



# Sponsorship package 2012-2013



ALERION **SUPERMILEAGE**

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## The project

Alérion Supermileage is a student project made up of engineering and sciences students with an objective to develop and manufacture a single-seated fuel efficient prototype. This initiative helps our society to move forward by improving technologies in our everyday lives.

The team consists of 30 members who work on all car systems: engine, steering assembly, shell (chassis), transmission, electronic components, etc. The design and manufacturing of the vehicle are an integral part of our learning and include several engineering disciplines (planning, technical drawing, mathematics, physic, etc).

## Be a proud partner of a champion project

Alérion Supermileage is a student project who created a good reputation for itself over many years on both national and international levels.

Each year, the group takes part in the well mediatized **Shell Eco-Marathon America** competition in Houston Texas. During the competition, more than 50 of the best Universities in North America compete for the American fuel economy title. Laval University performs in the internal combustion engine category.

In the past, the project had been able to demonstrate its capacities to develop a high tech prototype by cumulating many convincing victories.

### Shell Eco-Marathon Champion 2009, 2010 et 2011





Later in the season, Alérion Supermileage participates to the **SAE Supermileage** competition supported by the renowned Society of Automotive Engineers (SAE). This very strict competition in terms of rules takes place in Marshall Michigan. It is another good occasion for the project to assert itself as the American leader of fuel economy.

**SAE Supermileage Champion**  
**2008, 2009 et 2010**

**Second Place**  
**2006 et 2011**

**Third Place**  
**2012**

### **Have an impact on this year successes!**

To get more information about both competitions, please visit the web sites below:

<http://www.shell.com/ecomarathon> (April 4<sup>th</sup> through April 7<sup>th</sup> 2013)

<http://students.sae.org/competitions/supermileage> (June 6<sup>th</sup> through June 7<sup>th</sup> 2013)

## **The objectives and the budget**

In 2012-2013, Alérion Supermileage wants to establish a new American standard in terms of fuel economy. The team already holds the North American record of 1347 km/L (that means 0.074 liters per 100 kilometers) and it also projects to further improve the record to 1500 km/L. By making a financial contribution, or by active participation, you can help us to reach this ambitious goal.

Close to \$30 000 will be used for the manufacture of the car and to purchase some tools and components. Significant investments in the powertrain system are planned for the current season. The budget balance will be utilized to support all the competition fees (like accommodation and transportation costs or registration). A complete and detailed budget will be provided on demand.



## Visibility

Being associated with the Alérion Supermileage project, your business will benefit from an excellent visibility during competitions, car show and also in the media.



*Auto show in Québec 2011.*

**Events:** Quebec City car show (more than 65 000 visitors), Salon Éducation-Emploi at ExpoCité and many other events organized by Laval University (ex: Open house and Foundation lunch).



*SAE Momentum, october edition 2012.*

**The media:** TVA, V Télé, RDI, Radio-Canada, Discovery Channel, Le journal de Québec, Le Soleil, La Presse, SAE international, etc.



## Partnership levels

These are all the different types of partnerships you can join. It is also possible to plan a personalized partnership if you wish.

	Category/Annual amount				
	Collaborator	Bronze	Silver	Gold	Lead partner
Advantage	< 500\$	500\$	1000\$	2000\$	5000\$
Receipt	X	X	X	X	X
Team t-shirt		X	X	X	X
Souvenir picture	X	X	X	X	X
Publication in the newspaper	X (Name only)	X	X	X	X
Logo on web site	X	X	X	X	X
Logo on signs during events	x (Name only)	X	X	X	X
Name on vehicle	X (Small characters)	X (Big characters)			
Small logo on vehicle			X		
Medium logo on vehicle				X	
Large logo on vehicle					X





## 2011-2012 Partners



### Lead Partners



### Gold Partners



### Silver Partners



### Collaborators

AEGMUL

Thomas & Betts Canada

Plastique Art

Caisse Desjardins de Montmagny

Caisse Desjardins de la Chaudière

Caisse Desjardins des Seigneuries de Bellechasse

Caisse Desjardins de la Nouvelle Beauce