2020-2021

Academic Year

Sponsorship Packet

Underwater Robotics at Berkeley

30 May 2020

Warm greetings,

At Underwater Robotics at Berkeley, we strive to create an environment for engineering students to collaborate on developing autonomous underwater vehicles (AUVs) for competitions and research purposes. For the upcoming 2020-2021 academic year at UC Berkeley, we hope to raise at least $10,000 to fund our 2021 RoboNations's RoboSub competition vehicle, to develop our research capabilities, and to help promote inclusivity within our organization.

As a growing nonprofit organization, we still lack the financial ability to completely support our members with the resources necessary to improve upon our previous AUV iterations and explore innovative manufacturing technologies. Consequently, we are seeking corporate sponsorships to acquire the financial resources to fully realize our mission. With your support, we believe our organization would not only be able to support the members of our organizations but also the community through our mission to conduct maritime research throughout the Bay Area. Additionally, we would be able to provide members from under-represented groups in our organization with financial support to attend the RoboSub competition, a feat that we are aiming to achieve for the first time this year.

We have created this sponsorship package to provide you with more information about our organization and describe the benefits that we could provide to your business, and we sincerely appreciate the time and help you are dedicating to helping our organization grow.

Sincerely,

Alex Yamada
President, Underwater Robotics
president@urobotics.berkeley.edu

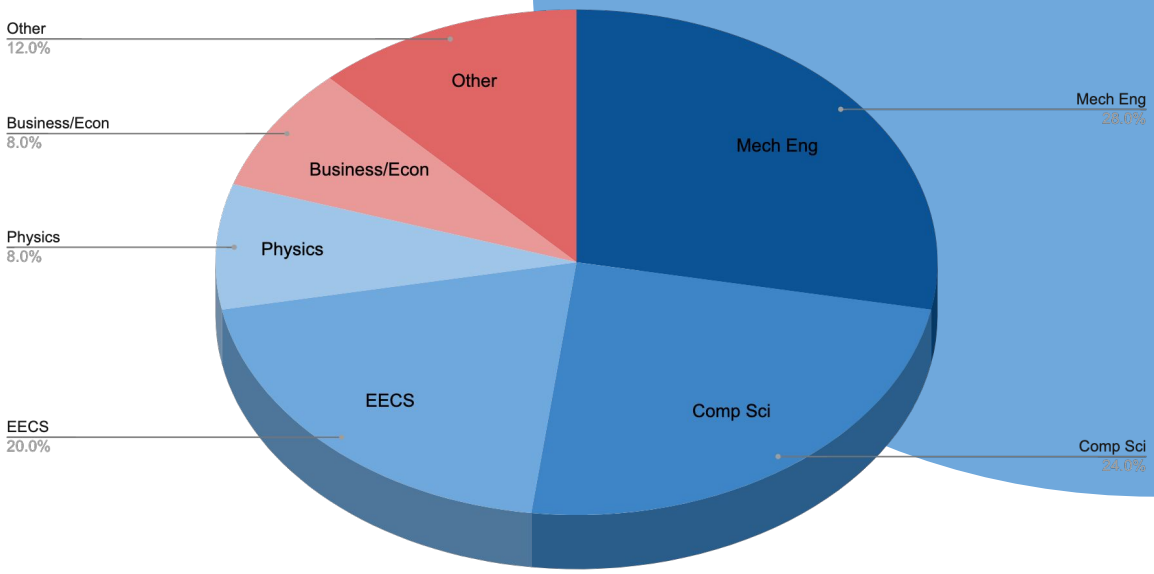
Underwater Robotics at Berkeley is 501-c3 non-profit organization under the Associated Students of the University of California. Additionally, we are affiliated with the University of California, Berkeley Engineering Department through the Engineering Student Council.

Underwater Robotics at Berkeley

Information Sheet

Member Demographics (Major)

Spring 2020



Affiliated with UC Berkeley

through

Berkeley Engineering
*College of Engineering

ENGINEERING STUDENT COUNCIL

ASUC StudentUnion

146 Applicants

13 Majors

4 Years as an organization

1 Team

Hardware

The hardware team is responsible for building the physical AUV.

