



Sponsorship Package 2009-2010

Alérion Supermileage
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Alérion Supermileage
Design and manufacturing of a low fuel consumption vehicle



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. Increasing the energy efficiency of vehicles and reducing greenhouse gases emissions is now an international objective.

These last two years, the Alérion built itself a strong reputation by winning the SAE Supermileage twice and winning the prestigious Shell Eco-Marathon Americas in 2009. With a fuel consumption of 1 347 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

Overall, roughly 15 students from the science and engineering faculty 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). 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 (65 000 visitors) in April 2010 ;
- Presence at the « Car free day » in Québec City, which attracts thousands of people (September 22nd 2009, Québec City) ;
- Booth at the « Salon Éducation-Emploi » (October 2010, at l'ExpoCité) ;
- 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 which offers astonishing media coverage (April 2010, Fontana, California) ;
- Display of your logo on the Alérion Supermileage website which is visited over 4,000 times last year ;
- Display of your logo on the concept car, the various promotional posters, and in the promotional video ;
- Promotion of our sponsors during events ;
- And more.



The competitions

The fourth edition of the international « Shell Eco-Marathon Americas » competition will take place in April near Los Angeles. 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.

<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>

If our funds allow us, we will compete in the European version of the Shell Eco-Marathon which will be held in Germany next summer.





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 plan to build a new shell, a new steering system, and new wheels. We will rely on improved composite materials which will be lighter and stronger. Moreover, we intend to strengthen our electronics system's reliability. 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 \$30,000. 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 \$20,000 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, along with banners, will be made to your colors and will have your logo in a predominant size and area on the car. A very large logo of your business will be on promotional clothing, posters, and the web site.
Gold	\$2,000 - \$3,999	Major partner for a year. A large logo of your business will be on our promotional clothing, the car, 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 and the web site.
Bronze	\$500 - \$999	Associate of the project for a year. A small logo of your business will be on the car, the posters, and the web site.
Collaborator	Less than \$500	Partner of the project for a year. A small logo of your business will be on the car and the posters.





Partners 2008-2009

Sponsors GOLD



Sponsors SILVER



Sponsors BRONZE



Collaborators



Teknion | Roy & Breton



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