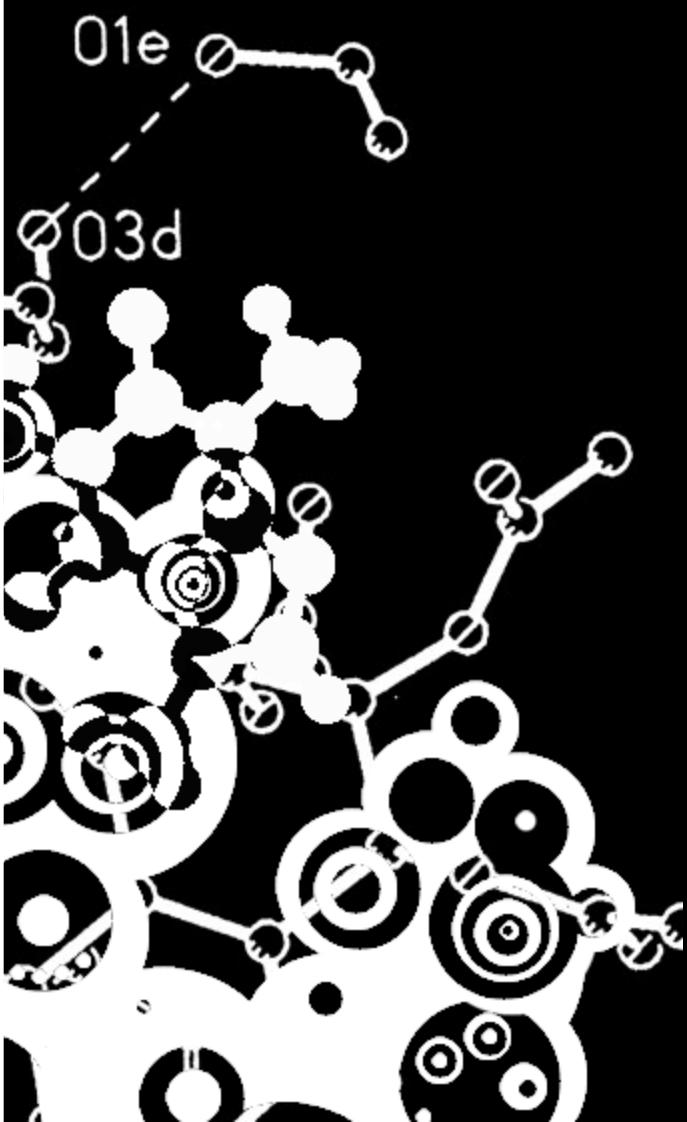


Cornell University

ChemE Car



Sponsorship Packet
2013

Cornell University ChemE Car

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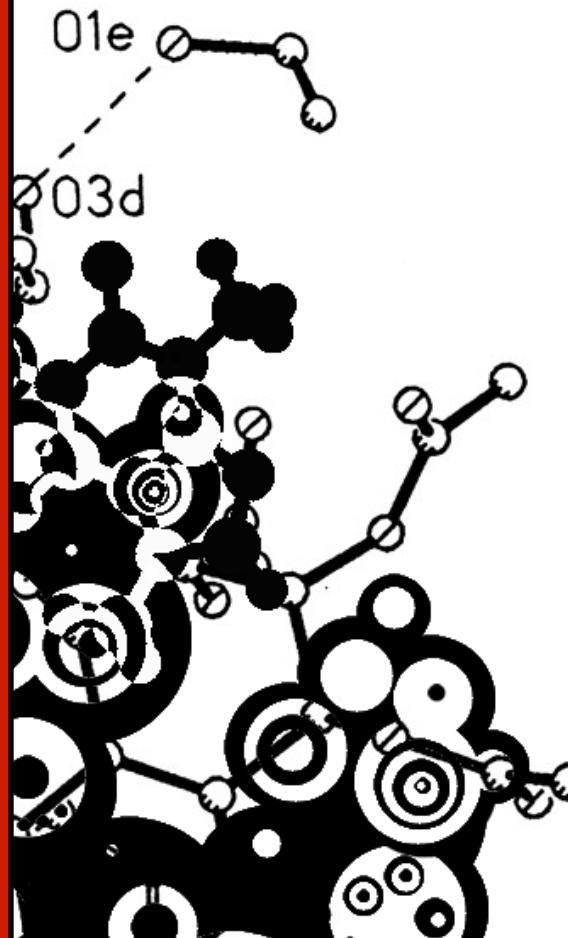
Cornell University ChemE Car

About



The Chemical Engineering Car Team is aimed at providing engineering students with the opportunity to have hands on experience with designing and fabrication. The competition is founded by the American Institute of Chemical Engineers and requires students to build a shoe box sized car powered merely on chemical reactions and be able to stop on its own.

