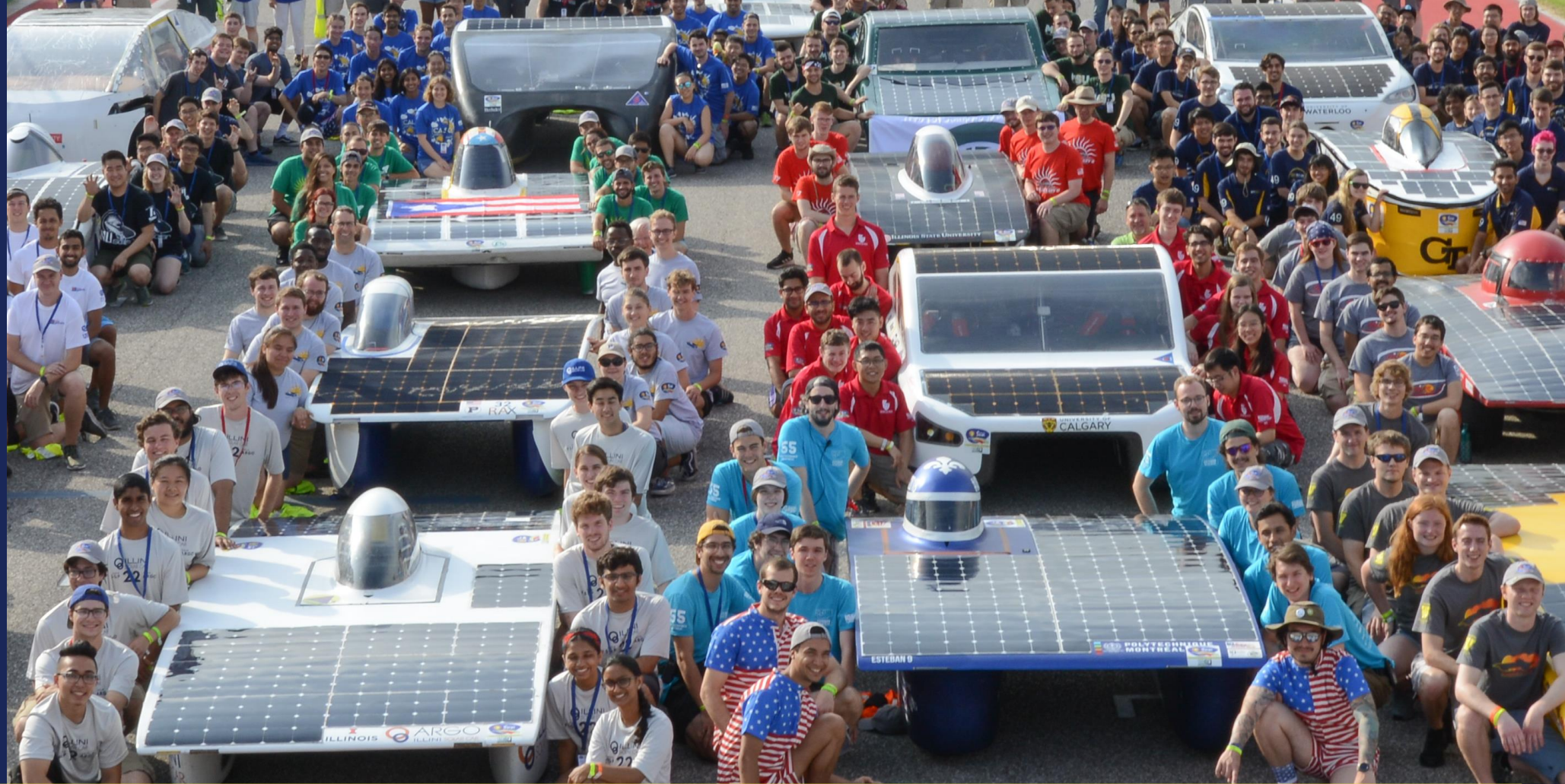


With your support,  
together we can  
continue to make  
**STEM,**  
**multi-disciplined,**  
**experiential learning**  
**opportunities**  
available to today's  
students that will be  
tomorrow's leaders.



# INNOVATORS EDUCATIONAL FOUNDATION SPONSORSHIP PACKET





# WHAT WE DO

**Organize world-class track events and cross-country rallies for collegiate designed and built solar powered vehicles from around the globe**

- Formula Sun Grand Prix (annual track event)
- American Solar Challenge (biennial road rally)

