

WATONOMOUS

2020

Sponsorship Package

**Drive
The
Future**





WATonomous is a University of Waterloo student design team at the forefront of the design, creation, and neural training of autonomous self-driving vehicles. We are proud to be selected as one of two teams representing Canada in the SAE AutoDrive Challenge to create a fully autonomous vehicle in a four year time frame.

Our goal is to have a Level 4 Autonomous Vehicle that will be able to perform all functions safely in select environments without requiring any driver input. We are engineering the future of autonomous vehicles.

Successfully automating a car is an accomplishment in itself, but our team has created a car that not only functions, but excels in competition, WATonomous has received the following awards for their achievements:



Year 1

- 1st for social responsibility
- 2nd for concept design report
- 3rd for presentation



Year 2

- 3rd for concept design report
- 3rd for presentation
- 3rd for social responsibility

- ▶ **4 faculties (Engineering, Math, Arts, and Science).**
- ▶ **19 unique programs.**
- ▶ **1 common goal.**

Team Demographics

Over 120 future leaders and innovators

We are proud to have a diverse team of over 100 future leaders and innovators from engineering to computer sciences to arts and business at the University of Waterloo.

Our team is also guided and supported from two faculty advisors, William Melek (Director of Mechatronics Engineering) and Professor Derek Rayside (Associate Director of Software Engineering).

How Can We Team Up?

Sponsorship Benefits

| | BRONZE \$500 | SILVER \$1000 | GOLD \$5000 | PLATINUM \$10000 | DIAMOND \$20000+ |
|---|-----------------|------------------|----------------|---------------------|---------------------|
| PROMOTION | | | | | |
| Business logo on vehicle | | | Standard | Medium | Large |
| Business logo: promotional print on material & yearly banner | | | | Medium | Large |
| Cross promotional video to be posted on social media and website | | | | | ✓ |
| RECRUITMENT | | | | | |
| Send job postings directly to our team of students. | | | | ✓ | ✓ |
| Access to the resumes of our students | | | | | ✓ |
| OTHER | | | | | |
| Signed team photo | ✓ | ✓ | ✓ | ✓ | ✓ |
| Tour of WATonomous facilities | | ✓ | ✓ | ✓ | ✓ |
| Have your staff advise our sub-teams | | ✓ | ✓ | ✓ | ✓ |
| Product feedback | | | ✓ | ✓ | ✓ |
| Invitation to our demo in March 2020 (in person view of our near-final product) | | | | ✓ | ✓ |

As a **sponsor**, you are entitled to many benefits within WATonomous. Please contact us for more information regarding sponsorship opportunities at sponsorship@watonomous.ca or watonomous.ca.

Driving Towards Success

In addition to the benefits from the tiers, we want to ensure that you are happy with your sponsorship. We pride ourselves on giving our sponsors an incredible experience and we want to work with you to exceed your expectations. We are more than happy to develop a plan to suit your company's needs.

Breakdown of Costs

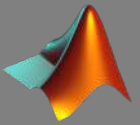
As a part of the SAE Challenge, teams are expected to acquire additional and necessary equipment such as high performance computers, vehicle sensors, and data storage solutions with their own respective funding. Our success is highly dependent on the generosity of our sponsors. Part of a sponsorship agreement is that we will provide a breakdown of exactly where your funding is spent.



Featured on:

The Globe and Mail,
CBC, CNBC, 570 News,
The Amazing Race® Canada
and more!

Some of our sponsors:



**Become a 2020 Sponsor
today and join us on the
global stage.**

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