



Corporate Sponsorship Package

2021-2022





Introduction

To any 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. Support from our corporate donors allows us to successfully operate without ever charging membership fees to students. It is our personal mission to challenge students to set new standards, both technically and professionally, in the field of mechanical engineering and beyond. Although the circumstances presented by COVID-19 have created new challenges, we have been able to continue operating successfully in each branch of our organization, with record participation in projects and professional events.

ASME at UCLA provides an open and exciting environment for all students to grow, through a combination of project-based initiatives, professional development events, and social experiences. We have programs for all students, regardless of technical background or expertise. ASME's four technical projects are Combat Robotics, X1 Robotics, Bruin Underwater Robotics, along with our introductory Fabrication and Design Essentials (F.A.D.E.) program.

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. This is largely done through infossessions we host with our corporate partners, along with various workshops that develop key professional skills. Additionally, ASME helps host the annual UCLA Mechanical, Aerospace, and Materials Science and Engineering career fair, attended by over 400 students each year. Starting this year, ASME at UCLA has begun outreach efforts to local high schools and community colleges, in an effort to teach key engineering skills to students who would not be exposed to such material otherwise.

ASME is more than just a club; it's a place to find life long friends in a supportive atmosphere. Through our 30+ socials, our members will find meaningful connections with fellow engineers that they can study with, laugh with, and engineer with throughout their time at UCLA and beyond.

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,

Phillip Nguyen
Professional Development Director

Shyan Shokrzadeh
External Vice President



Technical Projects

The American Society of Mechanical Engineers at UCLA offers 4 student-run technical projects: Fabrication and Design Essentials (FADE), Combat Robotics, X1 Robotics, and Bruin Underwater Robotics.

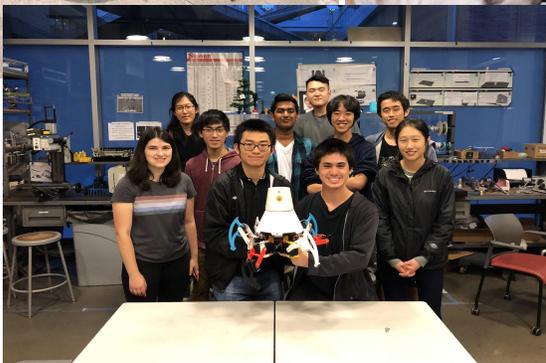
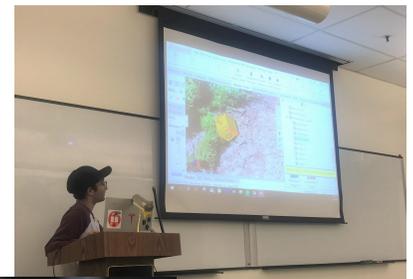
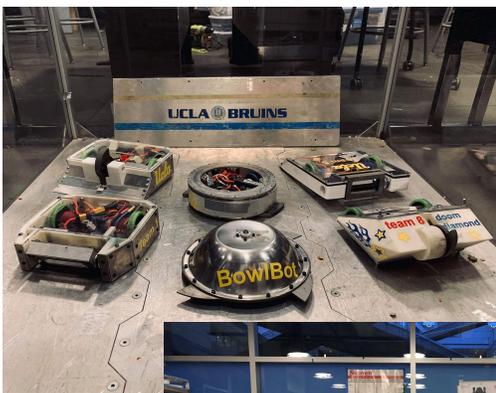
FADE is a year long “crash course” in computer aided design (CAD), manufacturing, and electronics designed as a gateway for new students into the world of robotics.

Combat Robotics is the most beginner-friendly robotics project, offering members a chance to compete against one another with custom combat robots. Additionally, veteran members of combat robotics are encouraged to apply for the flagship team that participates in more prestigious combat robotics competitions.

X1 Robotics is a team dedicated to creativity and giving members a chance to experience what it is like to work for a startup. The annual project is determined democratically by that year’s members, and an interdisciplinary team of mechanical engineers, electrical engineers, computer scientists, and other majors collaborate to make see the project through from conception to prototype.

Lastly, Bruin Underwater Robotics strives to imitate the competitive world of research and development (R&D) by pushing its members to design, build, and test underwater robotic systems.

ASME at UCLA’s technical projects are discussed in greater detail in the following pages:



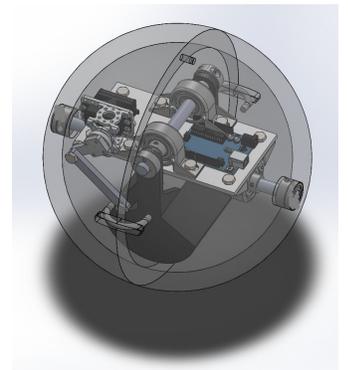
F.A.D.E Program

Program Details

The ASME Fabrication and Design Essentials (F.A.D.E.) 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 F.A.D.E. Leads, while F.A.D.E. Mentors (student that have graduated from the F.A.D.E. 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: Design

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. F.A.D.E. 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.



