



**UNIVERSITY OF MANITOBA ASSOCIATION OF TINY TRACTORS**

# **Sponsorship Package**

2025-2026

# About Us

The University of Manitoba Association of Tiny Tractors (UMATT) is a dynamic student design group composed of engineering, agriculture, computer science and business students. Each year, we undertake the exciting challenge of designing, manufacturing, and testing a quarter-scale tractor for the ASABE International ¼ Scale Design Competition.

As part of UMAT, students immerse themselves in a hands-on learning environment, honing both technical and soft skills in areas of design, manufacturing, and marketing. This experience fosters growth in teamwork, leadership, and project management which complement the theoretical concepts taught in classrooms with practical, real-world application. Members of UMAT are provided invaluable opportunities to acquire both technical expertise and gain firsthand experience not attainable within the traditional University setting, preparing them for success after graduation.

## Our Vision

*Our vision is to provide university students with practical, hands-on learning experience – fostering skills in design, manufacturing, and marketing. Through participation in the annual ASABE International ¼ Scale Competition, the team aims to provide students with valuable technical and soft skills that complement classroom education. It is our hope that through practical, real-world application, UMAT will better equip students for their future careers. ☺*



# Our Team

With approximately a dozen core students, UMATT is a small yet growing group. Our small size allows us to provide our members a very diverse and involved experience on the team, enabling a larger variety in opportunities not possible on some of the larger, more established groups.

UMATT is governed by a council of members that act as the leadership and authority for the team. This year our team's council is comprised of the following individuals:



## **Team Captain**

Ariel Mesongnik



## **Head of Software**

Bruce Niemi



## **Head of Electrical**

Kevin Sim



## **Treasurer**

Quoc Dung  
Tran  
(William)



## **Head of Mechanical**

Nick Clark



## **Team Advisor**

Annette Kroeker

Our team is also assisted by our Faculty Advisor, Annette Kroeker. Kroeker is an alum of UMATT, and is a vital resource for the team, providing the team with insight and guidance.

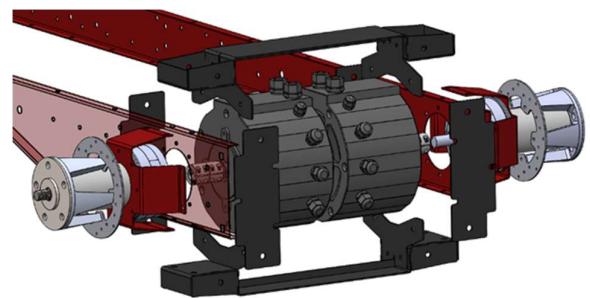
Of course, our team wouldn't be complete without our many sponsors! Sponsors are the backbone of the team and are the reason we can continue what we do. Every year, generous donations of time, money, and services provide our team the foundation and resources necessary to strive for excellence.

## Competition

Every **June**, the ASABE International ¼ Scale Design Competition brings students from all over the world to Peoria, Illinois. All teams are given an engine and set of tires to work with, but the rest of the design is left up to the teams to determine. To be successful, teams must prove their proficiency in the following:

## Design

Teams must be able to design a tractor that is not only functionally safe but also performs well. Dynamic events test a tractor's manoeuvrability, durability, and power. The apex of every competition is the annual tractor pulls where teams go head-to-head against one another to see who can pull the most weight.





## Manufacturing

Teams must be able to design within their given constraints. With limited time and resources, teams must find creative solutions to overcome the challenges that come with real-world assembly & timelines.

