Sponsorship Packet

SUNSETTERS

NDSU SOLAR RACE TEAM

North Dakota State University

Sunsetters – NDSU Solar Race Team
North Dakota State University
Memorial Union Student Activities Office, Room 360
Fargo, ND 58105
Voice Mail: (701) 231-3253
Email address: sponsor@sunsetters.org
Web site: http://www.sunsetters.org

SUNSETTERS

MISSION STATEMENT

The mission of Sunsetters, an organization primarily for engineering students at North Dakota State University, is to organize, design, finance, construct, test, and qualify a solar racecar for intercollegiate competition in the biennial cross-country American Solar Challenge and other similar events.

Students will obtain valuable training and real-world experience from and in the following areas:

- Interaction with and as a member of project teams with specific responsibilities and timetables.

- Development of communication and interpersonal skills based in the process of fundraising, sponsor development, discussion, and negotiation of design aspects, project construction, and overall project coordination.

- Time management necessary to coordinate the full academic load of an engineering student with a college social life and the significant time demands of Sunsetters.

- Experiencing the necessary practical relationship between project design and construction application.

- Developing and administering the project consistent and in accordance with its financial budget.

- Forced innovation in all aspects of the project due to limitations of time, capital, equipment, and management.

The university student population, as well as the Fargo-Moorhead community and the public at large, will benefit from Sunsetters' commitment to educate and inform its public with an awareness of energy alternatives and solar powered transportation. One of the goals of Sunsetters is to raise public awareness of alternative energy solutions, which will be done by appearing in parades, the State Fair, area schools, and other community events.

North Dakota State University, Fargo, and the State of North Dakota will all benefit positively from the national scope and exposure of the project. A sense of community will also be enhanced as the public follows car design and development, race qualifying, and the actual biennial cross-country American Solar Challenge.

What is the American Solar Challenge?

Since its debut in 1990, the Sunrayce™ program's flagship activity continues to be a biennial intercollegiate competition to design, build, and race solar-powered cars in a challenging long-distance event. The 1999 race ran south down the East Coast from Washington D.C. to Orlando, Florida, a total distance of over twelve hundred miles. The race was run in nine grueling stages, each stage covering well over one hundred miles, testing the cars in a variety of demanding conditions. The race was a ten-day event with one day dedicated to recharging the batteries. The 2001 race, renamed the American Solar Challenge will run from Chicago to Los Angeles roughly along Route 66, and will again pose formidable tasks as well as educational benefits for the students. Teams must display proficiency in business and product development, creativity, resourcefulness, technical innovation, engineering excellence, and teamwork.

The fundamental mission of the American Solar Challenge is to promote and celebrate educational excellence. Every non-race year, team members from all over North America, gather to exchange ideas, experiences, and knowledge. Fueled by the spirit of friendly competition and teamwork, the American Solar Challenge integrates technical and scientific expertise across a range of exciting disciplines including business, engineering, science, and communications.

The American Solar Challenge also contributes to America's awareness about a host of important issues: renewable energy sources and technology; clean energy option; environmental protection; cost savings through energy efficiency; improvements in transportation; and creation of new, fast-growing, energy-related fields.

The race poses formidable tasks as well as educational benefits for the students. Teams must display proficiency in business and product development, creativity, resourcefulness, technical innovation, engineering excellence, and teamwork. This experience will benefit the student team members throughout their lives, making them valuable, creative, and dynamic members of their chosen profession.

About Us

In the past ten years solar car racing has become an exciting new addition to college campuses around the nation. Sunrayce™ has provided a time, and a place for one of the biggest cross-country races in the nation and the nations college students have worked toward the goal of getting a competitive solar car there on time.

NDSU took on the Sunrayce™ challenge in September of 1997. Founder and President, Les Ressler, wanted to bring solar car racing to the land of the Bison. With surrounding universities already participating in the solar event, the word spread fast and members came together from a variety of disciplines around the NDSU campus. The team name was chosen as, Sunsetters. We have a determined intention of "setting the pace" at the next American Solar Challenge event in the summer of 2001.