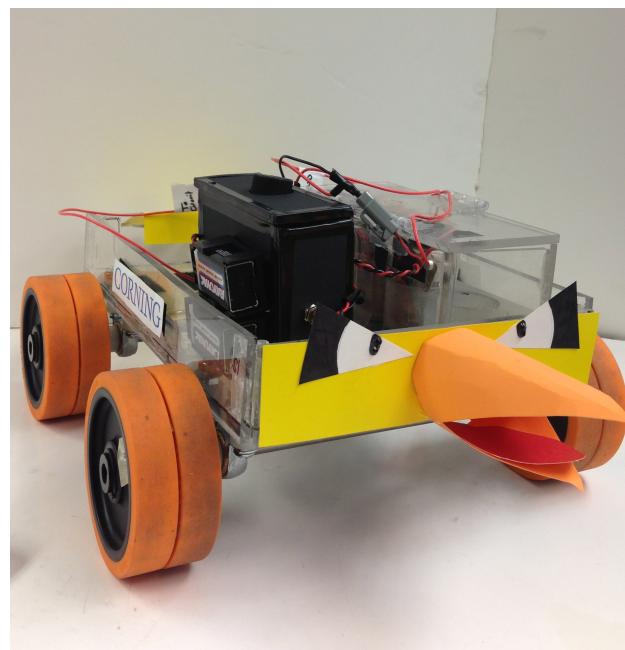
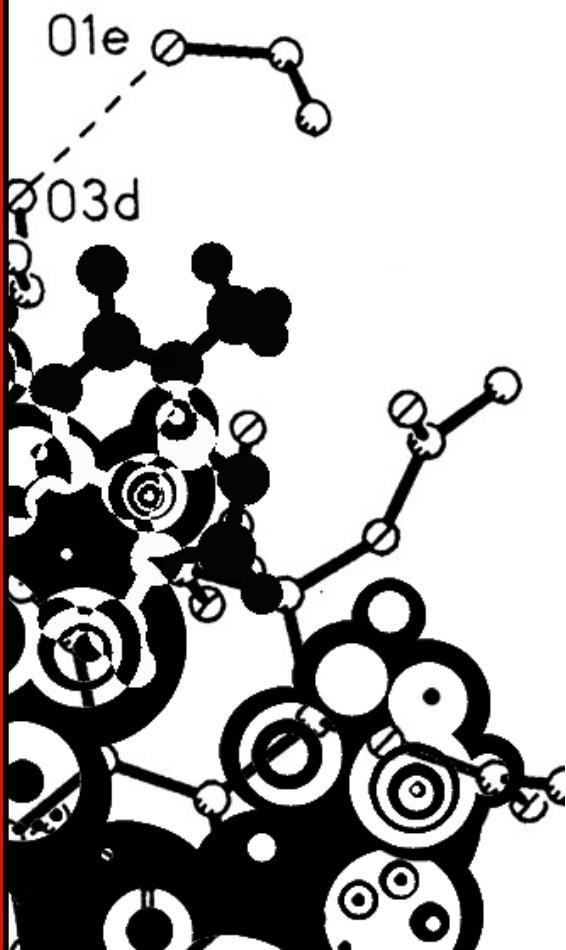
At Cornell University, our team is housed in the School of Chemical and Biochemical Engineering, but our team consists of many different types of engineers that contribute their various skills in order to make our team successful. We currently work on three different types of cars for the competition. The first one is powered by a custom lithium battery. The second one is powered by a hydrogen fuel cell. The last one runs by utilizing pressure difference. We have sub teams selected for each of the cars and the sub teams compete to develop the most consistent and accurate car. The best of the three cars goes on to compete in competitions against other universities across the nation and even the world.



Cornell University ChemE Car

Team Facts

- Cornell won The National ChemE Car Competition in 2008, 2010, and 2012. Cornell is one university to win three national competitions.
- In 2009, Cornell placed 6th in international competition.
- Cornell won the Northeast Regional ChemE Car Competition in 2011 and placed 2nd in 2012. We also placed 3rd in Regional Competition from 2007 to 2010.
- Cornell's car was recognized as being the "Most Consistent" in 2009
- At Nationals in 2008, Bender 4.0 stopped exactly on the line, which set a national record for ChemE Car.



