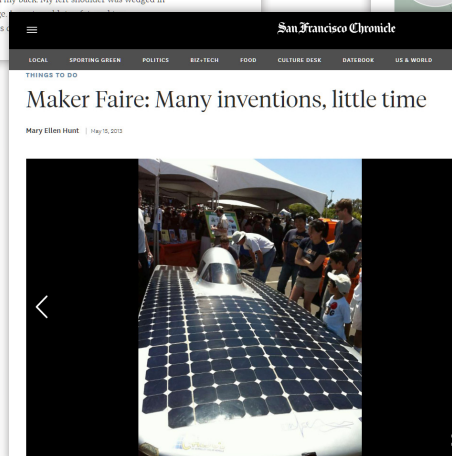
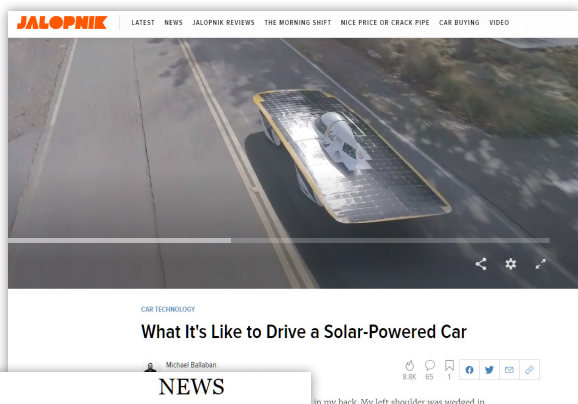
## Outreach

Throughout the year, CalSol participates in various community and campus events to spread awareness of green technology and inspire participation in STEM activities. We demonstrate our technology to local schools, and present our vehicle and mission at Maker Faire, Engineering 4 Kids, Cal Day, Discovery Days, and other wide-reaching events.



# Publicity

As a competitive and highly visible solar racing team, we are proud to offer our sponsors great exposure. Our accomplishments have been featured in a variety of media outlets, including the History Channel, Jalopnik, and the San Francisco Chronicle. We also have active social media accounts with dedicated followers as well as an active blog on our website. We use these platforms to thank our sponsors and showcase the innovative solutions we are able to develop with their support.



