



SPONSORSHIP BROCHURE 2015

TEAM ROBOCON IIT ROORKEE



ROBOCON : Overview



ABU Robocon is an annual Asia-Pacific level robotics competition organized by broadcasting units of Asia including Doordarshan from India. Various countries like China, Japan and India participate in this robotic extravaganza to prove their supremacy in the technological world. Each country is represented by a single team (2 in case of host country) which consists of undergraduate students of a premier technical institute of that country.



The event has numerous rules; some outlines of the contest are as follows:

- A fresh problem statement is released each year by the host country in the month of September.
- Each team has to fabricate 2-3 robots which are able to perform specific tasks as per the problem statement.
- The winner is decided on the basis of points scored.
- The winner at national level represents its country at the international level.

Team Robocon IITR : History



Our journey began in 2008 when three resilient students took a stand to represent IIT Roorkee at the highest national level robotics competition. Their hard work paid off when Team Robocon won the **Best Debut Team** award in Robocon 2009. In 2011 we ended up with a remarkable 9th position.

Last year we gave our best performance by bagging the **5th position** at national level. We also won the **Best Aesthetic Bot** award.

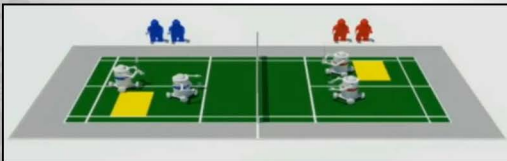


ROBOCON '15 : Theme



This year brings up new challenges and opportunities with Indonesia coming up with a brilliant problem statement. The theme of the contest is **ROBOMINTON**.

- The highlight of the game is how the robots hit and handle the shuttle in a badminton court, competing with other robots.
- There'll be two robots from each team (either manual or autonomous) and the task is clear – *playing badminton doubles game against the opponent team*.



It would be a pleasure for

Team Robocon,

IIT Roorkee

to associate with

you

as

SPONSOR



Benefits for you



You will get exclusive one-of-a-kind publicity in *Cognizance*, the largest tech fest of north India, thronging with college students from all over the country.

Media Outreach: Huge media coverage through national TV channels and reputed newspapers like Times of India, The Hindu and news channels like Sahara and NDTV.



Colour Advertisements in Robocon 2015 and in Cognizance 2015.

Prominent presence of the **name and logo** of company on **flexes and banners** to be put up during Robocon 2015 and Cognizance 2015.



Benefits for you



Workshops: We organize various workshops in colleges throughout the country where we wear T-shirts carrying the firms name and logo.

Your company can tap into the best talent of the nation with participation from more than 1500 institutes, in turn providing internships in one of its growing initiatives.



T-shirts: Company's name would be on the team uniform and the bots, which will be displayed during various events like *Shrishti* and *Cognizance* apart from the main event.

A **roll down banner** carrying the name of sponsor will be hung down from the EC Tower, **the tallest landmark on campus**, and inside the Lecture Hall Complex.





"In Association with <company name>".

Corporate Social Responsibility: Funding and guiding a project which supports innovation for development of new technologies will add to the CSR of the company.



(Section 35 of Income Tax Act)

Benefits for you



Online Presence

Exclusive updates about you on the official Facebook page of Team Robocon IITR.



Company's name and logo will be featured on official website of Team Robocon IITR.

Video Infomercials to be posted on the official YouTube channel of Team Robocon IITR.



Promotion of the company on Linked-In profile of Team Robocon IITR.

Estimated Budget



	Item	Cost (Rs.)
1.	Batteries & Motor Drivers	60,000
2.	Motors (DC & Servo)	75,000
3.	Badminton Racquets & Springs	20,000
4.	Encoders & other sensors	65,000
5.	Sliders (Industrial & Telescopic)	25,000
6.	PCBs, Microcontrollers & other ICs	35,000
7.	Material for fabrication	15,000
8.	Tools and instruments	15,000
9.	LCD, Keypad & Controller	5,000
10.	Registration Charges	50,000
11.	Transportation of Robots	25,000
12.	Travelling & Accomodation	1,00,000

Total Expenses - Rs. 4,90,000



What do we expect?



Team Robocon, IIT Roorkee

*expects
you to sponsor a sum of
50,000 INR*



Thank You!



We look forward to satisfying the intellectual needs of the building technocrats of our nation, still carrying on our relentless efforts to provide the best value to our sponsors.

We honour your spirit of encouragement. It will be our privilege to be associated with you.

Sincerely yours,
Team Robocon



Contact Us



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