Zapados
National Champion 2012 – Battery Powered Car

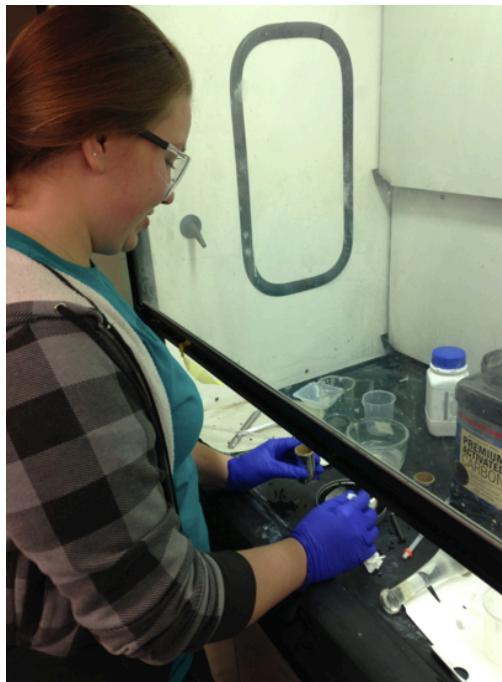
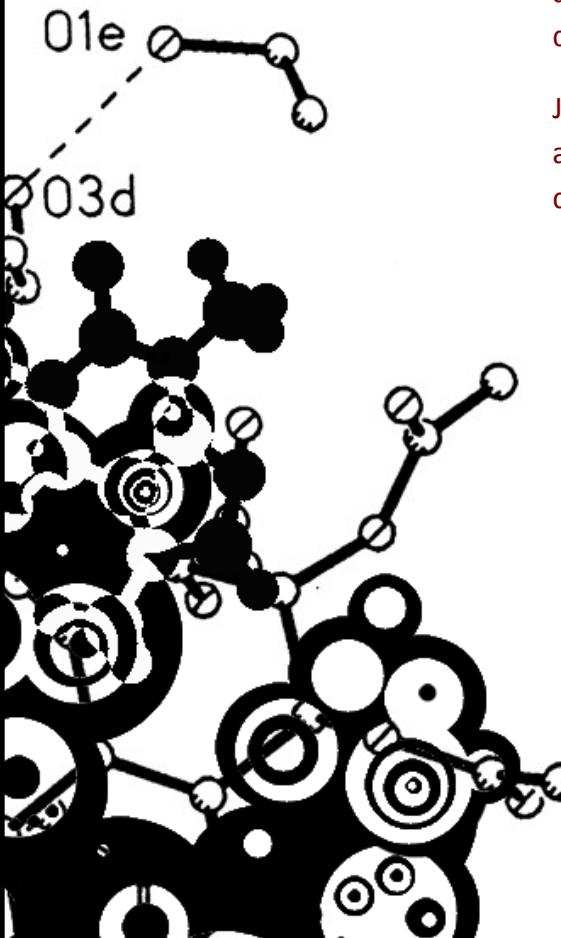
Cornell University ChemE Car

Competition

Before the main competition begins, a poster session is held in which judges inspect and review the overall design of the cars. The car must receive a score of 70 out of 100 or higher during the poster session in order to qualify for the competition. Judges award recognition in the form of ribbons to the top three teams from the poster session.

The competition consists of two rounds. The poster session scores determine the order of the first round, and the performance of the cars in the first round determines the ordering during the second round. Each car must carry a certain amount of water up to 500 mL and must go a specified distance between 50 and 100 ft. One hour before the round the judges announce the amount of water the car must carry and the distance it must travel.

Judges determine the winner of the competition based on the absolute distance from the front of the car to the finish line during the final round. In the event of a tie the absolute