## Feature Us!

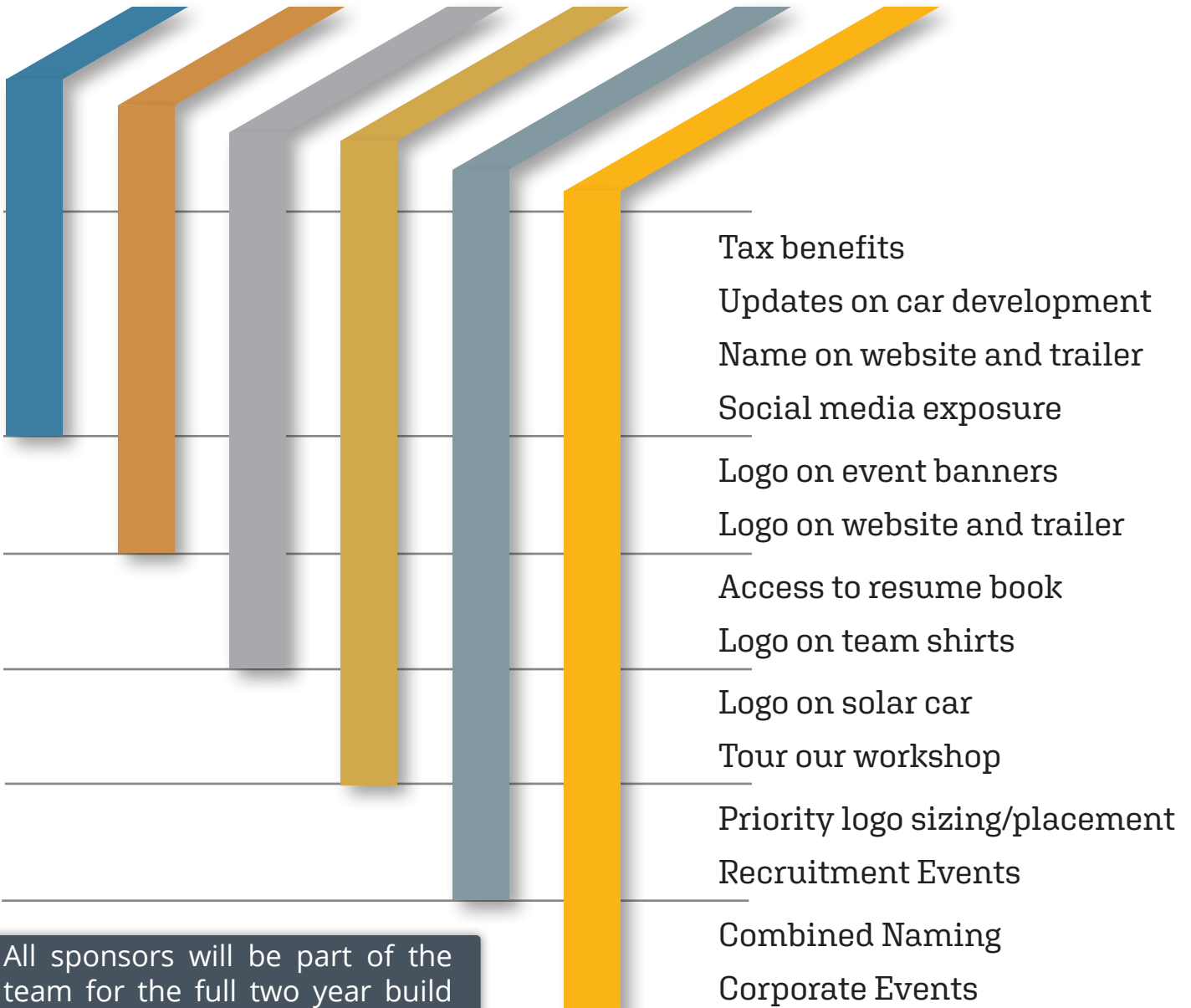
If you are interested in featuring us in an article, video, or advertisement, feel free to reach out. We can provide both our solar car as well as team members at either our workspace or on-location. Additionally, there is an opportunity to join us at one of our races in the US or Australia to record with us in action.





# Sponsorship Tiers

Friends Bronze Silver Gold Platinum Title



All sponsors will be part of the team for the full two year build cycle as well as the races our 10th generation car will compete in.





# Friends

**\$500+ Contribution**  
includes monetary and in-kind

## Tax Benefits

CalSol is a 501(c)(3) non-profit, and all donations are tax-deductible.

## Updates on Car Development

Without the support of our sponsors, we wouldn't be able to build and race our solar cars. We will send you monthly newsletters to keep you up to date with our progress and show you how your contribution is put to good use.



## Name on Trailer and Website

We use our trailer for races, road tests, and outreach events, making it a very visible part of our team. Our website is similarly important, serving as the online face of our club. Sponsors at this tier will have their name prominently displayed on both.

## Social Media Exposure

We have social media accounts on Twitter, Instagram, and Facebook, with thousands of followers across these platforms. We are proud to display our sponsors and how their support is fundamental to our operation. For in-kind donations we also showcase how we use the product to build our car or in the finished car.