## TYPICAL ENGAGEMENT

**400+**

students at events

**30+**

registered teams

**1,000+**

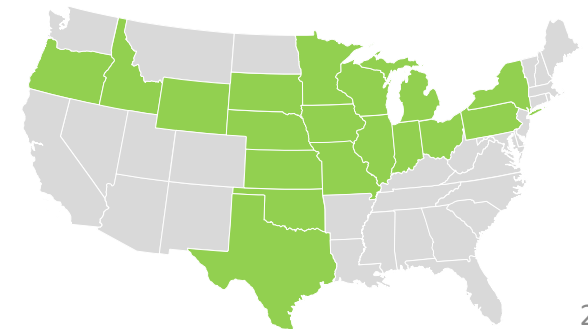
mile events

## RECOGNITION CORNER

**2018 – MotionU Top 100 Car, Motorcycle, and Wheeled Events US** for our Formula Sun Grand Prix event

**2017 – National Park Service Achieving Relevance Interpretive Team Award** in recognition of the American Solar Challenge  
2016 partnership with the Midwest Regional Office of the National Park Service for the NPS Centennial

Since the first IEF organized event in 2010, the events have traveled through 18 states, bringing the solar cars to communities across the US.



# WHO WE ARE

**Innovators Educational Foundation** is a 501c3 non-profit organization, established in 2009 to organize the US collegiate solar car events.

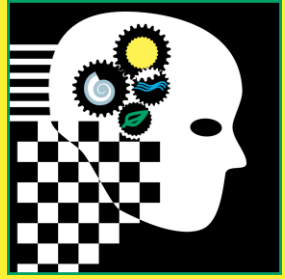
## VISION

Promote and celebrate educational excellence and engineering creativity, championing the creative integration of technical and scientific expertise across a range of exciting disciplines.



## MISSION

- To support and encourage bright young minds to succeed in the technical fields of engineering, the sciences, mathematics, and business, through **multi-disciplined experiential learning** which in turn enables success in future careers.
- To create public awareness and enthusiasm, both for education excellence and engineering creativity itself, and for the technologies and practices that emerge from that excellence.



## Innovators Educational Foundation

The backbone of the organization is a core group of dedicated volunteers, mostly former competitors, that experienced the value of the solar challenge events first-hand and desire to continue to make that opportunity available for the next generation.

# WHY PARTNER WITH IEF?



*Reach today's college students  
that will be tomorrow's leaders!*



- **Recruit talent with hands-on project experience**

Regardless of industry, participating students build skills for success

- **Encourage the exploration of clean tech mobility**

Battery technology, solar arrays, and strategic energy management

- **Support STEM and experiential learning**

Multi-disciplined project, leadership development, and international competition

- **Foster innovation and problem solving**

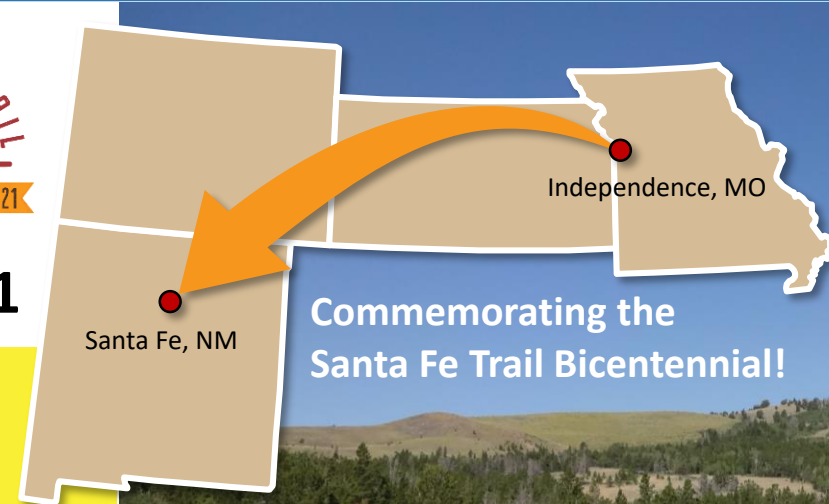
New design challenges, multi-occupant vehicles, and more

# CURRENT SPONSORSHIP OPPORTUNITY



**Formula Sun Grand Prix 2021**

**American Solar Challenge 2021**



**July 27-August 7, 2021: 12 days of solar activity!**

July 27-July 30  
**Scrutineering**  
*Inspections of solar cars*

July 31-August 2  
**Formula Sun Grand Prix 2021**  
*Track event*

August 3  
**Display Day**  
*Transition day with public display & more*

August 4 – August 7  
**American Solar Challenge 2021**  
*Road rally event*



Obviously, these events are contingent on the COVID-19 situation and may be adjusted as needed depending on the circumstances, restrictions, and other factors beyond our control. The Formula Sun Grand Prix is not in any way associated or affiliated with the Formula 1 companies, FORMULA 1 racing, or the FIA Formula One World Championship.

# GET INVOLVED: GENERAL SPONSORSHIP

Your contribution makes a difference!

Since 2010, more than **3,000 lives** have been impacted through IEF and its sponsors!