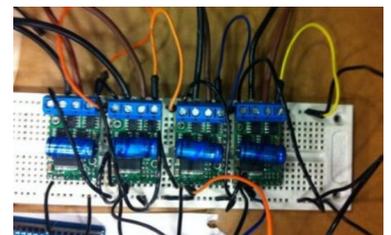
Phase 2: Materials & Manufacturing

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 piece known as a vortex block. 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: Systems & 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 sensors to learn from.



F.A.D.E. Annual Expenses	
Arduino Kits	\$800
3D Printing Filament	\$60
Machining Stock	\$350
Prizes	\$200
Total Cost	\$1,410

Combat Robotics

3 lb. Division



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.

Competition

Every year, the team competes in head-to-head combat matches. For the 2018-2019 season, the team competed at UC Berkeley and won six matches!

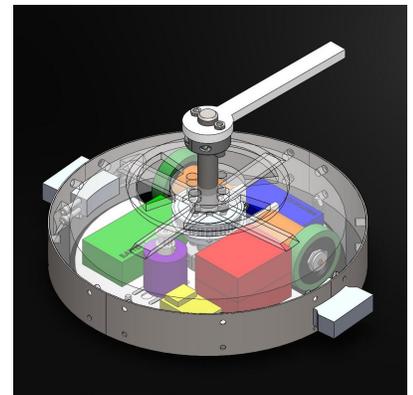
Small-Team Setting

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



Teach Engineering Fundamentals

The program focuses on teaching members mechanical design, traditional machining, 3D-printing, SolidWorks, and Finite Element Analysis.



Support

Funding from our sponsors allows Combat Robotics to provide students with materials and equipment, allowing students to take full advantage of our program.

ASME Combat Robotics Annual Expenses	
Stock Metal/Plastics	\$1,150
Electrical Components	\$2,400
Mechanical Components	\$900
Competition Logistics	\$3,000
Tax / Contingency	\$1,110
Total Cost	\$8,560

Combat Robotics

15 lb. Flagship Team

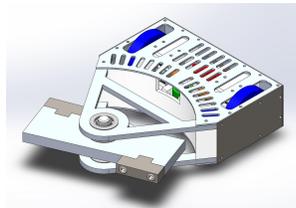


Program Details

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. Though we have fought in the 30 lb. and 60 lb. brackets in the past, our local chapter of the National Robotics League offers a 15 lb. competition.

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.



Support

For the upcoming year, we have expanded the Flagship team and are designing two 15 lb. bots. As the team grows, so does our range of knowledge and expertise.

ASME Combat Robotics Annual Expenses	
Motors / Drive System	\$1,300
Other Electronics	\$600
Mechanical Components	\$200
Metal Stock	\$400
Competition Expenses	\$500
Total Cost	\$3,000

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.

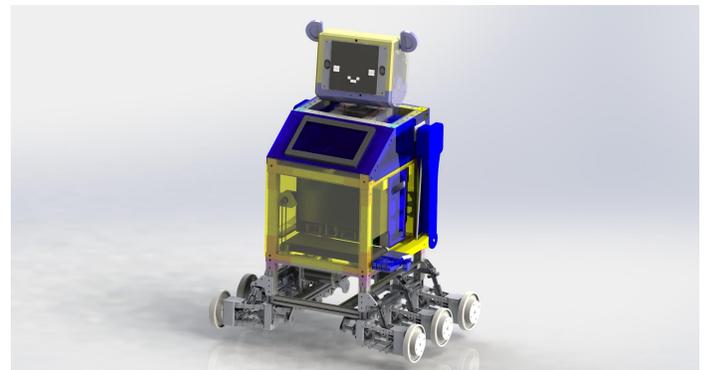
Multidisciplinary Projects

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.

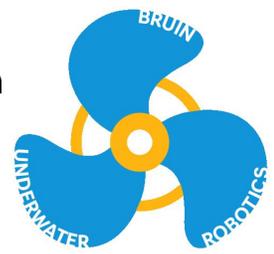
Support

Contributions from our sponsors will allow X1 Robotics to continue to challenge the creativity and engineering resourcefulness of ASME engineers, providing a wide range of project experience to take into their future careers.



ASME X1 Robotics Annual Expenses	
Mechanical Components	\$800
Electrical Components	\$450
Testing Equipment	\$200
Tax / Contingency	\$400
Total Cost	\$1,850

Bruin Underwater Robotics



Program Details

Bruin Underwater Robotics (BUR) is ASME's newest technical project, dedicated to creating robots capable of operating in and exploring underwater environments. Underwater robotics is a unique 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, mechanisms, and circuit design.



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.

Research

We have partnered with the Professor CJ Kim of the Micro and Nano Manufacturing Lab to design experimental ROVs featuring their superhydrophobic surfaces and demonstrate significant drag reduction on large surfaces. The team is smaller and faster-paced to challenge our more experienced members and provide insight into engineering in academia.

