

CALS L

UC BERKELEY SOLAR VEHICLE TEAM



Sponsorship Packet
Generation X

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,

Annie Wang



Our Core Values



Member Enrichment

Our members come from a variety of backgrounds and a wide range of majors across engineering, the sciences 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 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 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.

30 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. We've done 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

...



Goldrush

...



Beam Machine

...



Solar Bear

...



Impulse

...



Zephyr

...



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 will race in the 2020 American Solar Challenge.

The Races

We are building upon our previous experience to engineer our finest vehicle yet. Our tenth 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 lightest and most efficient 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 have resulted in first or second place finishes.

2021



Bridgestone World Solar Challenge

3000+ km across the Australian Outback

A six day race across Australia from Darwin to Adelaide, the Bridgestone World Solar Challenge is the ultimate test of speed and efficiency. A truly international competition attended by over 40 teams from 21 countries, this is the largest race we compete in. We hope to use our experience from racing in the 2019 BWSC, combined with a cutting-edge new car to have our most successful BWSC yet.

2022

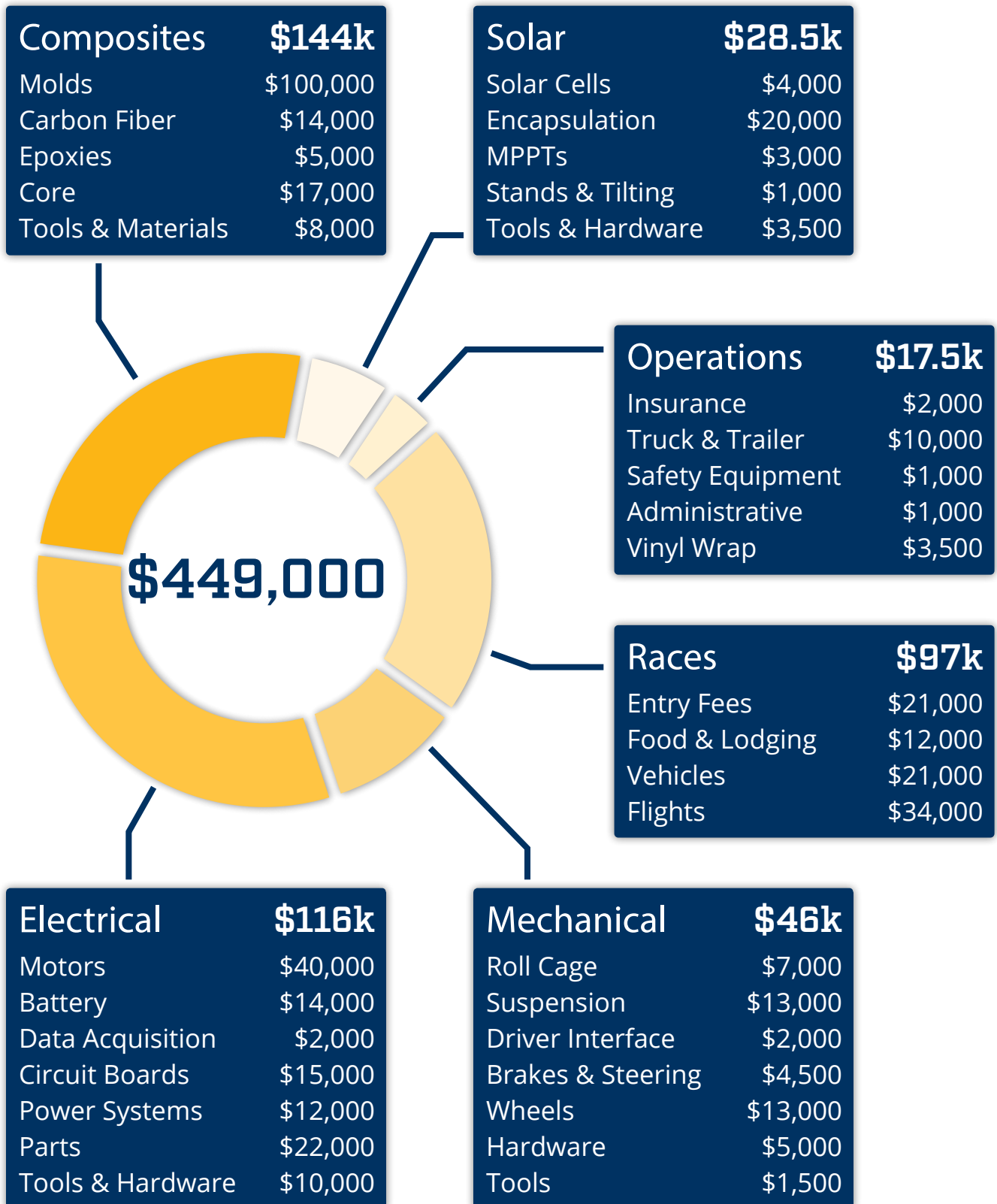


American Solar Challenge

1700+ mi across the United States

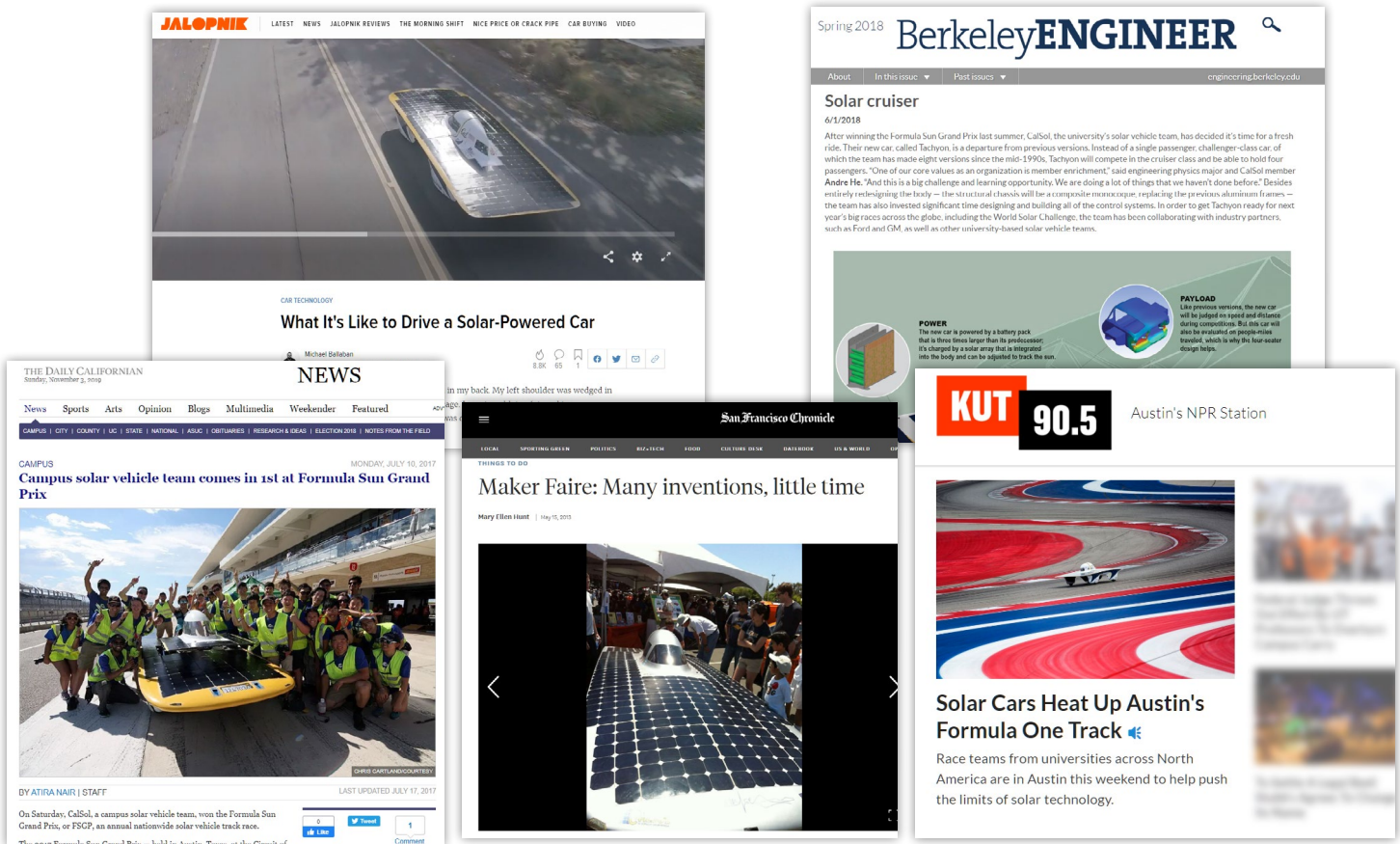
A seven day race across America, the differing weather and terrain conditions make this race a real challenge. A reliable vehicle, impeccable strategic decision making, and unfaltering race operations are all integral to winning. In 2018 we were one of few to complete the race entirely under solar power, and we will build on that success as we compete in 2020 and 2022.

