

# SPONSORSHIP PROPOSAL

**UIU MARS ROVER TEAM**



**UNIVERSITY ROVER CHALLENGE 2025**

May 28 - 31, 2025, Southern Utah, United States of America

**ANATOLIAN ROVER CHALLENGE 2025**

July 23 - 26, 2025, Ankara, Turkiye

## ABOUT US

The UIU Mars Rover Team of United International University (UIU) has been actively engaged in the research and development of advanced robotic systems since its inception on August 2, 2021. With a strong commitment to innovation and excellence, the team has continuously designed, built, and refined sophisticated Mars rovers to compete in prestigious international competitions, showcasing their engineering and problem-solving capabilities on a global stage.

Currently, the team is focused on developing its latest rover, "AXIOS," which is being engineered to compete in the University Rover Challenge (URC) 2025—one of the most renowned global competitions for university students, organized by The Mars Society. The URC challenges teams to design and build a next-generation Mars rover capable of performing tasks that simulate real-life conditions on the Red Planet, including autonomous navigation, scientific research, and remote operation.



3rd Gen YGGDRASIL competing in URC 2024 Finals in MDRS, Utah, USA



4th Gen AXIOS prepared for URC 2025

Operating under the Center for Artificial Intelligence and Robotics (CAIR) at UIU, the team benefits from cutting-edge research, technical expertise, and interdisciplinary collaboration. With guidance from experienced mentors and faculty members, students from diverse backgrounds—including mechanical engineering, electrical engineering, computer science, and robotics—come together to push the boundaries of technological innovation.

Beyond competition, the UIU Mars Rover Team is driven by a larger vision: to inspire and cultivate a passion for robotics and space exploration among enthusiastic students across the country. By participating in international challenges, conducting workshops, and sharing knowledge, the team aims to ignite curiosity, foster creativity, and encourage hands-on learning in robotics and engineering.



## OUR SUCCESS





## MEDIA OUTREACH



## CAMPAIGNS



## BUDGET

### Logistic Budget for Rover Fabrication with R&D :

#	Name	Quantity	Unit Price	Total(BDT)	Total (USD)	Percentage	Origin Country
1	Main Processing Unit	1	450,000	450,000	3,750	8.001%	US
2	Main Communication Unit	2	375,000	750,000	6,250	13.34%	China
3	Visual Feedback Unit	8	100,500	804,000	6,700	14.30%	China
4	Power Management	3	90,000	270,000	2,250	4.80%	US
5	Science Module	1	400,000	400,000	3,334	7.11%	BD, China
6	Primary Manipulator	1	300,000	300,000	2,500	5.33%	BD, China
7	Secondary Manipulator	1	150,000	150,000	1,250	2.67%	BD
8	Wheel	6	50,000	300,000	2,500	5.33%	BD
9	Drive Unit	6	60,000	360,000	3,000	6.40%	BD, China
10	Steering Mechanism	6	65,000	390,000	3,250	6.93%	BD
11	Aerial Subsystem	1	800,000	800,000	6,667	14.22%	US, China
12	Vision System	1	650,000	650,000	5,417	11.56%	US
<b>Total</b>				<b>5,624,000 BDT</b>	<b>46,868 USD</b>	<b>100.00%</b>	

### Administrative Budget for URC 2025 Utah, USA:

#	Name	Amount(BDT)	Amount(USD)	Percentage
1	Flight Fare	4,080,000	34,000	42.81%
2	Hotel Fare	2,500,000	20,834	26.23%
3	Vehicle Fare	1,450,000	12,084	15.22%
4	Food	800,000	6,667	8.39%
5	Cargo Cost	700,000	5,834	7.35%
<b>Total</b>		<b>9,530,000 BDT</b>	<b>79,419 USD</b>	<b>100.00%</b>

## Administrative Budget for ARC 2025, Ankara, Turkey:

#	Sector	Amount(BDT)	Amount(USD)	Percentage
1	Flight Fare	1,500,000	12,500	36.99%
2	Hotel Fare	1,200,000	10,000	29.59%
3	Vehicle Fare	550,000	4,583	13.56%
4	Food	485,000	4,041	11.96%
5	Cargo Cost	320,000	2,666	7.89%
<b>Total</b>		<b>4,055,000 BDT</b>	<b>33,790 USD</b>	<b>100.00%</b>

