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CORPORATE  
SPONSORSHIP PACKAGE

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2023-2024

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# INTRODUCTION

## To Our Prospective Corporate Partner,

Welcome and thank you for your interest in the **American Society of Mechanical Engineers (ASME) at UCLA!**

This document elaborates upon the work that is done by each of the three major branches of ASME, along with the financial support that each requires. Sponsorships are playing an essential role in stimulating the technical and academic life of ASME members to success. It is our personal mission to challenge students to set new standards, both technically and professionally, in the field of mechanical engineering and beyond.

ASME at UCLA provides an open and exciting environment for all students to grow through a combination of project-based initiatives, professional development opportunities, and social events. We offer programs for all students, regardless of technical background or expertise. ASME's five technical projects include **Combat Robotics, Flagship Combat Robotics, X1 Robotics, Bruin Underwater Robotics, and our introductory program, Fabrication and Design Essentials (FADE).**

Although technical projects are the backbone of ASME, the work done by our organization does not stop there! ASME at UCLA hosts dozens of professional development events each year, connecting employers to UCLA's top engineering students through information sessions we host with our corporate partners, along with various workshops with the goal of developing key professional skills. ASME also helps host the annual UCLA Mechanical, Aerospace, and Materials Science and Engineering career fair with over 400 students in attendance. In addition, over 10 outreach events yearly bring engineering inspiration and support to local K-12 communities.

ASME is more than just a club; it's a place to find life-long friends in a supportive atmosphere. Through our 30+ socials each year, our members forge meaningful connections with fellow students throughout their time at UCLA and beyond. Additionally, ASME's award-winning Equity, Diversity, and Inclusion (EDI) program creates an inclusive environment through trainings, EDI-focused discussions, and a variety of external projects, events, and advocacy.

As our organization continues to grow, it is only through the support and contributions of our corporate partners that we are able to continue to successfully foster the growth of our members. I invite you to be a part of this personal mission to develop engineering leaders for our global community and to start a relationship that can benefit both of our respective institutions. Please feel free to contact us with any questions, and **we look forward to building a relationship with you!**

Best Regards,

Alex Lie  
*Fundraising Director*

Zichu Peter Zhou  
*External Vice President*



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# TECHNICAL BRANCH

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# FADE

## Program Details

The ASME Fabrication and Design Essentials (FADE) Program is an interactive, year-long training program of over 50 students geared towards members who are new to technical projects and want to build a strong foundation for future work. Each phase consists of educational workshops and culminates with an engaging final project. The best projects at the end of each phase receive prizes. Lecture, project, and training materials are created and set by the FADE Leads, while FADE Mentors (student that have graduated from the FADE program) lead breakout sessions during lecture. Our Leads and Mentors dedicate themselves to personally developing trainees, so that all our members are equipped with the tools they need.



## Phase 1: 3D Modeling

A series of workshops teaching students the fundamentals of parametric modeling and professional design processes/etiquette. Through computer-aided design (CAD) software like SolidWorks, our members learn how to create sketches, parts, and assemblies. FADE also prepares students for the SolidWorks certification exam (CSWA) by partnering with the SolidWorks student leader program at UCLA and providing supplemental materials. If students complete the phase 1 project and pass a practice CSWA exam, they will be given a free voucher to take the exam.

## Phase 2: Manufacturing

This phase is divided into two sections that explore the fundamental concepts behind subtractive and additive manufacturing, with a project to reinforce each process. For subtractive manufacturing, students learn how to use the machine shop and create a tape dispenser. The additive manufacturing project has students designing and 3D printing a small tower that is supposed to withstand as much compressive force as possible. Students verify their design in SolidWorks by running FEA simulations.

## Phase 3: Electronics

Our members are encouraged to develop and incorporate a wide breadth of technical skills in this phase. By learning the basics behind microcontrollers, soldering, and wiring, the trainees are able to create electronics systems for their projects. Students are given an Arduino kit with multiple components to learn from.





# COMBAT ROBOTICS

## Program Details

Combat Robotics is ASME's first technical project, and the largest collegiate combat robotics program in the Western United States. The project provides an opportunity for UCLA students from any background to gain technical and design experience in the context of robotics. Members design, build, and fight their 3 lb. robots in national collegiate competitions.

## Small-Team Setting

Over 50 undergraduate members are split into teams of five or six, fostering the growth of leadership, teamwork, and communication skills.

## Engineering Fundamentals

The program focuses on teaching members mechanical design, traditional machining, 3D-printing, SolidWorks, and finite element analysis all while completing an operable bot.