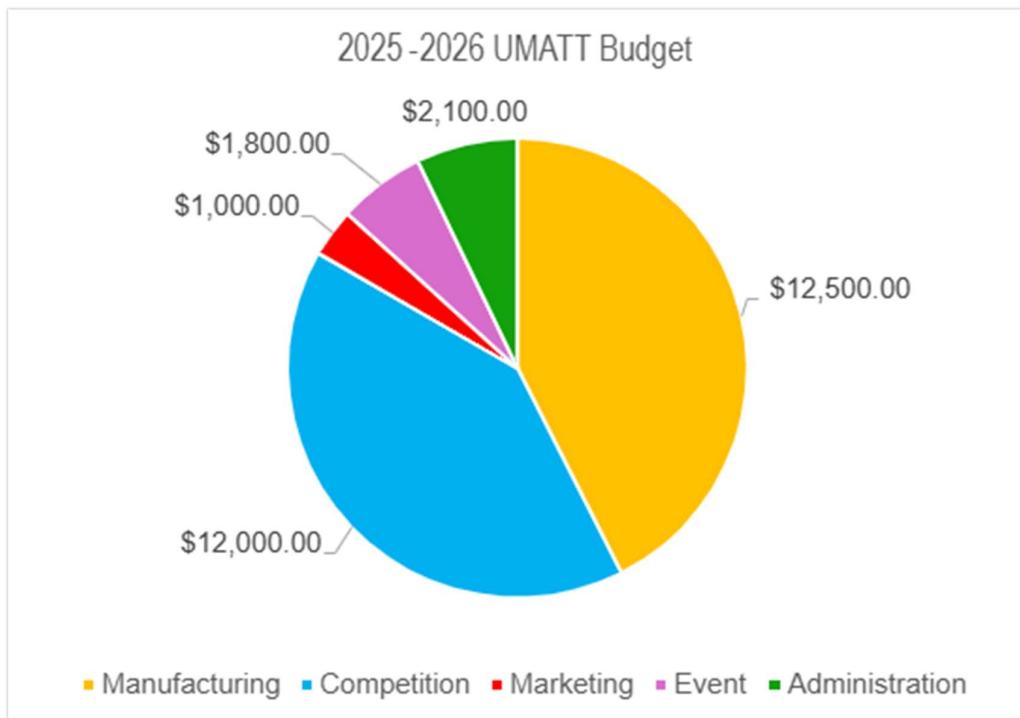
## Marketing

The competition is framed in the context of teams developing a new product to compete in an emerging market. As such, teams must be able to clearly and effectively communicate why their product will succeed over others. Every decision and design choice made must be intentional and justified. Design reports and presentations, judged by industry professionals, make up a significant portion of a team's overall score.



# Budget

Our budget & expenses for the year 2025–2026 can largely be broken down into the five categories shown in the pie graph below.



*Manufacturing* is our largest expense, which includes all the parts and fabrication required to build the tractor. We heavily rely on the generous in-kind contributions of parts and services to help our team offset this cost. This year's main challenge involves a comprehensive redesign of the front end to incorporate suspension and dampening systems, addressing significant deficiencies identified in last year's design. We are also focusing on improving the belt drive system design to enhance reliability and performance.

*Competition* makes up the second largest portion of our expenses, which includes fees, vehicle rentals, gas, and hotel rooms that make the event possible. We are looking to send 12 students to the competition compared to last year's 7 students due to the significant workload at the competition. This results in an increased budget.

Finally, there are other various costs associated with running the team, such as event costs, administration fees, office supplies, and promotional resources. In total, our team is planning a total budget of \$29,400.

Below is the projected breakdown of this year's expenses to help gain a better understanding of how we plan to spend the money and resources we receive from our sponsors.

## Expenses

Manufacturing (\$12,500)	Mechanical	5000
	Electrical	2500
	Software	2500
	Shop & Tooling	1500
	Testing & Research	1000
Competition (\$12,000)	Competition Fees (Registration)	700
	Competition Shirts	600
	Hotel Accommodations	7500
	Food	500
	Gas	1100
	Contingency	1100
Marketing (\$1000)	Marketing & Merchandise	1000
Events (\$1800)	Sponsorship Appreciation Event	750
	Recruitment	600
	Team Events	450
Administration (\$2100)	Team Shirts	1800
	Lounge & Office Supplies	200
	Miscellaneous	100

# Sponsorship

So why sponsor the team?