Software

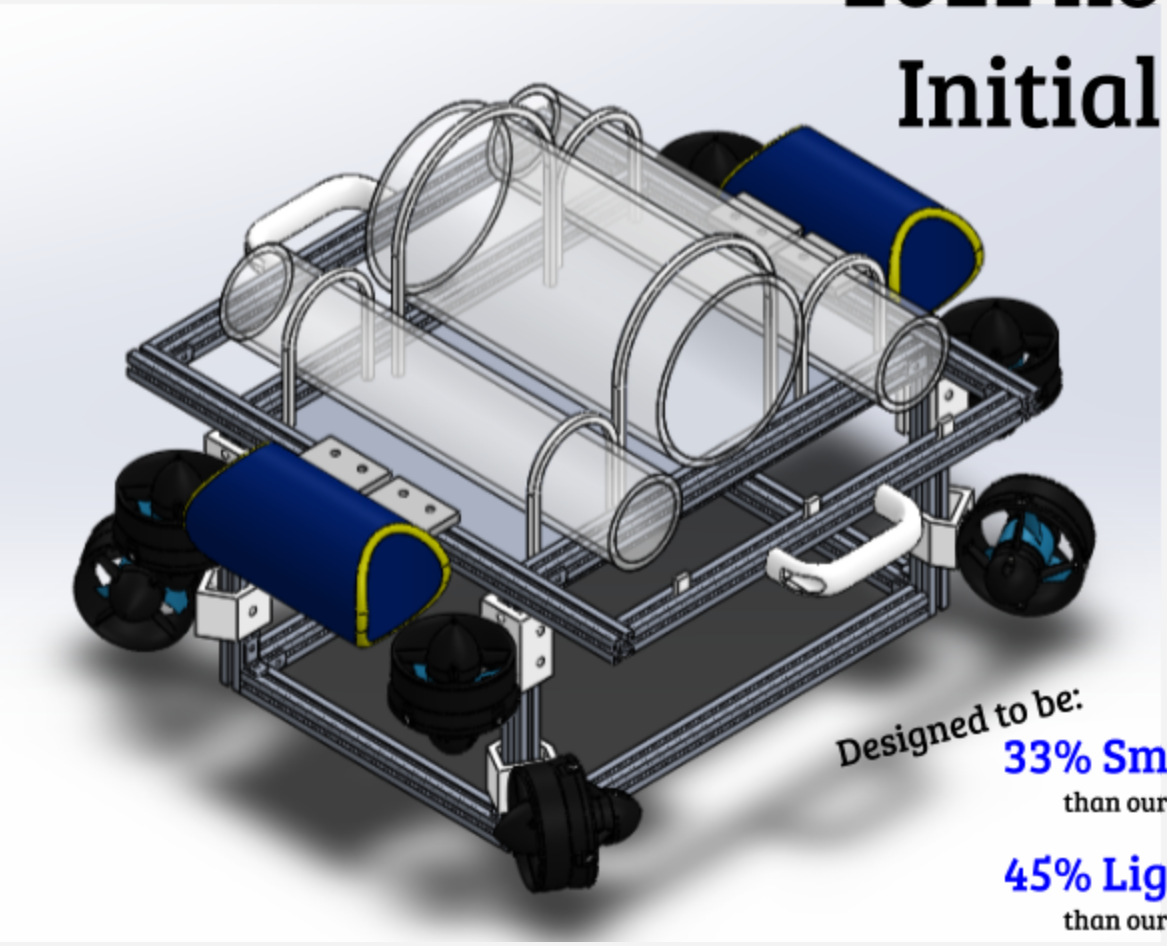
The software team is responsible for writing the programs that operate our AUV.

3 Subteams

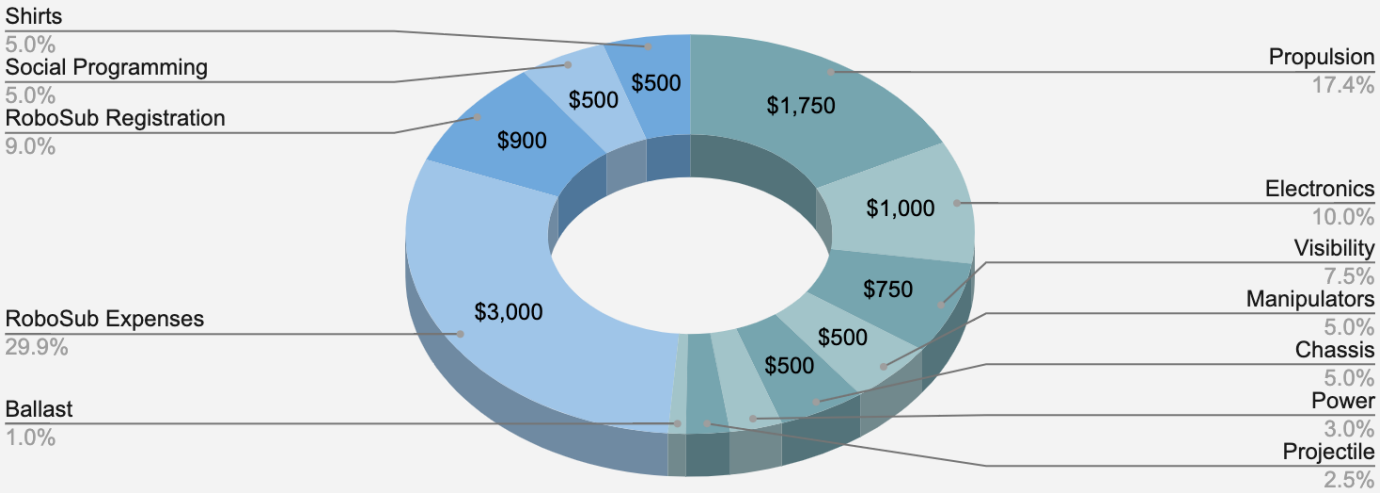
Operations

The operations team is responsible for handling the logistics, finance, marketing, and outreach for the entire organization.