## SoCal Smackdown

Every year, ASME at UCLA hosts a collegiate beetleweight combat robot competition called SoCal Smackdown on UCLA's campus. Many universities, such as Stanford, UC Berkeley, Cal Poly Pomona, and UC Santa Cruz, as well as hobbyist teams, participate in this competition. Last year, our program entered five robots designed by UCLA teams, which garnered a total of 4 wins.

## Support

Funding from our sponsors allows Combat Robotics to provide students with stronger materials and advanced equipment, allowing students to create any bot they desire. Funding also allows us to cover the costs of our annual SoCal Smackdown competition.



# FLAGSHIP COMBAT ROBOTICS

## Program Details

Once students complete a year of combat robotics, they can elect to apply to be part of the Flagship Team. Flagship is a small team of passionate students who are dedicated to combat robotics. We aim to fight bots in heavier weight classes at college competitions. We have fought in the 15 lb., 30 lb., and 60 lb. brackets in the past.

## Higher Level of Competition

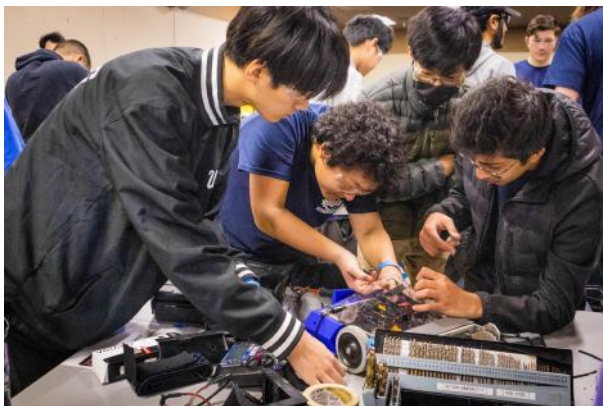
Though the goals of the Flagship team are generally the same as the introductory program, including learning leadership and design skills through hands on experience, there is a heavier emphasis on excellence. We want to not only learn the design process, but we want to learn how to navigate this process effectively. Students are given an opportunity to learn from their 3lb bot's shortcomings and apply them on a larger scale with higher stakes.

## Expertise

Dealing with larger bots entails the necessity for stronger material, and thus a higher quality of machinery. Our hope is to set a solid foundation for our team to continually expand on and eventually challenge themselves with higher weight classes.

## Support

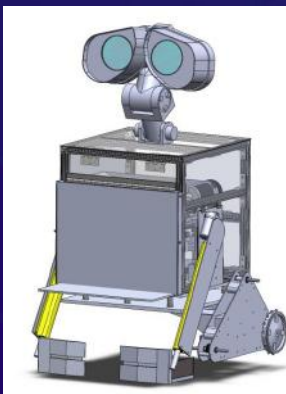
For the upcoming year, we are planning on designing two 15 lb. bots. As the team grows, so does our range of knowledge and expertise. Support would enable more members in the opportunity to travel to Sacramento and compete in the annual competition.



# X1 ROBOTICS

## Program Details

ASME's X1 Robotics team gives students the opportunity to challenge their engineering skills alongside developing their creativity, teamwork, and project management. At the beginning of each year a unique project is chosen from ideas pitched and voted by members, who are then assigned to subteams with student leads. X1 Robotics simulates a real-life robotics design cycle by designing, prototyping, manufacturing, assembling, and testing the project within an academic year. Since X1 has no yearly competition, we judge success by the end results of our projects and we provide an environment which maximizes real project experience and fosters interdisciplinary learning.



## Multidisciplinary Projects

X1 Robotics designs robots from the ground up, a process which requires knowledge of mechanical engineering, electrical engineering and computer science. Students that join a project are typically exposed to different fields than their own, ranging from mechanical design to electrical controls to computer vision and more.

The team extends beyond mechanical engineering organizations, with members from the Institute of Electrical and Electronics Engineers (IEEE), the Association for Computing Machinery (ACM), and the 3D printing organization, 3D4E.

## Support

Contributions from our sponsors will allow X1 Robotics to continue to challenge the creativity and engineering resourcefulness of ASME engineers. X1 seeks to preserve the two-year long development cycle of initiatives that are both exciting to build and highly educational in problem solving and technical ability.





