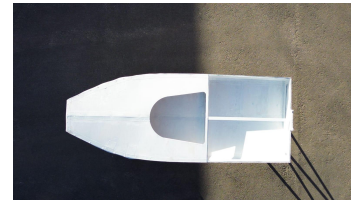
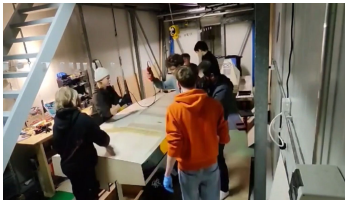




# Explore Sponsorship Opportunities

⌚ Avg. Reading Time: 3 min



# AurinkoLab:



## **20-Hour Hackathon for Young Engineers**

20-hour education program designed for 15-24-year-olds to create their own electric-solar and hydrogen-driven vehicles. The program has been accepted as TET practice by the educational administration of Espoon kaupunki - Esbo stad - City of Espoo.

## **Final Championship**

The hackathon concludes with a thrilling final championship event, where teams proudly showcase their innovative vehicles

## **AurinkoLab Engineering Talent Hub**

Engineering Talent Hub is a community for engineering students and enthusiasts to design their own hydrogen-driven or electric-solar vehicles, using established or original designs. AurinkoLab experts rigorously test these solutions, integrating them into the AurinkoLab Resource Hub for future hackathons.

## **AurinkoLab Resource Hub**

Access a diverse range of materials such as diagrams, manuals, and training videos. Presently featuring materials for solar-electric boats and go-karts. Hydrogen-powered vehicles and bikes will soon be added to our lineup.



## Target Audience Overview

**The audience size** engaged in the event's information space in 2024 is expected to exceed 2,900,000 individuals.

**Audience:** Young engineers, students, and youth interested in modern technologies, along with their parents, ecologists, environmental organizations, educational institutions, and energy companies focused on renewable energy development.

**Communication Channels:** Social media marketing (SMM), blogosphere, radio and TV, university exhibitions, university events, and industry publications.

Additionally, an educational video will be produced, showcasing the construction of a solar electric boat and hydrogen go-kart. This video will be shared on YouTube and other social media platforms.

## AurinkoLab Engineering Hackathon:

a new approach to education, empowering young minds with hands-on engineering experience

# Collaboration opportunities



## Sponsor for one or multiple teams

### Benefits:

Your company logo will be featured:

- on the team's boats/go-karts,
- on the team attire,
- in the final team video,
- on the AurinkoLab website.

Team Sponsorship Contribution:

**5668 euro (for 1 team)\***

## Co-sponsor for Solar Regatta or Race\*\*

### Benefits:

Your company logo will be featured:

- on each boat/go-karts,
- on tickets,
- on merchandise,
- on all event-related materials
- on the AurinkoLab website and in video in social media

Solar Regatta/Race Sponsorship

Contribution: **32 744 euro\***

## Solar Regatta/Race General Sponsor\*

### Benefits:

- all mentioned benefits
- mention your company in education program for 2 years
- 20+ tickets for Solar Regatta / Race

Solar Regatta/Race Sponsorship

Contribution: **55 480 euro**

\* Collaboration could be fostered through the provision of equipment as well.

\*\*In Solar Regatta / Race competition, minimum 8 vehicles participate.

**The Primary BENEFIT:** Your support will empower youth to explore **green energy**, **leadership**, and **engineering**

Interested? Reach out to us at [sponsors@aurinkolab.fi](mailto:sponsors@aurinkolab.fi)

# Next Steps



Take the next step towards success with AurinkoLab. **Contact us** to schedule a meeting and explore on how your brand and logo will be promoted in the Baltic Countries while helping young people learn more about green energy, engineering, teamwork and leadership

Thank you for your time, have a nice sunny day!

## **Maria Rohnonen**

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