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.

ASME BUR Annual Expenses	
Mechanical Components	\$1,050
Electrical Components	\$1,150
Testing Equipment	\$300
Tax / Contingency	\$375
Total Cost	\$2,875

ASME 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. 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.

ASME Lab Annual Expenses	
Machine Maintenance & Repairs	\$300
3D Printer Maintenance & Filament	\$200
Machine Tooling	\$800
General Lab Tools	\$600
Electronics Hardware	\$200
Office Supplies	\$200
Total Cost	\$2,300

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 infosessions and workshops.



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.

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 over a dozen companies and 500 students, this annual event continues to be an important and helpful resource for both students and recruiters.

Support

Contributions will allow ASME to continue creating these networking opportunities and ensure these opportunities and resources are accessible to all.

ASME Social Event Expenses	
Food for Events	\$250
Room rentals	\$500
Miscellaneous	\$100
Total Cost	\$850

Community 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.

Previous Years

In the past, ASME at UCLA collaborated with other engineering organizations to run workshops and table at events. For example, we built mini-catapults with third and fourth graders. With sixth graders, we built a “robotic” hand out of cardboard. In addition, we demoed our combat robots and X1 robotics project at events to showcase the “fun” side of engineering in hopes of sparking interest in the next generation of students.



Current and Future Years

This year, we plan to launch our own new outreach events, in addition to participating in all the events we attended in previous years. For example, we plan to introduce a Computer-Aided Design course for community college students at Santa Monica College and El Camino College. Furthermore, we hope to set up Zoom calls with groups of LAUSD high school students to describe our technical projects and discuss life in college.

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 have a meaningful experience.

ASME Outreach Event Expenses	
Materials/Supplies	\$150
Shipping/Transportation	\$200
Miscellaneous	\$100
Total Cost	\$450

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. To make these experiences available to all members alike, it is important to us that these events are fully funded by ASME.



Mentorship:

ASME has also started its new 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.

Covid-19 Response:

With 2020 being online, our social presence is more important than ever to keep members connected with each other. Our socials have moved online through websites such as skribl.io, spyfall.app, along with a newly established discord and minecraft server. Although our members are thousands of miles apart, we will continue to provide them all with a strong and supportive environment to meet and befriend each other.

ASME Social Event Expenses		
Supplies		\$150
Food		\$150
Transportation		\$300
Miscellaneous		\$100
Total Cost		\$700



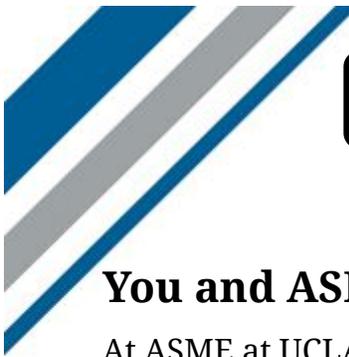
Sponsorship Tiers

Sponsoring ASME at UCLA:

As a 501(c)(3) non-profit organization, donating to ASME at UCLA is simple and mutually beneficial. Sponsorships allow us to excel as one of the largest engineering organizations on campus without charging membership dues or other prohibitive fees to students who seek to join. By sponsoring us, your company will be exposed to hundreds of engineering students who are excited to learn about the company's opportunities and show you what they are capable of. The table below outlines the sponsorship tiers we offer and the associated benefits that come with each tier. Please do not hesitate to contact us with any questions regarding how your prospective donation will be spent or any clarifications about the benefits we provide.

Sponsorship Tier	Donation Amount	Benefits
Free	\$0	<ul style="list-style-type: none">• Advertisement of job opportunities on weekly newsletter• One in-person or virtual company info session
Bronze	\$500+	<ul style="list-style-type: none">• Company logo added to ASME website and bulletin board• Company logo added to ASME T-shirt• Additional company info sessions or other networking / recruiting opportunities• All benefits from previous tiers
Silver	\$1000+	<ul style="list-style-type: none">• Company representatives invited to annual end-of-year banquet• Full company profile displayed on ASME website• Access to resume bank of ASME officers and general members• All benefits from previous tiers
Gold	\$2000+	<ul style="list-style-type: none">• Company logo printed and displayed in ASME Lab• Competition robots branded with company logo• Social media post dedicated to describing company and associated opportunities• All benefits from previous tiers





Closing Remarks

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 website: <https://giving.ucla.edu/campaign/donate.aspx?Fund=64547c>. When filling out the online form, please make sure to check the box that says "This is a gift on behalf of a company or organization," 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

For donations made prior to September 2021, 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 using the contact information below so we can further assist you with that.

If you need any tax-related forms or information, such as the UCLA Foundation W9, UCLA Foundation Federal Tax Exemption, or UCLA Foundation CA Letter of Determination, please contact us so we can promptly provide you with the most up-to-date version of those forms.

Contact Us:

Please feel free to contact us with any questions or concerns you may have. Email us at asmebruins@gmail.com, and visit our website at asmebruins.com. 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!