# BRUIN UNDERWATER ROBOTICS

## Program Details

Bruin Underwater Robotics (BUR) focuses on helping members learn real-world engineering skills by designing, creating, and testing an underwater remotely operated vehicle (ROV) to compete at the MATE ROV competition. Underwater robotics is a unique multi-disciplinary field with applications such as ocean cleanup, marine biology research, deep sea exploration, etc. These environments provide exceptional engineering challenges that require creative problem-solving involving areas such as fluid dynamics, heat transfer, and circuit design.

## Hands-On Experience

BUR's focus on a rapid design, build, test, and iterate process allows all students the opportunity to learn engineering through direct exposure. Our collaborative mindset allows all students to build essential communication and leadership abilities as they ensure that everyone's ideas are considered and only the best ones rise to the top. Combined with the litany of technical skills they pick up, such as CAD, printing, soldering, machining, and more, the students become much more well-rounded in many of the skills they would never learn in class.

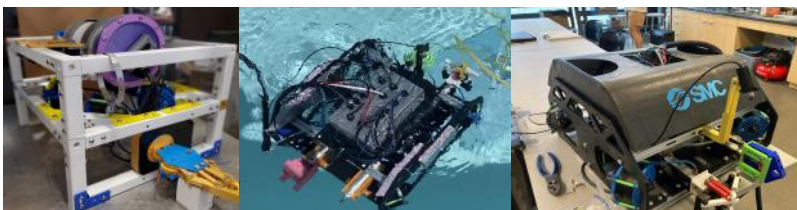


## Competition

The tasks that the primary competition robot will be designed to undertake are determined by the MATE ROV competition. Through the process of designing, fabricating, and testing robots to perform those tasks under these conditions, members will learn about and draw from many areas of engineering knowledge, skill, and theory to collaboratively produce a competitive underwater robot. Recently, BUR was invited to participate in the MateROV Worlds competition! Next year, we plan to compete in Robosub, a competition for completely autonomous underwater vehicles.

## Support

Support from our sponsors will allow BUR to set a foundation of excellence in project quality and give students unique engineering challenges to learn from for years to come. Support would also allow more members to have the opportunity to travel for competition.



# LAB SPACE

## Overview

ASME's lab is a makerspace dedicated to providing students with a collaborative environment where they can tackle any of the different projects that ASME offers, as well as explore their own creativity with all our resources at their disposal.

## Equipment

In order to give students the best resources to gain valuable experience in their hands-on projects, ASME is constantly looking for ways to improve the quality of technology available in our lab, as well as ensure the safety of all lab users. The constant growth of our technical projects further necessitates these improvements. In addition to keeping our lab space up-to-date with all the newest equipment, it is also important that we continue to maintain and repair those that we currently own. The consistent usage of our metalworking machines and 3D printers means that they require regular maintenance and periodic part replacements.

## Support

Our goal is to always be ready with functional hardware to ensure that students have everything they need to complete their projects, and this includes storing backup equipment ranging from carbide tooling for our mills and lathes, to filament for our 3D printers. With additional financial support, we plan to invest in better tools that can outlast us with their outstanding performance and reliability.



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# EXTERNAL BRANCH

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# PROFESSIONAL DEVELOPMENT

## Overview

ASME's professional mission is to help connect students with recruiters and set them up for success in the professional workplace, most notably in the form of company information sessions and workshops.

## MAE x MSE Career Fair

ASME collaborates every year to put on the Mechanical, Aerospace, and Material Science and Engineering Career Fair. This Career Fair invites a variety of industry-leading companies to network with student engineering talents seeking full-time positions, internships, and co-ops. With an attendance of 20+ companies, ranging from energy to automobile specialties, and 500 students, this annual event continues to be an important and helpful resource for both students and recruiters.



## Infosessions and Workshops

ASME hosts over a dozen industry facing events every year such as company infosessions, mock interview workshops, company tours, and more. These events allow students to network with recruiters and help companies connect with engineering talents, leading to continued future trusted event collaborations. Additionally, in-house workshops and seminars, which are led by experienced upperclassmen officers, help guide members so they can properly polish their professionalism to prepare for future networking events and career fairs. ASME hopes to expand to multi-day infosessions for better connections.

## Support

Contributions will allow ASME to continue creating these networking opportunities and ensure these opportunities and resources are accessible to all students alike. Furthermore, extra funds will allow for more improvements, such as better marketing and professional execution for the career fair. Expenses for transportation to and from company tours allows ASME to provide rich and meaningful experiences to all members.