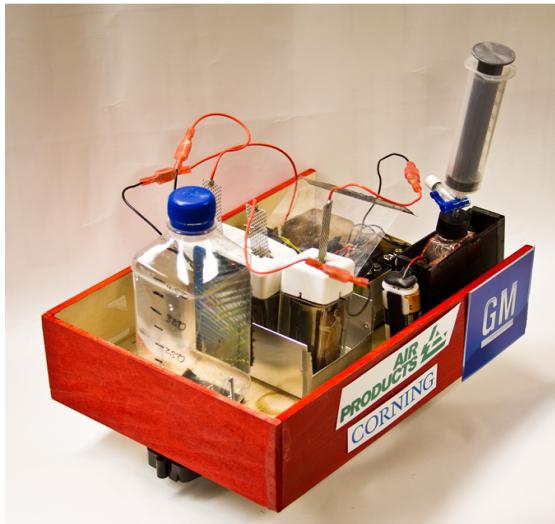
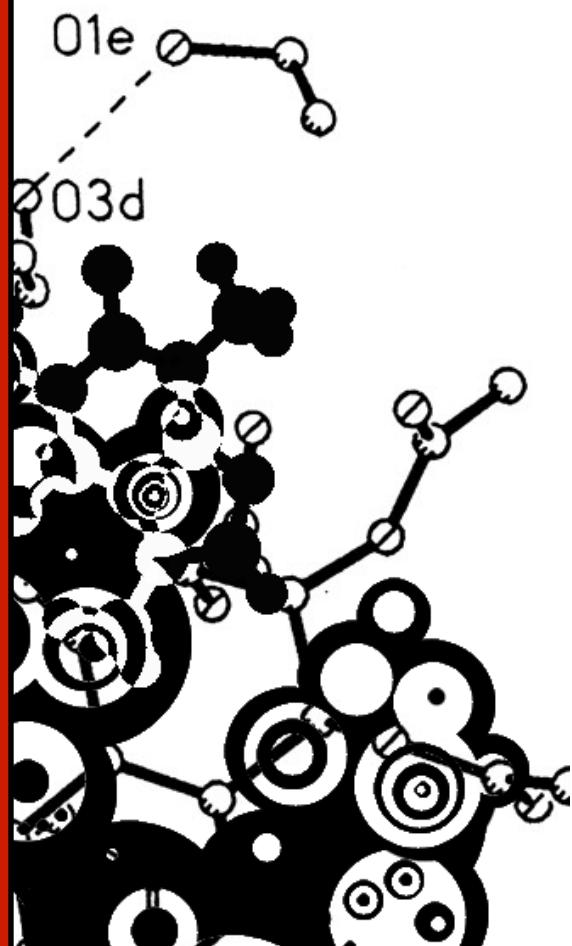


Cornell University ChemE Car

The Cars

Students build a box-sized car powered and stopped by chemical reactions. The team competes each spring at the Northeast Regional Conference. The operating distance and load are announced an hour before the competition, so careful calibration and flexibility are crucial aspects of the car.

For the 2012 Regionals, Cornell ChemE car built two different cars, **Zoidberg III** powered by batteries, **Pikachu** powered by hydrogen. Zoidberg III, despite running into obstacles on the competition field, achieved 2nd place. Unfortunately, insufficient calibrations and its high torque motor slowed Pikachu down during competition, grabbing 5th place at the end of the event.



The Zoidberg III,
Nationals 2011 – Battery Powered Car

Cornell University ChemE Car

Subteams

- **Battery**
 - Responsible for our alkaline battery car Zoidberg II which placed first at the 2011 Regionals at University of Rhode Island
- **Pressure**
 - Working on a car powered by a gas-producing reaction, which will create a build up in pressure powering a tool to generate electricity
- **Potions**
 - Developing was to reduce human error in the launch of our car and is designing a sterling engine for future cars
- **Finance**
 - Contacts potential and current sponsors and manages budgeting within the team
- **Fuel Cell**
 - Creators of Bender 4.0, our first ever Nationals winner who are currently designing a car that will be powered by a PEM fuel cell
- **Chassis and Electronics**
 - Builds the light, efficient chassis for all our cars that keeps the car driving as well as wiring the transmission and stopping mechanism
- **Safety**
 - In charge of ensure the safety of all team members and writing up the EDP (Engineering Documentation Package) for the Nationals competition



Cornell University ChemE Car

Why Contribute?

The Cornell ChemE Car Team has **high visibility in the chemical engineering domain** due to our appearances and achievements in the regional, national, and international competitions.

We can harness the **visibility** to promote your company at the **competitions** as well as in Cornell University.

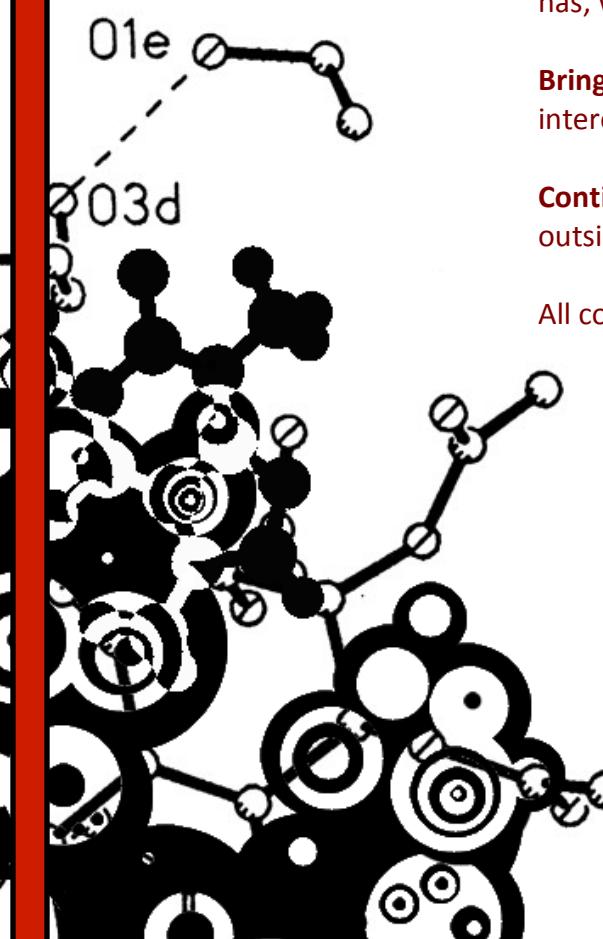
We have received extensive coverage in AIChE's **Chemical Engineering Progress (AIChE CEP)** magazine and were featured on AIChE's **ChEnected** website for chemical engineering professionals.