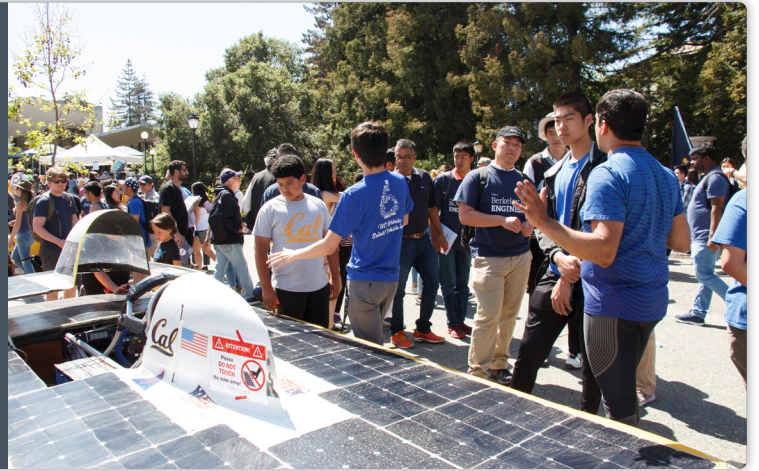


# Bronze

\$2,500+ Contribution  
includes monetary and in-kind

## Logo on Event Banners

During large outreach events like Maker Faire where we display our car, thousands of attendees stop by and check it out. We thank our sponsors with their logos on a banner set up next to the solar car, for the public to see who made it all possible.



## Logo on Trailer and Website

Large enough to fit our solar cars along with our tools, our trailer will serve as a large billboard, proudly showcasing all our contributors as we drive across America. Sponsors at this tier will have their logo displayed, not just their name.



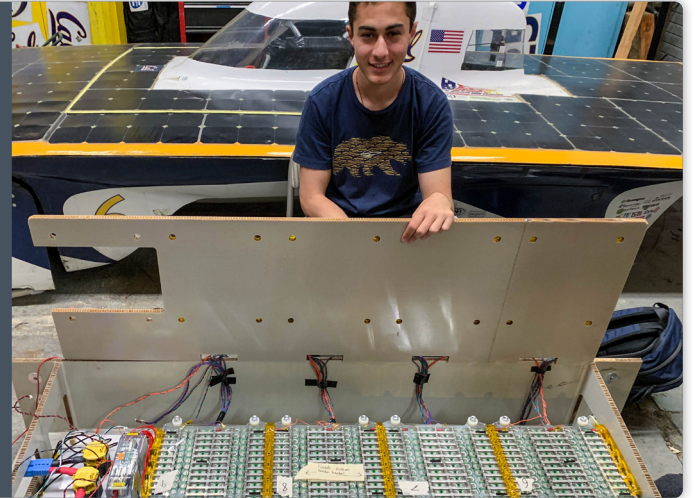


# Silver

**\$7,500+ Contribution**  
includes monetary and in-kind

## Access to Resume Book

UC Berkeley is the number one public school in the world, with a highly ranked engineering program. Our members excel in their classes, and combine the fundamentals from the classroom with real-world experience to master CAD, PCB design, FEA, and more. They also develop project management, communication, and other skills necessary to complete a large scale project as a team.



## Logo on Team Shirts

Our members wear their team shirts for all outreach events and daily during races. We proudly display the logos of our sponsors on the back for everyone to see. Additionally, a large majority of our pictures feature a member wearing a team shirt, making the logos highly visible even to those who only follow us online.



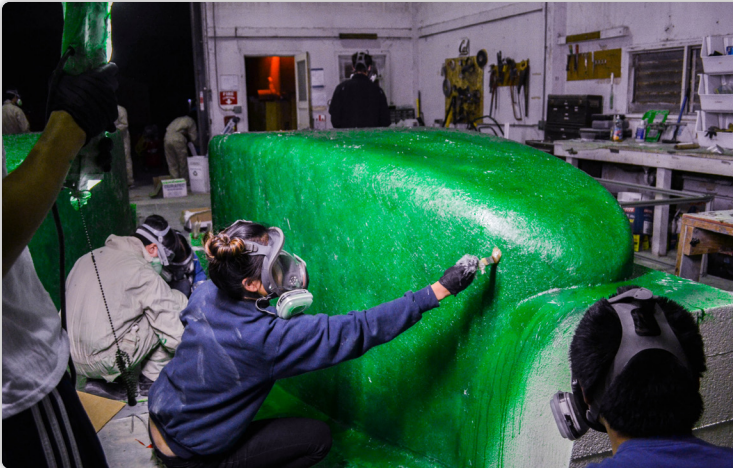


# Gold

\$15,000+ Contribution  
of which \$4,000+ is monetary

## Logo on Solar Car

Our solar car is the central focus of our club, and we put the logos of our larger sponsors on the car to show our appreciation. The logos are seen by thousands of people as they gaze at our car in awe at outreach events, during races, and through features in news outlets.