# OUTREACH

## Overview

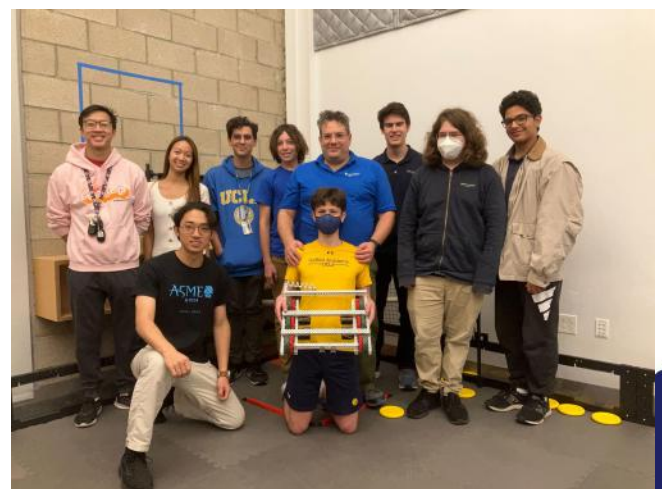
ASME makes it a priority to plan and participate in several outreach events every year. The goal of these events is to expose grade-school students to engineering through hands-on projects and workshops, and to provide current community college students with technical skills necessary to succeed at a four-year university.

## Initiatives

In the fall this past year, the Outreach Committee visited Geffen High School to mentor their robotics team and give a design review. In the winter, the Outreach Committee collaborated with other clubs to host events that welcomed K-12 Schools to UCLA, including the Society of Women Engineers WOW Day, ESUC Engineering-Week Kids' Day, and the Biomedical Engineering Society's Science Day. Outreach also presented at the Career Day for Daniel Webster Middle School to share about the exciting possibilities in engineering and our projects at UCLA. In the spring, ASME made several visits to the engineering class at Venice High School to provide design reviews for their senior capstone project and give insight into the college admissions process as well as our engineering classes at UCLA.

## Support

Funding from our sponsors would help ASME grow our outreach program, invest in supplies for engaging and educational projects, and help us cover shipping or transportation costs to ensure students on both sides have a meaningful experience.



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# INTERNAL BRANCH

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# SOCIAL EVENTS

## Socials

ASME's supportive and caring community is built through our social events. Since college life can be a sudden and intimidating change, ASME hosts over 30 socials a year to help foster valuable relationships between members. These events also provide a both wonderful place to meet future classmates, study partners, and potential coworkers, along with destressing from impending project and academic deadlines. We strive to ensure that all of these experiences are available to all members alike, so it is important to us that these events are fully funded by ASME.

## Mentorship

ASME has its mentorship program where underclassmen are paired with an upperclassman throughout their first year of college. The mentorship program gives members a chance to make special relationships that last beyond the program's length and helps give both the mentor and mentee a stronger sense of community in ASME. Similar to our social events, our mentorship is open to all members and requires no fees as it is funded by our club.





# EQUITY, DIVERSITY, AND INCLUSION

## Overview

ASME's newest branch, Equity, Diversity, and Inclusion (EDI) focuses on improving the overall structure of ASME by ensuring it is a safe and inclusive place for students of all backgrounds. Through weekly EDI moments and presentations, members and officers alike work to maintain a healthy environment where everyone practices methods of equity, diversity, and inclusion.

## Initiatives

The Equity, Diversity, and Inclusivity branch has focused on implementing trainings and socials this year. The officers and general members of technical projects received a 70+ slide EDI training focused on language, behavior, and changes to club structure, with very positive feedback. To increase a sense of belonging, EDI socials were held for officers, including a wonderful Multicultural Food Night where everyone cooked their favorite cultural dishes. Through these efforts, our EDI Director received the 2022-2023 Diversity, Equity, and Inclusion Award from UCLA's Academic Senate, awarded to one undergraduate student per year! For future EDI projects, we plan to host more interactive trainings and socials for general members. We also plan to expand our reach from within ASME to beyond. EDI seeks to advocate for change within UCLA as a whole, like advocating for gender neutral bathrooms within the engineering buildings, for example.

## Support

With the funds, the EDI branch would be able to hire speakers to talk to our general members about EDI in engineering. We would also be able to provide funding for those who cannot afford to go to events, like out of town competitions, which would increase accessibility to these core engineering events.