By supporting UMAT, you support the development of the next generation of engineers going into the workforce. Through our team, students are better equipped with the tools and practical skills they need to be successful in their careers. Many of our team's Alumni go to work at the companies that sponsor us after they graduate. By investing in a student team, companies are also able to invest in the future of their employees. Every year we collect resumes from our members and distribute them to sponsoring companies, if this is something your company would be interested in, please let us know!

The team also offers an excellent opportunity for professional networking, both to our students and sponsors alike. Historically, the team has been able to provide our sponsors business connections with other companies that support  $\frac{1}{4}$  Scale Tractor Teams, fostering industry opportunity for collaboration.



Lastly, for those that wish to sponsor the team through financial gifts, our team can provide charitable donation receipts through the University of Manitoba. If that is something you require, please make sure to let us know!

# Sponsor Levels

To recognize and promote our sponsors, UMATT offers the following sponsorship levels based on contribution amount. We welcome both **financial** and **in-kind** donations, with contribution amounts determined by monetary value. Newsletter updates are available to sponsorships of any amount, including those under \$500.

Please note that sponsors are responsible for providing high-quality logos/decals for the various promotional rewards.

	PLATINUM \$5000	GOLD \$2500	SILVER \$1000	BRONZE \$500
Newsletter updates				
Promotion on social media & website				
Logo on banner				
Logo on tractor				
Sponsor Appreciation Plaque				

\*Small: Up to approximately 10cm x 15cm

\*Medium: Up to approximately 15cm x 30cm

\*Large: Up to approximately 20cm x 45cm

# Sponsor Events

Throughout the year, UMATT puts on several events aimed at helping get our sponsors involved with the team and our members excited about the companies that sponsor us. Below are some events we have planned for this year, if you or your company are interested in contributing to the team in this way, please don't hesitate to reach out!

## Sponsor Tour

The *first week of September*, the UMATT team tours across Manitoba showcasing the tractor, performing our marketing pitch, and conducting an informal Q&A. This is a great opportunity for sponsors to interact with the team and see what exactly it is you're supporting.

## Recruitment Night

*Mid-to-late September* the team hosts an info session evening and shop tour for university students interested in joining the team. This is a great opportunity for new students to hear about what UMATT is, as well as for alumni and sponsors alike to share their experience with the team.

## Industry Design Reviews

*Early October and late December*, the team meets with members of industry to discuss this year's technical designs and get constructive feedback and industry perspective.

## Industry Marketing Review

*Late March*, the team meets with members of industry to practice our marketing presentation and get constructive feedback on the non-technical aspects of our design.

## Industry Tours

If you would like to present your company & the opportunities you offer to the members of the UMATT team, let us know and we would love to make that happen!

# Sponsor Interest Form

If interested in becoming a team sponsor, please fill out and send the following form to [umattinfo@gmail.com](mailto:umattinfo@gmail.com).

## Company



Interested in participating in sponsor events

Name:

Address:

## Contact

Name:

Phone:

Email:

## Monetary Donation

We would like to sponsor the University of Manitoba Association of Tiny Tractors (UMATT) for the 2025–2026 year with the following financial donation:

\$ \_\_\_\_\_



Charitable donation receipt required

## In-kind Donation

We would like to sponsor the University of Manitoba Association of Tiny Tractors (UMATT) for the 2025–2026 year with an in-kind donation of:

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## Other Interests & Notes

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# Contact Us

If you have any further questions or are looking for more information, please reach out! We love hearing from our sponsors and look forward to your continued support this year. You can always reach us by *email* or through our *website*:

**Email:** [umattinfo@gmail.com](mailto:umattinfo@gmail.com)

**Website:** [umatt.org/contact](http://umatt.org/contact)

Or, if you'd like to reach our team advisor:

**Dr. Donald Petkau, P. Eng**

[don.petkau@umanitoba.ca](mailto:don.petkau@umanitoba.ca)

(+1) 204-479-4084

You can also follow us on social media:



[Instagram](#)



[Linkedin](#)