Cornell-based publications like the *Cornell Chronicle* and the *Cornell Daily Sun* have also drawn attention to our victories. Your honored sponsorship would increase the exposure your company has, which could translate into greater recruitment opportunities.

Bring students together from across multiple departments and interests to achieve a common goal.

Continue our education through real world, practical endeavors outside of the classroom.

All contributions are **tax deductible**.



Cornell University ChemE Car

Sponsorship Levels

Platinum (Over \$5000)

- A second logos on the car
- Large feature on the team website
- First priority in company info-session hosting with the team and access to the team resume book
- Team picture with the car and logo
- Same as Below

Gold (\$2500 - \$4999)

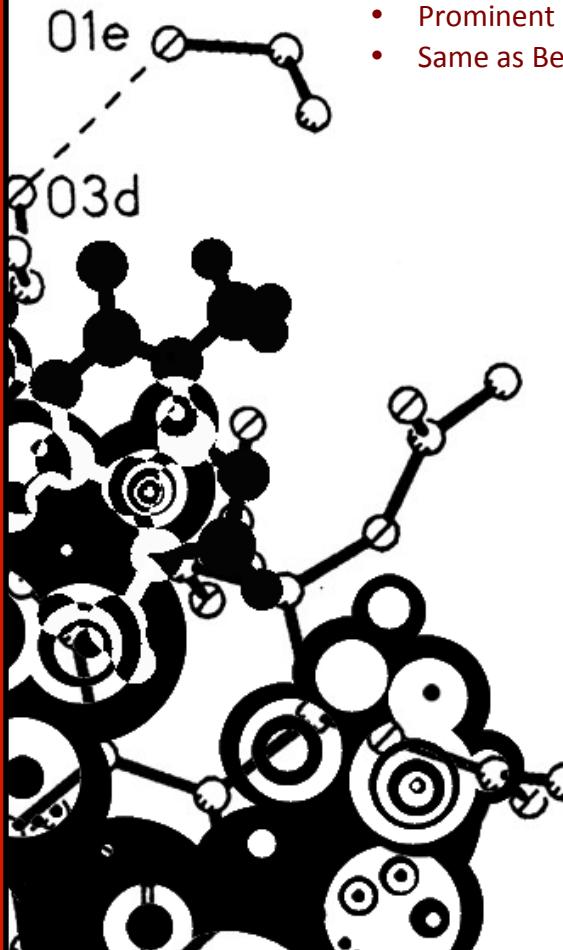
- Logo on Car
- Priority in company info-session hosting with the team and access to the team resume book
- Logo prominently placed in all newsletter and alumni mailings
- Ad in annual Chemical Engineering yearbook
- Features in team Facebook page and Twitter feed
- Prominent Logo in team display located in Olin hall
- Same as Below

Silver (\$1000-2499)

- Small logo on car
- Logo on the competition poster
- Logo on team t-shirt
- Company name, link, and logo on team website
- Opportunity for company info-session hosting with the team and access to the team resume book
- Recognition in both of the semiannual newsletters
- Same As Below

Bronze (up to \$1000)

- Features on team website
- Recognition in next newsletter



Cornell University ChemE Car

Contact Information

We are always looking for new and innovative ways to improve the technology of our cars. Cornell's ChemE car hopes to design even more accurate and innovative cars in order to continue our success. However, we need monetary donations from kind sponsors to keep up with the ever-growing competition in ChemE car. We would be so thankful if you could help us with our endeavor. We have big dreams for the future, and even the smallest donations help greatly!

If you are interesting in supporting us or have any questions, please contact us at

<http://rso.cornell.edu/chemecar/sponsorship.html>

OR

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