Robotics@Berkeley

Sponsorship Packet

WHO WE ARE

Robotics@Berkeley is the premier hub for undergraduate robotics on the Berkeley campus. We want to excite and engage many undergraduates at UC Berkeley in the field we all love.The mission of Robotics@Berkeley is to create and maintain a financial, social, and informational hub for undergraduate roboticists at UC Berkeley by

1. Providing monetary, informational, and administrative support for students' robotics-related projects and competition teams

2. Collecting and publicizing information about robotics-related opportunities

3. Organizing socially and intellectually engaging events for roboticists of all ages, majors, and interests.

We are one part of the incredible robotics community at UC Berkeley, serving as an undergraduate center for robotics projects and events. The primary network for robotics research at Berkeley is the CITRIS People and Robots (CPAR) Initiative, which is a faculty-led program with over 75 affiliated faculty. It organizes robotics events, research, and related activities, many of which include undergraduate researchers. For more information see their website at robotics.citris-uc.org

SPONSORSHIP BENEFITS

We distinguish two types of sponsors: ***Club Sponsors*** and ***Event Sponsors***. In short, Club Sponsors provide funding for the projects we support while Event Sponsors provide funding for workshops and our other events. Companies may choose to be either type of sponsor, or both. Sponsors benefit in these ways:

Recruitment

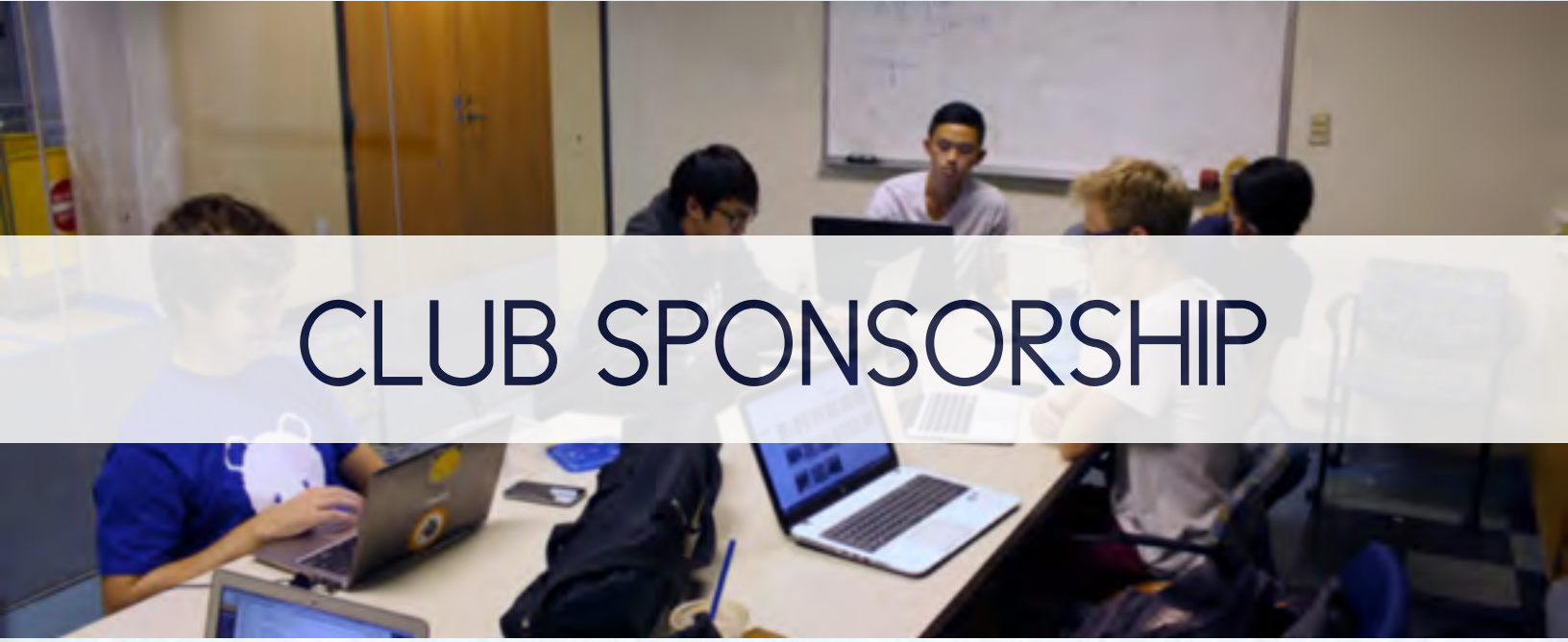
Berkeley has one of the most prestigious engineering programs in the world. We are partnered with the Berkeley EECS department's Corporate Access Programs (CAP). Through CAP, your company will get premier access to some of the most creative problem solvers on campus.

Brand Recognition

Our events have very high attendance. Whether it is a workshop or a tech talk, students turn out for the events we organize. Collect resumes, raise interest for your cause, or show off your latest tech. Our community thrives on the cutting edge, and we are always looking for new ways to incorporate the forefront into our projects. Build your brand here at Berkeley by partnering with us.

Foster Breakthroughs

By helping us design and create real-world projects, you are fostering a new generation of innovators. We are confident that our members will use the skills they learn in our club to solve a variety of contemporary problems. Our partnership now will create positive change for the future.



CLUB SPONSORSHIP

All of our sponsors receive ample media coverage at both the local and national level as we create fantastic robots and participate in popular events. Our advertising space is limited, so the extent to which we promote each sponsor depends on how much they donate. See our sponsorship tiers below for an outline of sponsor benefits by amount donated.

