

Dear Business Owner,

We would like to invite you to join us and be part of an amazing opportunity in creating the best electric vehicle and competing in the most exciting completion, the Shell Eco-Marathon. With our partnership, you will have the chance to let us help promote your business, while helping us to build the greatest electric car.

With the help of the previous team, we will continue to challenge ourselves in competing with the very best and make a difference for us, our school and you, our sponsor. We kindly ask your company for a generous donation that will support our cause and help us achieve our goals. Your support means just as much to us as winning this competition, and so it is important to us that you accomplish your goals this competition.

In return for your generosity, we will be promoting your business by gaining brand recognition, with promotional events around our university and community, and promoting the business during the main event. Our promotional events will provide the chance for hundreds to view our progress on the vehicle and start to know our team and everyone that supports it. In every promotional event, you have the chance to showcase your brand and contribution to our cause, gaining more and more recognition.

I sincerely hope that you will take our proposal into consideration as your contribution will greatly assist us in making UOE Racing known throughout the world. If you have any questions, comments or concerns, please do not hesitate to contact us at uoeracing@gmail.com.

Thank you for your interest in our team. I look forward to speaking with you.

Sincerely,

Atinderpaul Kanwar
Vice President and Sponsorship Director
UOE Racing

THE TEAM

The University of Ottawa Electric Supermilleage team is built upon a dedicated and hard-working group of students, who embark to design, build and drive the most energy-efficient car. Each team is provided a rulebook to guarantee that all the parts used follow regulations. However, the team is solely responsible to build their own vehicle. UOE Racing will be representing the University of Ottawa at the Shell Eco-Marathon, where we will compete against teams from North and South America. The team's focus lies in winning, however all members continue to learn and gain experience while working every day on the car.

THE COMPETITION









The team will be competing the Shell Eco-Marathon Americas, which is take place in California, USA and is a three-day event throughout April 26-30, 2018. This competition puts our team to the test against all of Americas. The race itself is comprised of 15 laps the driver must finish in 22 minutes, where the efficiency of your car and the driver's skills play a huge role. The track is 1.6 miles of asphalt with six 90 degree turns. Guest will be able to enjoy the events being performed aside from the race, where teams are able to promote their team and the sponsors that support them.

OUR ELECTRIC CAR



SPONSORSHIP LEVELS

Working closely with our University of Ottawa Supermilleage Team, who ranked in the Top 5 for many years in this competition, our exposure at this event will be enormous. To have your company logo on our car, banners and promotional items will open your business to thousands of potential customers and be a wonderful advertising opportunity for your organization.

	SILVER \$499-\$799	GOLD \$800-\$1199	PLATINUM \$1200+
Recognition on Team Website			
Logo on Car (Small)			
Logo on Car (Medium)			
Logo on Car (Large)			
Logo on Car (Large) + Name			
Logo on Banners and Booth			
Logo on Team Apparel (Small)			
Logo on Team Apparel (Large)			

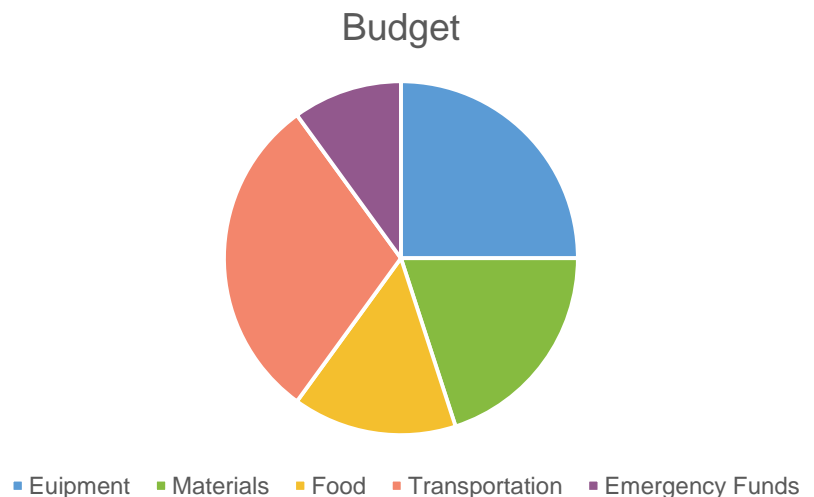
THANK YOU FOR CONSIDERING A UOE RACING SPONSORSHIP !

BUDGET BREAKDOWN

Your contribution means a lot to us, as such we make sure that the money that you donate will not be wasted and that you know where it goes. Your contributions will go into one of these categories and will help us with making sure that UOE Racing makes the best possible car.

The categories that all contributions will fall into are, and how much each category will have:

- **Equipment/Tools**
- **Material Costs**
- **Food**
- **Transportation**
- **Emergency Funds**



CONTACT US

@ uoeracing@gmail.com

W www.uoeracing.com

☎ (647) 470-4004

f <https://www.facebook.com/UOERacing/>