## Tour Our Workshop

We would love to have you visit our workshop as we work on the construction of our tenth generation vehicle. See how we construct the car, get a sneak peek of our final design, and even drive one of our previous solar cars. Additionally, this is a great opportunity to capture some media to publicize our partnership.





# Platinum

\$50,000+ Contribution  
of which \$20,000+ is monetary

## Priority Logo Sizing & Placement

At this tier we will ensure that your logo is as prominent as possible on our car, shirts, banner, and trailer to properly reflect the level of support you provide. This ensures it stands out as we drive all across America and throughout the Australian Outback.



## Recruitment Events

Graduates from UC Berkeley go on to successful careers, and our alumni are no exception, working at GM, Ford, Apple, Tesla, Amazon, Google, and other top companies. We will work with you to hold an on campus recruitment event for either our team or open to all students, so you can find the perfect hire.



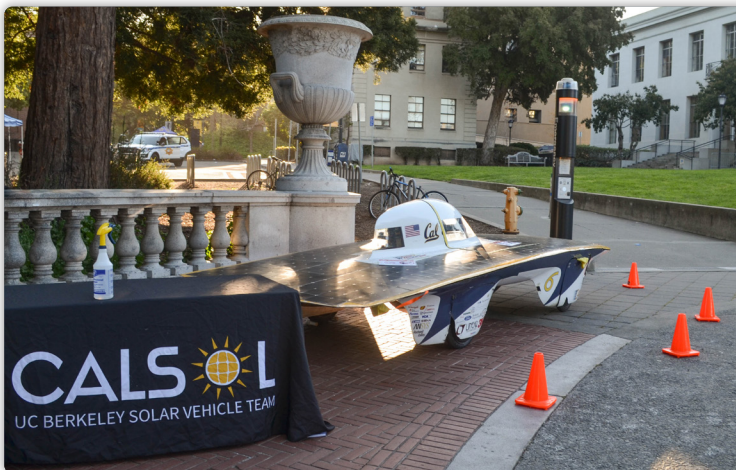


# Title Sponsor

\$150,000+ Contribution  
of which \$100,000+ is monetary  
*\*only one title sponsor per car*

## Combined Naming

We will change our team name from *CalSol* to *CalSol-<Company Name>* to emphasize the importance of your contribution. This combined name is a great way to publicize your company at outreach events and races we attend as well as in the media coverage we receive.



## Corporate Events

Have us display our car on your company campus at a corporate event! Images can only convey so much, seeing the car in person is an entirely different experience. If there is a private road, we can arrange for attendees to drive it around as well. Team members will be on-hand to explain the various systems and answer questions.





# Thank You to Our Tachyon Sponsors

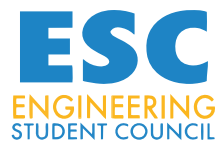
## Platinum



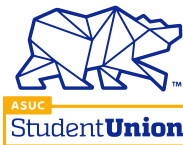
K R E Y S L E R &  
A S S O C I A T E S



## Gold



## Silver



## Bronze



## Friends

Alexander Ko  
An Absolutely Remarkable Thing  
Aric Rusk  
Ben Winston  
Benjamin Chen  
Bud Industries  
Christopher Puffer  
Clara & Finbarr  
Crispie  
Derek Chou  
Durabar

FK Rod Ends  
Fox  
Garner Heat Treat  
General Sealants  
GigaVac  
Hawkeye Industries  
HeatSinkUSA  
Holly Ubellacker  
Jack He  
Joangwei Li  
Kechuan Tu  
Kevin Li  
Kodiak Precision Inc.  
Leland Au

Marie Durquet  
Molex  
Morrison Graf  
Oliver Max  
Philip Stump  
Qiulian Yang  
Rafael Send  
Raybuck  
Reher Family  
Revchem  
Composites  
Spencer Quong  
Staci Pastis  
Stephanie Taylor

Stephen Rhodes  
SunPower  
Texas Almet  
Tilton Engineering  
Vicor  
Wilwood Disc Brakes  
Wrangle  
Yan Wu  
Yuchen Wang





## Contact Us!

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