Sponsorship Tiers

Level	Amount	Description
Diamond	$20,000+	Logo on any or all projects (large) Webpage dedicated to the company Logo on T-Shirt (large) Everything below
Platinum	$7,500-$19,999	Logo on any 2 projects (large) Logo on website (large) Everything below
Gold	$2,500-$7,499	Prioritization of club projects Logo on T-Shirt (small) Everything below
Silver	$1,000-$2,499	Logo on any 1 chosen projects (small) Logo on website (small) Blog Post and email regarding sponsorship Everything Below
Bronze	$500-$999	Name and link on website

Projects

If your company becomes a Robotics@Berkeley Club Sponsor, the funding that you provide will directly go toward projects. Listed below is an overview of the primary projects we currently sponsor. If you are interested in having your donation go directly to a specific project, please indicate that to us.

RASCal - Battle Bot

RASCal (Robotic Annihilation Systems at Cal) is a team slated to compete in the Combat portion of the RoboGames competition in April 2016. The competition consists of head-to-head battles between remote controlled robots of similar weight classes. Robots of all weapon types, strategies, and nationalities will compete for the Championship in April, 2016.

RASCal will compete in the 60 lb class of RoboGames Combat with a spinning-drum weapon. The team has designed its robot by analyzing videos of successful past robots and prototyping models of potential designs to explore the relevant principles of physics and engineering. RASCal employs a test-break-rebuild method to improve structural weaknesses until the desired robustness is achieved while still being sensitive to the weight constraints. Production of the robot has already begun, and the team is scheduled to complete the robot by early March.

Hardware	$2,000
Weapon	$3,000
Electronics	$3,000
Travel Expenses	$2,000
Total	**$10,000**

Airbears 3 - *VR Drone*

The goal of this project is to build a low-cost UAV platform that has VR capabilities. The first phase of the project involves creating a low cost, lightweight drone with a high payload capacity to accommodate future upgrades.The second phase of the project will involve constructing a camera system mounted on a 3-axis gimbal and wirelessly connected to a head-tracking VR headset. The Airbears 3 team is using solid modeling, 3D printing, and laser cutting extensively while iterating through quadcopter and gimbal designs. The team plans to have the quadcopter designed by December 2015 and full VR integration by March 2016.

Drone Hardware	$210
Gimbal Hardware	$70
VR Hardware	$50
Total	**$330**

BUDAS - *Autonomous Vehicle*

The BUDAS (Berkeley Unmanned Driving and Sensing) team will mechanically and electrically alter a traditional full-sized golf cart so it can be controlled digitally. This team is exploring computer vision, mapping, and vehicle controls with the end goal of creating an autonomous vehicle that can move between different key locations on campus. The team of approximately ten members is a mix of mechanical engineers and computer scientists. They plan to have the physical alterations to the vehicle completed by mid-December 2015, successful control systems by February 2016, and real-time computer vision sensing by May 2016.

Golf Cart	$1,500
Electromechanical control mechanisms	$600
Onboard Computer	$1,800
Real-time integrated camera system	$800
Lidar sensor (x4)	$500
Total	**$5,200**

EVENT SPONSORSHIP

By sponsoring one of our events, your company will get recognition in all of our promotion for that event. Event Sponshorship comes with a variety of benefits ranging from collecting resumes to showing off new tech. The pricing listed below is negotiable, depending on the event and your company's needs. Please note that any event that is recruitment related must go through the Berkeley EECS Corporate Access Programs.

Workshops

One way we achieve our mission of increasing access to robotics at UC Berkeley is by hosting many workshops to introduce interested community members to the different areas of robotics. We invite hundreds of members to each workshop through our social media platforms. By working with other organizations, we create workshops that are helpful to UC Berkeley as a whole. Help us achieve our mission by either sponsoring a workshop we have planned or by working with us to create a workshop on a new topic.

Upcoming Workshops that require materials:

Robotic Controls Workshop III -
This is the final part of our robotic controls workshop series. The first two workshops in the series were taught with virtual packages we created in the Processing language. This workshop series is meant for people with no experience in programming or robotics. Approximately 40 people attended Workshops I and II of this series, and we are looking for a partner to help us put on Workshop III.

Total price: $2200

Electronic Design Workshop Series (I, II, III) -
This workshop series will cover the essential theory and practices needed to design effective sensor-rich robots. We will discuss circuit components and how to use them, different signal types and how to read and write them, different actuator and motor types, and general practices in circuit prototyping. Gauging the interest from our community, we anticipate that approximately 30 students will participate in this workshop series.

Total price: $2650

Other Events

We invite industry leaders, professors, and researchers to present their work, their ideas about robotics, and their vision for the future of technology to the UC Berkeley community. Our community members love meeting people leading the advancement of robotics, and we invite companies and individuals to work with us to express their support of enthusiasm about robotics and the future. If you would like to present a tech talk, info session, or any event of that sort, please contact us. Our standard pricing for organizing custom events is $750 per event.

CONTACT

We would love to establish a partnership with your company. Please feel free to contact us at any time if you have questions or would like more information.

President: Mitchell Karchemsky
Website: rab.berkeley.edu
E-mail: leadership@rab.berkeley.edu

Checks may be written to ASUC/Robotics@Berkeley

Office Address:
Robotics@Berkeley
c/o ASUC Office of Student Affairs
University of California
112 Hearst Gym, MC 4520
Berkeley, CA 94720-4520