

WATONOMOUS

2021

Sponsorship Package



**Drive
The
Future**





Our 2021 Team

WATonomous is a University of Waterloo student design team at the forefront of the design, creation, and development of autonomous self-driving vehicles. 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.

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 in the recent SAE Autodrive Challenge for their achievements:

Year 1

- 1st Social Responsibility
- 2nd Concept Design Report
- 3rd Concept Design Presentation

Year 2

- 3rd Concept Design Report
- 3rd Concept Design Presentation
- 3rd Social Responsibility

Year 3

Overall 3rd

- 1st Social Responsibility Report
- 3rd Technical Reports

Year 4

Overall 2nd

- 1st Technical Report
- 2nd Social Responsibility Report
- 3rd Social Responsibility Event
- 3rd Concept Design Report

- ▶ **800+ members over 4 years.**
- ▶ **4 faculties (Engineering, Math, Arts, and Science).**
- ▶ **1 common goal.**

Team Demographics

Over 50 future leaders and innovators

We are proud to have a diverse team of over 50 leaders and innovators from engineering to computer science 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 of Software Engineering).

How Can We Team Up?

Sponsorship Benefits

	BRONZE \$500	SILVER \$1000	GOLD \$5000	PLATINUM \$10000	DIAMOND \$20000+
PROMOTION					
Business logo on WATonomous website	✓	✓	✓	✓	✓
Business logo: promotional print on material & yearly banner			Standard	Medium	Large
Business logo on our merchandise and autonomous vehicle				Standard	Large
Cross promotional video to be posted on social media and website					✓
Business name mentioned in award ceremonies and news interviews					✓
RECRUITMENT					
Send job postings directly to our team of students.				✓	✓
Access to the resumes of our students					✓
OTHER					
Signed team photo	✓	✓	✓	✓	✓
Tour of WATonomous when feasible	✓	✓	✓	✓	✓
In-person demo when feasible				✓	✓

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

Your funding will be used towards high performance computers, vehicle sensors, and data storage solutions that are necessary to advancing our autonomous vehicle research and support the future generation of autonomous vehicle engineers. Also, we hope to enhance the Waterloo Region Test Track (WRESTRC) for autonomous driving, with additional testing infrastructure - which benefits all automotive initiatives at the University of Waterloo.



Featured on:

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

Some of our sponsors:



**Become a 2021 Sponsor
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global stage.**

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