Expenses



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

Tax benefits

Updates on car development

Name on website and trailer

Social media exposure

Logo on event banners

Logo on website and trailer

Access to resume book

Logo on team shirts

Logo on solar car

Tour our workshop

Priority logo sizing/placement

Recruitment Events

Combined Naming

Corporate Events

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.



Title Sponsor

\$100,000+ Monetary

\$150,000+ in-kind

Only one title sponsor per car

Car Naming

We will use your suggestion for our car name to emphasize the importance of your contribution. This car 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.



Platinum

\$25,000+ Monetary
\$40,000 In-Kind
\$100,000+ Software

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.

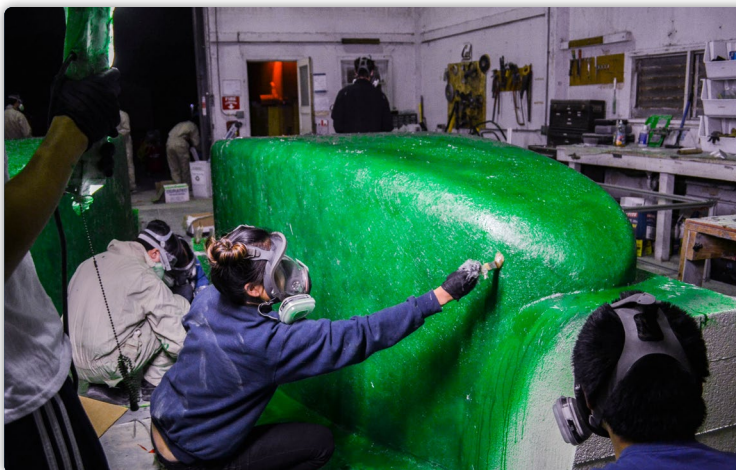
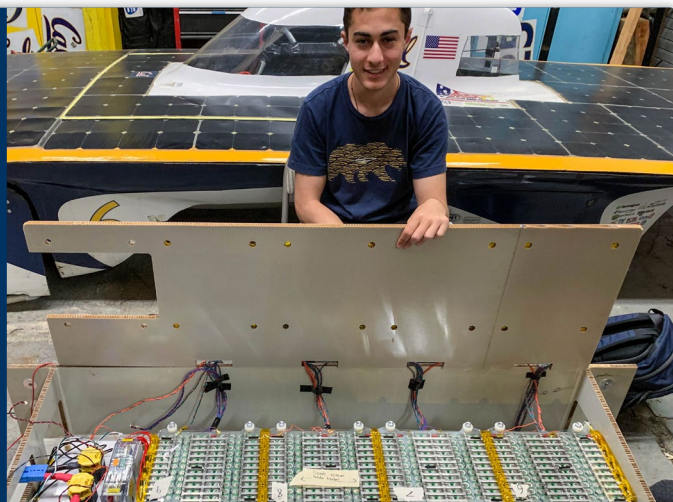


Gold

\$10,000+ Monetary
\$20,000+ In-Kind
\$50,000+ Software

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.



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.



Silver

\$5,000+ Monetary
\$10,000+ In-Kind
\$25,000+ Software

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.



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.

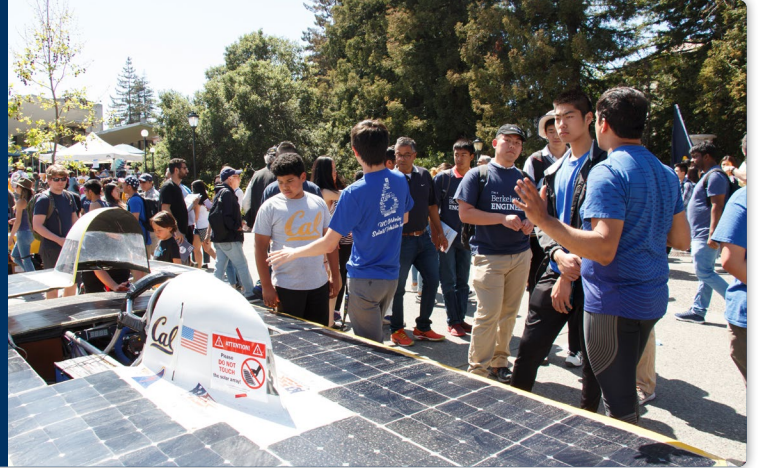


Bronze

\$2,000+ Monetary
\$2,000+ In-Kind
\$10,000+ Software

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.