ASME  
at UCLA

**Equity, Diversity, Inclusion**

ASME General Member  
Training





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# SPONSORSHIP

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SPONSORSHIP TIERS	Bronze (\$500+)	Silver (\$1,000+)	Gold (\$2,500+)	Platinum (\$10,000+)
Company information included in the weekly newsletter (distributed to over 500 students)	✓	✓	✓	✓
One in-person or virtual company info session	✓	✓	✓	✓
Invitation to UCLA's annual SoCal Smackdown Competition	✓	✓	✓	✓
Signed thank you card including a picture of ASME members and robots	✓	✓	✓	✓
Company logo on an Instagram post	✓	✓	✓	✓
ASME at UCLA's Mid-Year and End-of-Year Report	✓	✓	✓	✓
Company logo on the ASME website, bulletin board, and t-shirts		✓	✓	✓
Additional company info sessions or other networking/recruiting opportunities		✓	✓	✓
Access to resume booklet of ASME officers and members		✓	✓	✓
Photo opportunity with competition robots		✓	✓	✓
Invitation to End-of-Year Presentation with recognition		✓	✓	✓
Company logo printed and displayed in ASME lab and lounge			✓	✓
Competition robots branded with company logo			✓	✓
2 VIP guest passes to attend SoCal Smackdown			✓	✓
Official and exclusive sponsor of UCLA's annual SoCal Smackdown Competition* <ul style="list-style-type: none"> <li>• Company logo at entrance and on the side of the SoCal Smackdown arena</li> <li>• Presentation during competition</li> <li>• Additional VIP seats at SoCal Smackdown</li> </ul>				✓

\*Only one company is allowed to receive benefits for the Platinum Tier. First come, first serve. Please email us to see if this tier is still available at [fundraising.asmebruins@gmail.com](mailto:fundraising.asmebruins@gmail.com)

# DONATING TO ASME

## You and ASME at UCLA:

At ASME at UCLA, we work hard to ensure that the trust and financial support you provide us benefits both the UCLA community as well as your corporation. As a prominent student-run organization at UCLA, we have the opportunity to increase your company's exposure on campus to all engineering students. We greatly appreciate any support and are always eager to establish a mutually beneficial relationship with our sponsors. Our long-lasting relationships with our partner companies, corporate mentors, and supporters are truly our greatest resource. Any forms of donation or contribution, monetary or otherwise, will not go unappreciated.

## Donating to ASME at UCLA:

To become a sponsor, please use one of the following payment methods.

**Credit Card:** Donations of any amount via credit card can be made through the following:

- Marketing Effort: 39417
- Giving Link: <https://giving.ucla.edu/campaign/donate.aspx?Fund=64547c&Code=M-39417>

When filling out the online form, please make sure to check the box that says "I AM MAKING THIS GIFT AS A PROXY FOR MY ORGANIZATION/ COMPANY, WHICH SHOULD BE RECOGNIZED AS THE LEGAL DONOR" and enter your company or organization name to ensure tax credit is properly assigned.

**Check:** Donation checks to ASME at UCLA should be made payable to the "UCLA Foundation." On the memo line of the check, please include the following information:

- Foundation Fund Number: 64547c
- Foundation Fund Name: American Society of Mechanical Engineers at UCLA

Checks should be mailed to:

*The UCLA Foundation  
PO Box 7145  
Pasadena, CA 91109-9903*

**Wire Transfer:** Donations via wire transfer are possible as well. If you are interested in donating via wire transfer, please contact us so we can further assist you with that.

- The UCLA Foundation disclosures can be located here: [www.uclafoundation.org/disclosures](http://www.uclafoundation.org/disclosures)
- Additional documents you may need can be located here: [www.uclafoundation.org/resources.aspx?content=tools](http://www.uclafoundation.org/resources.aspx?content=tools)



# CLOSING REMARKS

## Thank you!

We cannot thank you enough for taking the time to be a part of ASME at UCLA. None of what we do would be possible without our sponsors! We sincerely appreciate all the support and would like to thank you for helping us become the best that we can be. All of our members greatly look forward to growing to become great engineers with your company by our side!



## Contact Us:

Please feel free to contact us with any questions or concerns you may have. Email us at [fundraising.asmebruins@gmail.com](mailto:fundraising.asmebruins@gmail.com), and visit our website at [asmebruins.com](http://asmebruins.com). You can also contact Helen Magid, Senior Director of Corporate and Foundation Relations at the UCLA School of Engineering, via email at [hmagid@support.ucla.edu](mailto:hmagid@support.ucla.edu) or via phone at (310) 825-3979. We cannot thank you enough for taking the time to be part of ASME at UCLA. All of our members look forward to getting to know your company!