### SPONSORSHIP PACKAGES

Packages	Package Facilities	Amount
<b>Diamond</b>	<ul style="list-style-type: none"> <li>● The sponsor will be featured in all official media releases by UMRT for URC 2025.</li> <li>● The logo will be prominently displayed on the rover body (front and top) for URC 2025.</li> <li>● The logo will be included on official souvenirs, such as T-shirts and mugs, for URC 2025.</li> <li>● The sponsor will receive recognition in seminars and workshops hosted by UMRT.</li> <li>● The sponsor will be acknowledged in media press releases related to URC 2025.</li> <li>● The sponsor's support will be highlighted on official website and social media platforms.</li> </ul>	<b>18,00,000 BDT</b> (15,000 USD)
<b>Platinum</b>	<ul style="list-style-type: none"> <li>● The sponsor will be acknowledged in all official media releases by UMRT for URC 2025.</li> <li>● The logo will be prominently displayed on the top of the rover for URC 2025.</li> <li>● The logo will be featured on official souvenirs, including T-shirts and mugs, for URC 2025.</li> <li>● The sponsor will receive recognition in seminars and workshops hosted by UMRT.</li> <li>● The sponsor will be highlighted in website &amp; media press releases related to URC 2025.</li> </ul>	<b>14,00,000 BDT</b> (12,000 USD)
<b>Gold</b>	<ul style="list-style-type: none"> <li>● The company logo will be placed in the rover body for URC 2025 (left/right)</li> <li>● The company logo will be placed on the souvenir (T-shirt, mug) for URC 2025</li> <li>● Will be mentioned in the seminars &amp; workshops</li> <li>● Will be mentioned in website &amp; every media press release for URC 2025</li> </ul>	<b>10,00,000 BDT</b> (10,000 USD)
<b>Silver</b>	<ul style="list-style-type: none"> <li>● The company logo will be placed on the souvenir (T-shirt, mug) for URC 2025</li> <li>● The company logo will be placed in the rover body for URC 2025 (left/right)</li> <li>● Will be mentioned in the seminars &amp; workshops</li> </ul>	<b>5,00,000 BDT</b> (4,500 USD)
<b>Mini</b>	<ul style="list-style-type: none"> <li>● The company logo will be placed in the rover body for URC 2025 (left/right)</li> <li>● Will be mentioned in the seminars &amp; workshops</li> </ul>	<b>2,50,000 BDT</b> (2,500 USD)



## Logistics & Infrastructure Partners

The success of our Mars Rover project at UIU depends on seamless transportation of the entire rover system from Bangladesh to the USA for the University Rover Challenge (URC) 2025 and Turkey for the Anatolian Rover Challenge (ARC) 2025. We are seeking a Logistics Partner who can assist in covering transportation costs, customs handling, and overall logistics support to ensure our rover reaches the competition safely and on time.

By partnering with us, your company will receive exclusive branding opportunities and media exposure. As a Logistics Partner, you will enjoy the following benefits:

- ✓ Recognition in all official media releases by UIU Mars Rover for URC 2025
- ✓ Your company logo displayed prominently on the rover body for URC 2025
- ✓ Your company logo featured in our official website & souvenirs (T-shirts, mugs) for URC 2025
- ✓ Special mention in seminars & workshops conducted by the UIU Mars Rover team
- ✓ Recognition in press releases related to URC 2025

By supporting us as a Logistics Partner, your brand will be associated with innovation, cutting-edge technology, and the next generation of engineers and researchers from UIU Mars Rover Team and Center For Artificial Intelligence & Robotics (CAIR), UIU\*.

## Media & Outreach Partners

The UIU Mars Rover team is seeking Media Partners to help share our journey with the world. If you specialize in documentary production, photography, journalism, or press coverage, this is an excellent opportunity to collaborate with a groundbreaking student-led robotics initiative.

As a Media Partner, you can contribute by:

- Covering our project development journey through articles, interviews, and social media features
- Providing photography and videography support for major project milestones
- Assisting with press releases and media outreach

In return, you will enjoy the following branding and promotional benefits:

- ✓ Your company logo displayed on the rover body for URC 2025
- ✓ Your company logo printed on official team souvenirs (T-shirts, mugs)
- ✓ Recognition in seminars & workshops where we showcase our project
- ✓ Mention in official press releases related to URC 2025

By partnering with us, your media brand will be associated with cutting-edge robotics, innovation, and global competition exposure.