\*estimated

## Recognition Benefits

	Supporter \$500 to \$5,000	Bronze \$5,000 and up	Silver \$10,000 and up	Gold \$25,000 and up	Diamond \$50,000 and up	Title \$100,000 and up
Name/logo on website (with link)	Name	Logo	Logo	Logo	Logo	Logo
Thank you Facebook post	Yes	Yes	Yes	Yes	Yes	Yes
Name/logo in Event Program	Name	Name	Logo	Logo	Logo	Logo
Name/logo on Event T-shirts		Name	Name	Logo	Logo	Logo
Name/logo on Vehicle Stickers			Name	Logo	Logo	Logo
Recognition in Event Program			¼ page	½ page	Full page	2 Full pages
Booth at Major Event Locations			Yes	Yes	Yes	Yes
Recruiting Opportunity			Yes	Yes	Yes	Yes
Name in Press Releases				Secondary	Primary	Event
Speak at Kickoff/Award Ceremony				One	Both	Both
Logo on Front Cover of Event Program						Yes
Name on Trophies						Yes
Present Trophies at Awards Ceremony						Yes
Sponsor Visit to Winning Universities*						Yes

\* If both parties are willing, IEF will help facilitate this opportunity. University/Team and Sponsor to coordinate the logistics of the visit.

### General Notes:

- Contributions include both financial donations and in-kind gifts that directly offset budgeted items for a single event year.
- All benefits are subject to availability based on the timing of the contribution in advance of deadlines (ex. event program printing). Additional benefits can be discussed.

# GET INVOLVED: CHALLENGE SPONSORSHIP

## Design and sponsor a unique IEF challenge!

This opportunity is geared towards the **innovating and testing of new technology** and/or applications that fit within the platform of the solar car events and relevant regulations.

Work with the IEF to **push the boundaries of applied innovation!**

As an **add-on competition element** that is run in parallel with the main events, this may unlock new solutions, develop valuable skillsets, and further **inspire top talent to pursue careers in the field.**



## Proposed Contribution

- \$60,000+\*
  - Includes \$10,000 prize for the winning team
- \* May vary with sponsorship level and challenge cost

## Recognition Benefits

- Award naming rights
- Co-develop challenge criteria
- Recognition in IEF promotional materials
- Introduction to event participants & unique opportunity with winning team
- Roll-over sponsorship rights for future years

# SAMPLE OF PARTICIPATING UNIVERSITIES

## US West

- University of California Berkeley
- Stanford University
- University of Southern California
- Montana State University

## US East

- MIT
- Appalachian State University
- Georgia Institute of Technology
- North Carolina State University
- New Jersey Institute of Technology
- Rutgers University
- University of Florida
- University of Puerto Rico

## US Midwest

- University of Michigan
- University of Minnesota
- Iowa State University
- Northwestern University
- Missouri S&T
- Michigan State University
- Western Michigan University
- University of Illinois
- Illinois State University
- Principia College
- University of Kentucky
- University of Kansas
- SIUE
- University of Texas at Austin

## Canada

- Polytechnique Montreal
- University of Calgary
- University of Waterloo
- École de Technologie Supérieure
- University of British Columbia
- McMaster
- Western University

## International

- Western Sydney University
- University of Bologna
- Bochum
- TU Delft
- National Kaohsiung University
- Poznan University of Technology

**More than just engineering...** each team is also responsible for project management, logistics, fundraising, public relations, and strategy in addition to the vehicle design and manufacturing.

*This list includes universities that regularly field teams, past participants, and those that are newer preparing for future events. Please see the pre-event status page on [americansolarchallenge.org](http://americansolarchallenge.org) for those teams that are currently registered for 2021.*





# CONTACT US

Questions and PayPal donations:

[ief@americansolarchallenge.org](mailto:ief@americansolarchallenge.org)


Learn more:


[americansolarchallenge.org](http://americansolarchallenge.org)


Mail donation checks:

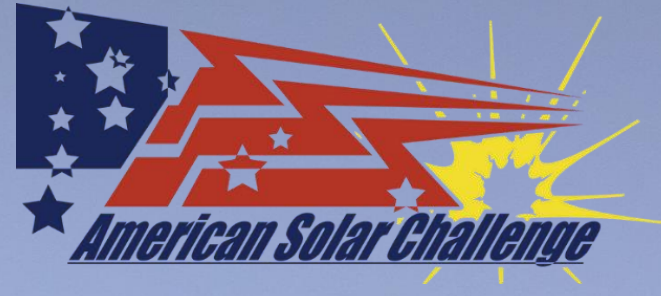
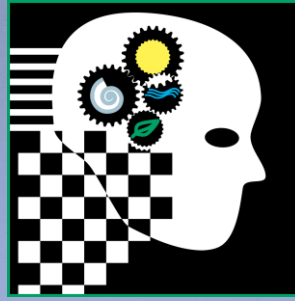
Innovators Educational Foundation  
PO Box 2368, Rolla, MO 65402

Stay connected:

 @AmericanSolarChallenge

 @ASC\_SolarRacing

 /americansolarchallenge



On behalf of Innovators Educational Foundation  
and all of the teams that participate in our events

# THANK YOU FOR YOUR SUPPORT!