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.



Friends

\$500+ Monetary
\$500+ In-Kind
\$1,000+ Software

Tax Benefits

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

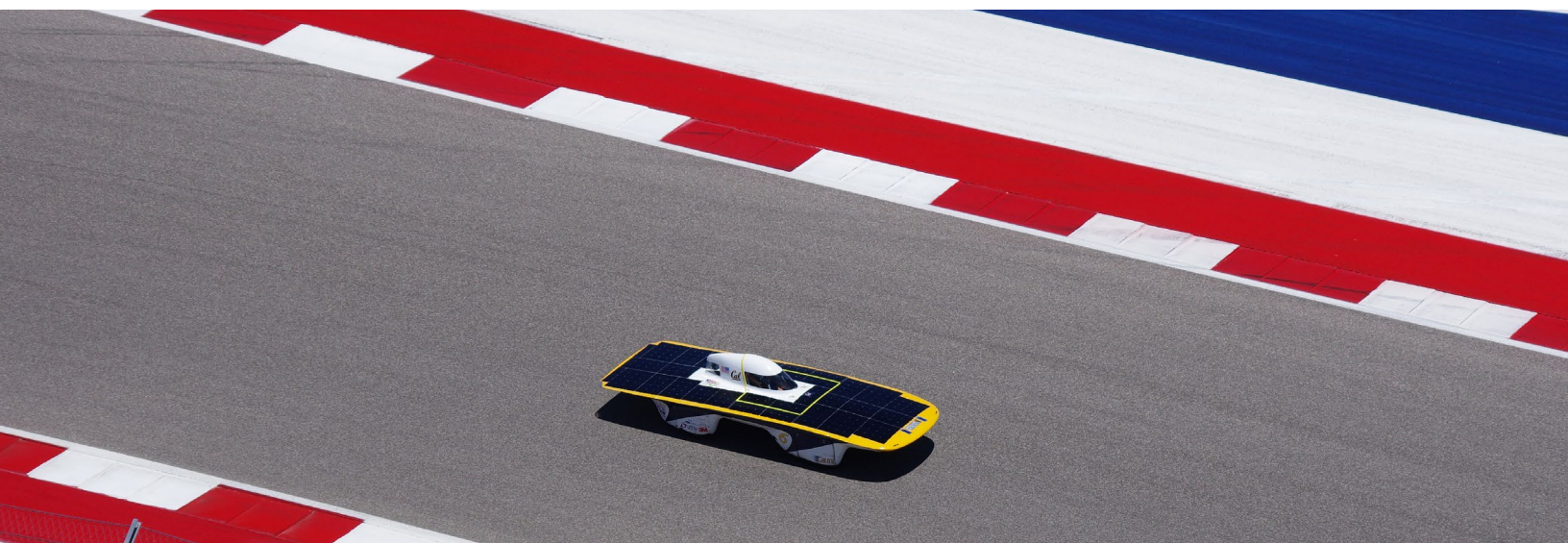
Updates on Car Development

Without the support of our sponsors, we wouldn't be able to build and race our solar cars. We will send you regular updates to keep you filled in on our progress and show you how your contribution is put to good use.



Name on Website

Our website serves as the online face of our club, and is a very visible part of our team. As our team often posts about our current events, the page sees much through traffic. Sponsors at this tier will have their name prominently displayed on our dedicated sponsor page.



Thank You to Our Tachyon Sponsors

Platinum

ANSYS

Berkeley Engineering



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

Mechanical Engineering
UNIVERSITY OF CALIFORNIA BERKELEY

SIEMENS

Gold



Bay Area
CIRCUITS

BRIDGESTONE

ESC
ENGINEERING
STUDENT COUNCIL



SOLIDWORKS

Thao & Scott Matlock

PATZ
MATERIALS & TECHNOLOGIES

Silver

LUCID



aganitha
cognitive solutions

Frank Family



Bronze

AIRTECH
ADVANCED MATERIALS GROUP

ANALOG DEVICES
AHEAD OF WHAT'S POSSIBLE™



soylent



GUAYAKI
ORGANIC BRAND
YERBA MATE
COME TO LIFE

BOEING
StarLink
onlinecomponents.com
THE ONLINE DISTRIBUTOR OF ELECTRONIC COMPONENTS

MUN MFG CO
CNC MACHINING

Rockwell Collins



RECURRENT ENERGY
A subsidiary of Canadian Solar



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



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