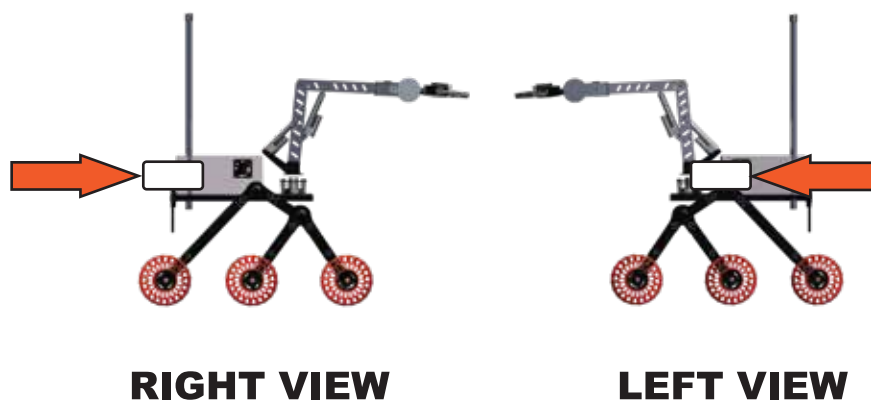
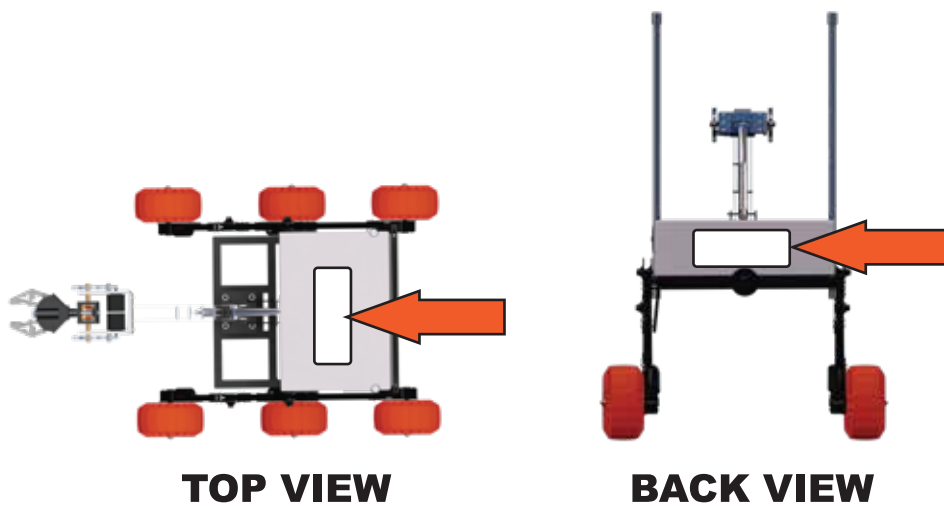
## Industry & Technology Partners

As an Industry & Technology Partner of UIU Mars Rover for URC & ARC 2025, your company will gain prominent recognition in all official communications and events. Your brand will be featured in official media releases by UIU Mars Rover, ensuring extensive visibility.

- ✓ Your company will be acknowledged in all official media releases by UIU Mars Rover.
- ✓ Your company logo will be prominently displayed on the left and right sides of the rover.
- ✓ Your company logo will be featured on official team souvenirs, including T-shirts and mugs.
- ✓ Highlighted in seminars and workshops, attended by industry leaders, students, and professionals.
- ✓ Will be mentioned in media press releases, reinforcing brand's association with robotics and innovation.
- ✓ Engage with top engineering students and researchers, opening doors for recruitment and collaboration.

Moreover, you will receive mentions in media press releases, reinforcing your company's commitment to innovation and technological excellence.

## PLACEMENTS of BRANDING



## INFORMATIONS SECTION

### PARTICIPATING IN COMPETITIONS:

- University Rover Challenge 2025, Utah, USA | <https://urc.marsociety.org>
- Anatolian Rover Challenge 2025, Ankara, Turkey | <https://www.anatolianrover.space>

### COMPETITIONS HOSTS:

- The Mars Society, USA | <https://www.marsociety.org>
- Space Exploration Society (UKET), Turkey | <https://uket.org>

### PARTICIPATING TEAM NAME:

UIU Mars Rover  
[marsrover@uiu.ac.bd](mailto:marsrover@uiu.ac.bd) | <https://uiumarsrover.org>

### MEDIA & PUBLIC RELATIONS REPRESENTATIVE

Aowiza Farhan (Media & PR) | [afarhan223731@bscse.uiu.ac.bd](mailto:afarhan223731@bscse.uiu.ac.bd) | +880 1880 257 564

### TEAM REPRESENTATIVE

Mosfiqur Rahman (Team Lead) | [mrahman2310041@bseee.uiu.ac.bd](mailto:mrahman2310041@bseee.uiu.ac.bd) | +880 1719 131 733

### TEAM MENTOR & DIRECTOR

Lecturer MD. Abid Hossain | [abid@cse.uiu.ac.bd](mailto:abid@cse.uiu.ac.bd) | +880 1796 992 356

### SUPERVISION

CAIR (Center for Artificial Intelligence & Robotics), United International University

### INSTITUTION

United International University | <https://uiu.ac.bd> | [info@uiu.ac.bd](mailto:info@uiu.ac.bd)

## OUR PRESENCE ON SOCIAL MEDIA



[facebook.com/UIUMRT](https://facebook.com/UIUMRT)



[youtube.com/@uiumarsrover](https://youtube.com/@uiumarsrover)



[instagram.com/uiumarsrover](https://instagram.com/uiumarsrover)



[linkedin.com/company/uiu-mars-rover-team-umrt/](https://linkedin.com/company/uiu-mars-rover-team-umrt/)

## LEARN MORE HERE

<https://uiumarsrover.org>