



Sponsorship Package

Paradigm Memorial University Student Design Team

2023-2024

Autonomous Kart Series (AKS)

West Lafayette, Indiana May 15th-19th 2024

Who is Paradigm?

> The Goal

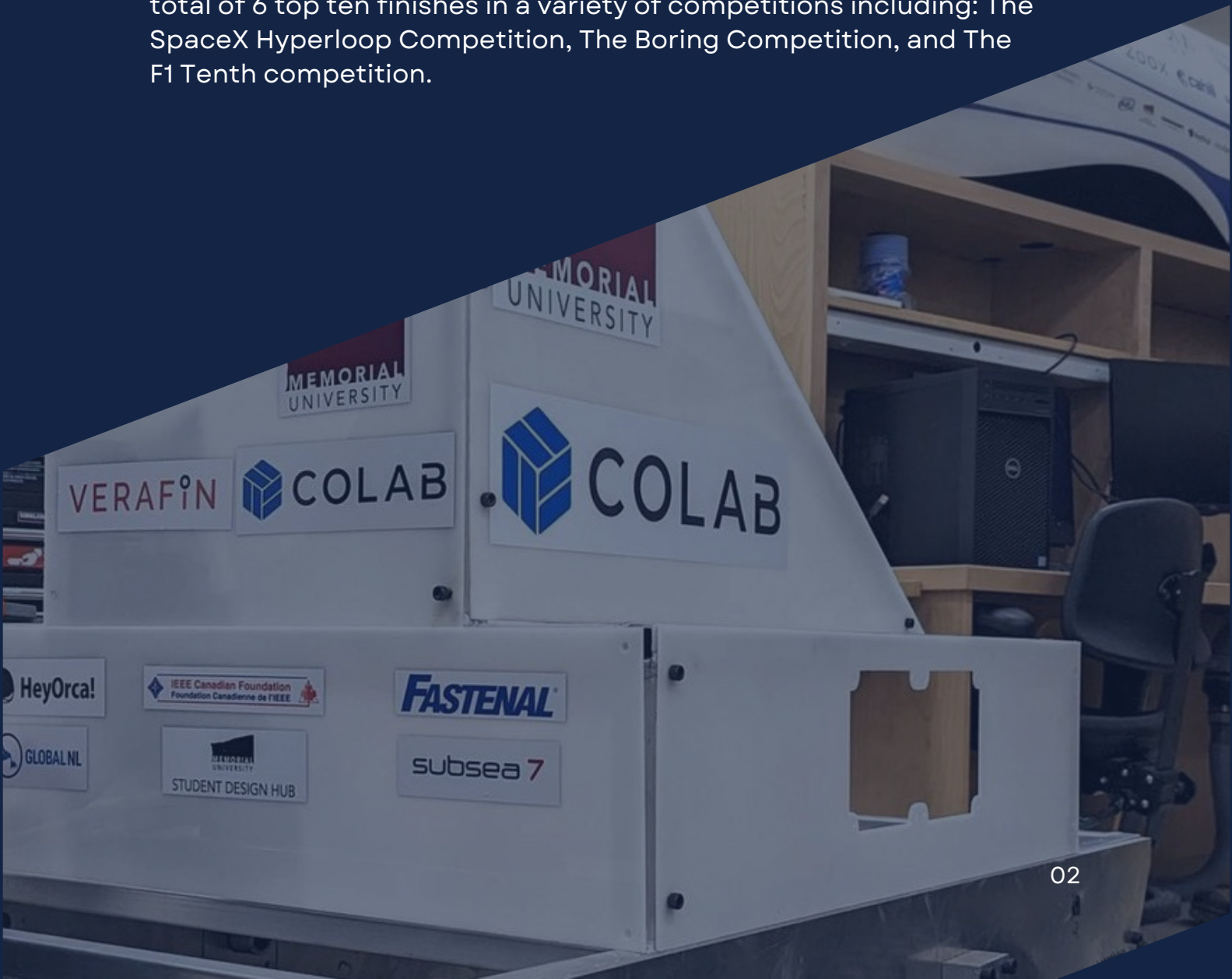
Paradigm is a diverse student group from the Memorial University focused on competing in the Autonomous Karting Series, (AKS) hosted by Purdue University in May of 2024.

> The competition challenges teams to create a fully autonomous racing go-kart, capable of maneuvering an unseen course and racing around other vehicles, all without the aid of human control.



Building On Our Past

Founded in 2016, Paradigm has brought tremendous success to not only the team, but to MUN as a whole, competing in many world renowned competitions. Most recently, Paradigm is celebrating its 2nd place finish in design at the Intelligent Ground Vehicle Competition in 2023. Over the years, the team has brought in a total of 6 top ten finishes in a variety of competitions including: The SpaceX Hyperloop Competition, The Boring Competition, and The F1 Tenth competition.



Why Sponsor Paradigm

Paradigm gives students the opportunities to come together and work towards a common goal. It allows future members of the engineering and business workforce to develop the skills to effectively work together, make long-lasting connections and think creatively and independently. Because of the generosity of sponsors, Paradigm members get to become stronger innovators, leaders and highly qualified professionals of the future.

Paradigm sponsors are also fostering innovation in Canada and have direct access to a large body of motivated students for future hire. Our group is striving for another podium finish this year, and with the new generation of team members gaining momentum this early in the season, we believe we can accomplish just that.

Where We Are Headed

This year, the seasoned Paradigm veterans have recruited a youthful and determined leadership core and have grown the team into a force of 35+ students ready to tackle the new competition. Our goal is to pursue excellence in the design and delivery of the fastest, most intelligent go-kart at the AKS.

- **Link to competition website:**
<https://engineering.purdue.edu/evGrandPrix/autonomous/>



Sponsorship Levels

In return for sponsoring our team, Paradigm will represent the sponsoring company by doing the following:

- **Media Exposure:** Paradigm's legacy has attracted a large audience over time. With a sponsorship, Paradigm will be sure to represent and promote your company on all our media platforms across the engineering and public landscape.
- **Apparel:** Sponsoring companies will have their logo on the back of the shirts of 35+ students who wear their Paradigm merchandise not only to competition, but in everyday wear.
- **The Car:** A racing car isn't complete without the look of sponsor logos all over the car for the competitors, spectators and organizers from around the world to see!

Your Investment



	Bronze \$1000	Silver \$2500	Gold \$5000+
Logo on Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on Vehicle	Small	Medium	Large
Logo on Merch	Small	Medium	Large
Social Media Posts	1	2	3
Team Resume Package		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Meet the Team & See the Car!			<input checked="" type="checkbox"/>



Thank You!



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