The Sunsetters team has tackled the solar car challenge with an organized state of mind. With a strong cabinet of officers, the steps required to make the Sunsetters goal happen in 2001 were laid out and looked at individually. Fundraising was the first step concentrated on, with a price tag of 150,000 dollars this committee has its work cut out for them. A fundraising committee leader was chosen and all solar car members were encouraged to attend fundraising meetings to add ideas and provided help with this enormous task.

Car design was the next point of interest. The car was split into structural and electrical components. Members chose which part of the car they would like to work with and some decided to help with both. It is here where the solar car really starts to take its shape. Contacting potential vendors, deciding on design criteria and creating better ways to create a competitive solar car are all part of this exciting project.

Business meetings are also a strong part of the team. There are a lot of aspects of producing a solar car that are not attributed to design. University issues, officer reports, updates on what is happening in all areas of the car are all reported at these meetings. It provides a great place for new members to stop in and check out what is happening and current members to stay up-to-date on issues.

There are two faculty advisors that help oversee our operations and add input when they feel necessary. Joel Jorgenson from the electrical engineering department and Wayne Reitz from the mechanical engineering department are our two current advisors.

As this team gets stronger there will be many more improvements and changes to our format. But with the strong background of our members and the organization of our leaders, the Sunsetters solar race team will strive to soon be a familiar name in the community and nation.

Why sponsor Sunsetters?

There are many benefits to the sponsorship of Sunsetters. Just a few of them are advertisement, community involvement national media exposure, and a feeling of taking a step towards a cleaner tomorrow. We as an organization have set forth goals to design and build NDSU's first solar vehicle, promote increased involvement in student organizations and create interest in the community about new energy alternatives available for transportation. These goals can only be achieved with the support of the community. Sponsors, the community and team members will all benefit from this experience.

- Promote Your Company
  Your company will be recognized based on your level of support. Sponsorship level benefits are detailed on the next page.
- Step Towards a Cleaner Tomorrow
  Solar power does not harm the environment.
- Community Involvement
  One of Sunsetters objectives is to raise public awareness of alternative energy solutions.
- Develop Young, Aspiring Engineers
  Students obtain valuable real-world experience.
- Excellent Recruiting Tool
  Sunsetters is comprised of some of the best and brightest engineering students at NDSU.
- National Media Exposure
  Media coverage at the race is abundant, including television networks ESPN and CNN and publications such as Popular Science.
- Product Research and Development Opportunity

➢ **Methods of sponsorship:**

There are three main methods of showing sponsorship:

a. Monetary
b. Material
c. Technical support

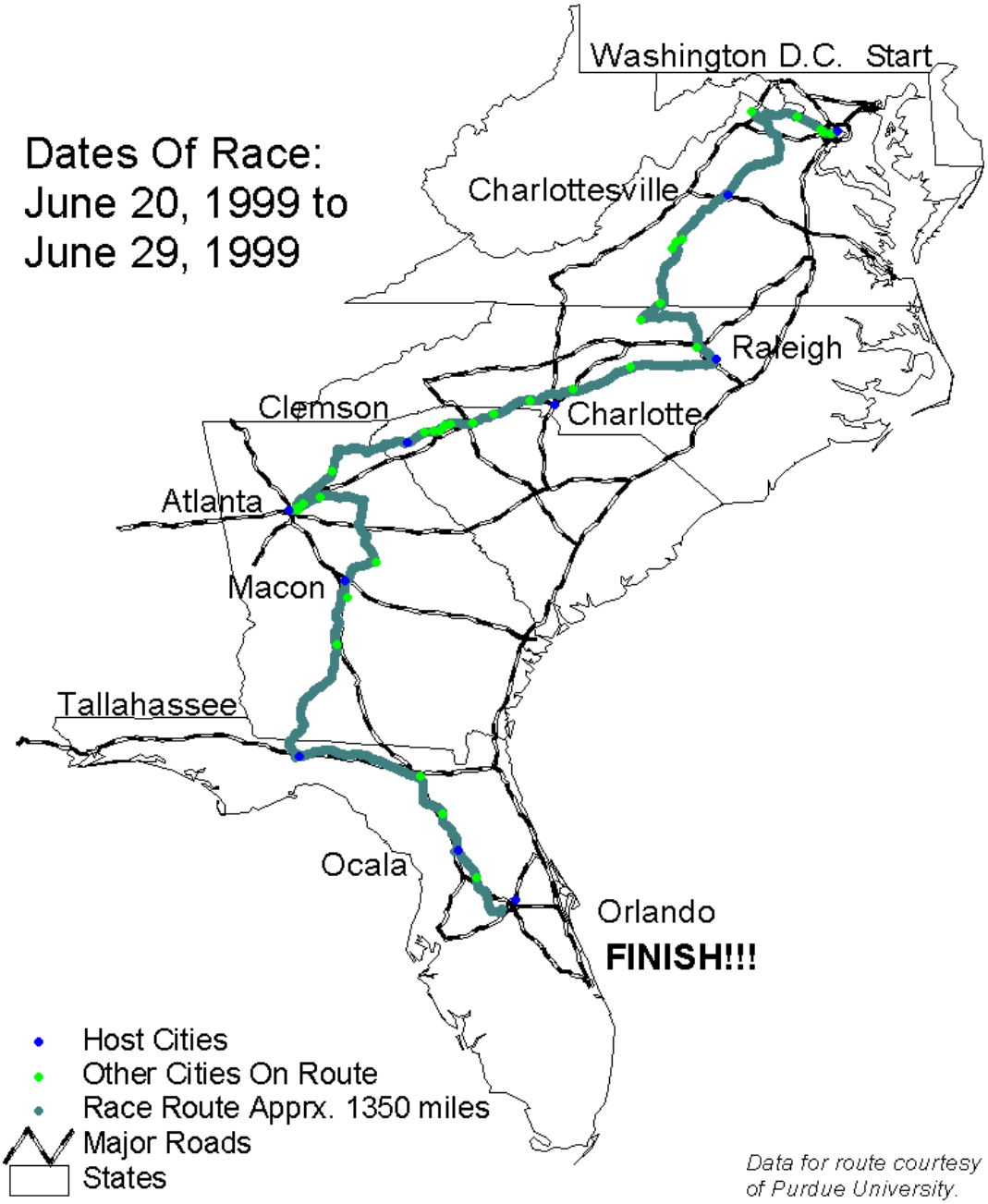
Sponsorship of the team and vehicle is easy. As an organization any donation is tax deductible. A business can donate materials or experience or a monetary amount or a combination of any of these. If you or your business would be willing to help or have any further questions, contact us by any of the provided means.

- **Sponsorship levels and benefits:**

We have an ultimate goal of $150,000. Any amount donated by you, the sponsor, is beneficial for everyone concerned. We have set up separate levels for those sponsors who donate. It is set up as follows:

Metal Levels	**Dollar Amount**	**Benefits**
Platinum	$20,000+	• Premier logo placement on the car body • Premier logo placement on chassis, sponsor board, uniforms, and support vehicles • All Gold-level benefits
Gold	Under $20,000	• Logo on the car body • Prominent logo placement on chassis, sponsor board, uniforms, and support vehicles • Team available to show car and give technical demonstration • All Silver-level benefits
Silver	Under $10,000	• Framed 8 ½" X 11" photo • Use of our photos for promotion • All Bronze-level benefits
Bronze	Under $5,000	• Logo on the car chassis, uniforms, and support vehicles • Able to visit the car on campus • All Friend-level benefits
Friends of Sunsetters	Under $1,000	• Name on the sponsor board and all publications • Logo and link on web site • Invitation to the unveiling

Sunracye 1999 Race Route



Data for route courtesy of Purdue University.