2021 RoboSub Initial CAD



Underwater Robotics Fall 2020/Spring 2021 Projected Expenses



Total : $10,050

Sponsorship Packages Overview

(More information about each package is provided on the next page.)

Corporate Packages

Silver Package - $500

- Sponsor logo displayed on our website
- Sponsor logo displayed on our t-shirt (Sponsorship must be received by 9/1/20)
- IRS Tax Deduction[1]

Gold Package - $1000

- Everything listed under the Silver Package
- Access to resume portfolio
- Member recruitment opportunity

Platinum Package - $2,000+

- Everything listed under the Silver and Gold Packages
- On-Campus recruitment opportunity

Special Corporate Add-On Package

Premium Add-On Package - $1000

- Liaison between your organization and the University of California, Berkeley Career Center

Individual Packages

Friendship Package - $100+

- Sponsor name on our website
- Underwater Robotics Shirt
- Invitation to Open Meeting

**As our way of showing appreciation towards our sponsors for helping us reach our goals, we also wish to provide the largest financial sponsor with the opportunity to participate in the naming of our competition AUV for RoboSub 2021 and feature your organization's logo on our competition AUV in some capacity.*

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[1] Documentation of the ASUC's Tax Identification or a tax-deductible receipt is available upon request.

Sponsorship Packages

Corporate Packages

Silver Package - $500

As our way of showing appreciation towards your *Silver* sponsorship, we will include your organization's logo on the sponsorship page of our website. Please feel free to email your desired logo to communications@urobotics.berkeley.edu. Additionally, if the sponsorship package is received before November 1st, we will also guarantee that your organization's logo will also be included on the backs of our organization's t-shirts for this academic year. Since our organization is nonprofit, all donations are tax deductible, and we would be happy to provide the details upon request.

Gold Package - $1000

As a *Gold* sponsor, you will be provided with all of the benefits listed under the *Silver* sponsorship. At this sponsorship tier, you will receive access to Berkeley resumes that we have on file. Additionally, if you are looking to fill a specific position in your organization, we would be happy to assist you by informing our members of said positions and connecting you with them.

Platinum Package - $2,000+

As a *Platinum* sponsor, your corporation will be provided with all of the benefits listed above. Additionally, you will be invited to a general meeting, where you will have the opportunity to present your corporation for recruitment opportunities. For this information session, if you would like to have other students outside of our organization to attend, we would be more than happy to organize and advertise this information session for your organization. Please contact president@urobotics.berkeley.edu to arrange the details of the event.

Special Corporate Add-On Package[2]

Premium Add-On Package - $1000

A representative from our organization will serve as a liaison between the UC Berkeley Career Center and your organization. While as an organization affiliated with the Associated Students of the University of California, UC Berkeley College of Engineering, and the UC Berkeley Engineering Student Council, our organization can help your organization make a presence on our campus, building this specific relationship with the UC Berkeley Career Center may entitle your organization to benefits such as access to UC Berkeley students' resumes, exclusive online recruitment opportunities on UC Berkeley's Handshake account, and participation in on-campus recruiting events such as corporate information sessions on campus. We will work hard to facilitate and assist in any way we can.

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[2] This special package can be added to any package. It would be our pleasure to help our sponsors have a stronger presence on the UC Berkeley campus.

Individual Packages

Friendship Package - $100+

If you would like to be involved with our organization and its activities, this is the perfect package for you. As Friendship sponsor, your name will appear on the sponsorship page under individual sponsors on our website. Additionally, we would love to give you an Underwater Robotics shirt, so please feel free to email us your size at communications@urobotics.berkeley.edu. You are also cordially invited to the annual open Underwater Robotics meeting, where you will be able to pick up your shirt and talk with current active members of the organization. (*Please note that we intend to have an open water testing meeting where we will operate the AUV that we intend to take to RoboSub 2021, but the planning of this meeting will be subjected to restrictions as a result of Coronavirus measures. More information will be emailed out once the details are finalized.)

Sponsorship Details

Please make checks payable to "ASUC / Underwater Robotics at Berkeley" and mail it to 2465 Bancroft Way, Berkeley, CA 94720-4500 or donate online through the ASUC portal at https://asuc.org/donate/#section-1. Please also email us at admin@urobotics.berkeley.edu, letting us know which packages you are interested in and how we can thank you!

***Please feel free to follow our activities through social media by following us on Facebook at URBerkeley and LinkedIn at Autonomous Underwater Vehicles at Berkeley or visit our website at urobotics.berkeley.edu. Note that we are currently in the process of rebranding our organization as Underwater Robotics (urobotics) at Berkeley.**

Thank you!

- Underwater Robotics at Berkeley