



Sponsorship Package 2010-2011



ALERION **SUPERMILEAGE**

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The project

Alérion Supermileage is a university project for engineering students whose goal is to apply their knowledge towards the conception and construction of a single seat vehicle that consumes the smallest amount of fuel possible. This initiative comes at a time when our society is at a crossroad in terms of fossil fuel usage and economy.

Over the last three years, the Alérion built itself a strong reputation by winning the SAE Supermileage three times in a row and winning the prestigious 2009 and 2010 editions of the Shell Eco-Marathon Americas. With a fuel consumption of 1347 km per liter (3168 miles per gallon), not only we hold the North American champion title, but also the best fuel consumption ever recorded by those competitions.

The team

Roughly 15 students from the Faculty of Science and Engineering make up our team. Alérion Supermileage is a unifying project that offers its members the possibility to put into practice, in a very intensive and stimulating way, the knowledge acquired throughout their studies. The students learn about teamwork at every step of the project, from fundraising to ignition of the engine and through conception and assembly. The team has to work on every system of the vehicle: engine, chassis, transmission, electronics, etc.. The conception of such a vehicle is an integral part of learning engineering principles and covers various disciplines (planning, technical drawing, mathematics, physics, etc.).





Our goals and the exposure we offer

This year's goals are simple. We want to score first at the Shell Eco-Marathon Americas and at the SAE Supermileage. We also aim for an increased fuel efficiency of over 2000 kilometers per liter (4700 miles per gallon). This year, we will participate in the European version of the Shell Eco-Marathon and expect to reach the top ten in our category. This competition gathers the best teams in the world. To reach these goals, we need the support of the best companies, be it financial support or product and services. In exchange for your help, we would gladly associate the name of your business with our winning and current project. You would benefit from the excellent exposure we offer and support the next generation of engineers.

We offer, amongst others, the following exposure,

- Media coverage on news networks such as TVA, TQS, RDI, the Journal de Québec, Discovery Channel, and Le Soleil ;
- Booth at the Québec City car show in March 2011 (65 000 visitors expected) ;
- Booth at the "Salon Éducation-Emploi" in October 2011 (ExpoCité, Québec) ;
- Booth at various expositions proposed by Laval University, such as the open house day, the "Vitrine étudiante", and Bell's science fair;
- Compete at the Shell Eco-Marathon Americas in April (Houston, Texas) ;
- Compete at the Shell Eco-Marathon Europe in May (Lausitz, Germany);
- And many more.



The competitions

The fifth edition of the international "Shell Eco-Marathon Americas" competition will take place in March at the Discovery Green Park, in Houston (Texas). Over 40 teams from half a dozen different countries will be represented in the different categories (solar, hydrogen, ethanol, gasoline). We will be participating in the largest category: internal combustion engines. The Shell Eco-Marathon Europe will be held in May 2011 in Lausitz, Germany.

<http://www.shell.com/ecomarathon>



The SAE Supermileage student competition is held by the renowned Society of Automotive Engineers (SAE). It is essentially the same type of competition as the Shell Eco-Marathon, except for a few technical regulations. This challenge attracts roughly 40 competing universities and is held every year in June, at Marshall, in Michigan.

<http://students.sae.org/competitions/supermileage>



Budget and technical realizations

Now that the engine has proven its efficiency and reliability, we think the time has come for us to focus on lightening the vehicle's main parts. We worked extensively on the design of a new monocoque chassis and new wheels and we are going to build them this year. We will rely on advanced composite materials which will be lighter and stronger. Moreover, we intend to strengthen our electronics system's reliability and we will pursue our work on a test bed. To accomplish all of this, we need to invest both time and money. The team is highly motivated and is convinced they'll be able to reach their goals. We evaluate our financial needs at \$45,000. We're calling out to organizations like yours to support our project. We ask for your support, be it financially or with products and services you can offer.

Roughly \$30,000 will be necessary to cover fabrication, components, and tools. The remainder is needed to cover competition expenses, such as transport, lodging, and registration fees. A detailed budget will be supplied on request.





Partnerships offered

Here are the types of partnerships we offer. We are very flexible and will be happy to find common grounds with your enterprise if these categories do not fit your needs.

Category	Annual amount	Description
Main	\$5,000 or more	Principal partner for a year. The car will have your logo in color. It will have an imposing size and position on the vehicle. Also, a very large logo of your business will be on promotional clothing, posters, and the web site.
Gold	\$2,000 - \$4,999	Major partner for a year. A large logo of your business will be on the car, our promotional clothing, the posters, and the web site.
Silver	\$1,000\$ - \$1,999	Partnership with the project for a year. An average sized logo of your business will be clearly visible on the car, the posters, the promotional clothing, and the web site.
Bronze	\$500 - \$999	Associate of the project for a year. A logo of your business will be visible on the posters, the promotional clothing, and the web site.
Collaborator	Less than \$500	Partner of the project for a year. Your business will be mentioned on the posters, the promotional clothing, and the web site.



Partners 2009-2010

Principal partners



UNIVERSITÉ
LAVAL

Gold partners



Desjardins
Caisse populaire Bellevue de Quebec
Caisse du Plateau Montcalm



Transport
Canada

Transports
Canada

Office Québec-Amériques
pour la jeunesse

Silver partners



Bronze partners



SMi
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INTERNATIONAL INC.



Collaborators

