

2021-2022

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# Schulich AeroDesign Club

## SPONSORSHIP & DONATION PROPOSAL

University of Calgary  
Schulich School of Engineering

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ORGANIZED BY:  
Schulich AeroDesign

[WWW.SCHULICHAERODESIGN.CA](http://WWW.SCHULICHAERODESIGN.CA)

# INTRODUCTORY LETTER

May 26, 2021

Schulich AeroDesign is a University of Calgary club dedicated to creating a space where students can apply their skills in aerospace engineering. In addition to our experimental and creative environment, we endeavor to raise interest and awareness about the various opportunities present in aerospace engineering, both at the university level, as well as in the general community.

As aviation is a growing sector, it is vital that the local aerospace community and university develops approaches to train highly skilled individuals in the industry. This is one of our goals at Schulich AeroDesign. We strive to establish a creative and innovative team that will allow us to solve the most complex of engineering challenges we may face. We have made many improvements, such as changing our primary building material to increase strength while reducing costs, all the way to highly advanced aerospace concepts such as lifting body fuselages for our competition aircraft. We continue to provide incredible opportunities for individual growth to our members, both in experiences and resources.

It is also our vision to increase interest of aerospace engineering in general. In previous years we have hosted events directed towards aviation and have reached out to local schools to introduce today's young minds to this high-tech sector. With COVID-19, we were not permitted to carry on this in-person work, however we will continue our mandate by providing various online resources for topics related to aerospace engineering to both the local and global communities.

With your sponsorship, we will be able to continue with these endeavours to provide the finest experiences for all students and the community, while also marketing your company. In addition, you will receive valuable networking opportunities with the brilliant engineers of tomorrow. You may choose to make a charitable tax receipted cash donation instead, without the marketing opportunities. Either way, you will enjoy a sense of pride knowing it was all made possible due to your generosity and support.

Thank you for sharing your time and interest in sponsoring or donating to our team. We are looking forward to establishing a relationship with you.

Sincerely,

Raleigh Nolan  
President & Team Captain  
Schulich Aerodesign



## ABOUT THE CLUB

Schulich AeroDesign (SAED) is an engineering student team at the University of Calgary which designs and builds a heavy-lift class RC airplane to compete in the annual SAE Aero Design Competition. We provide our members with opportunities to develop their technical, interpersonal and leadership skills. This is conducted by providing an innovative environment for hands on engineering experience in the aerospace sector, ranging from the design stage to manufacturing and testing.

## MISSION STATEMENT

Providing our members with opportunities for career and personal development in the aerospace sector, while also supporting campus and community initiatives to create an environment dedicated to learning and applying aerospace engineering principles.

## VISION STATEMENT

Increase interest and awareness of aerospace engineering and its vast applications to STEM students at the University of Calgary and the general community.

## GOALS & OBJECTIVES

01

Provide a workplace for the application of technical and interpersonal skills towards an engineering design project.

03

Expand the students' love of aerospace and provide opportunities to network with experienced professionals.

02

Foster an environment to be creative and take rational risks on experimental designs to produce tangible results.

04

Involve club members in community outreach projects to spread knowledge of aerospace engineering and its applications.



## THE STUDENT EXPERIENCE

At Schulich AeroDesign, our primary objective is to develop a unique aircraft design for the SAE Aero Design Collegiate Design Series. Our talented team of engineering and business students collectively work together to help the club reach this goal. All members devote an extensive amount of time to work on a project they are passionate about. As a result, the valuable experience they gain allows them to become successful professionals in their respective fields.

### ENGINEERING TEAM

Our engineering team is tasked with creating a brand-new aircraft design for the 2021-2022 competition year with an emphasis on experimental and advanced concepts. By combining 5 years of aircraft design experience, the team applies the technical skills learned through their academic studies to design and manufacture a competitive design.

Our greatest asset are the members who make up the team. The valuable experience they gain helps them pursue their professional goals by developing their leadership, teamwork, communication, and other interpersonal skills.



### BUSINESS TEAM

Our business team is tasked with supporting the engineering team by creating budgets and financial statements, financial opportunities, marketing our team, and finding opportunities to give back to our community,

Our business members are exposed to challenging problems that relate to budgeting, funding, and marketing. They tackle every problem collectively and strive to continuously improve the administrative side of the team.

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### EVENTS AND NETWORKING

One of the ways our team supports our goal of expanding awareness of the aerospace industry within our community is by organizing and hosting networking events and educational learning events on campus. We believe that the best way to develop interest in aerospace engineering is by hosting networking events where companies and other student bodies, such as graduate students, can showcase their work or projects. In the past we successfully hosted a networking event in collaboration with the UCAS student body to help showcase multiple graduate level research projects and have professionals from Calgary's aerospace community available for networking.

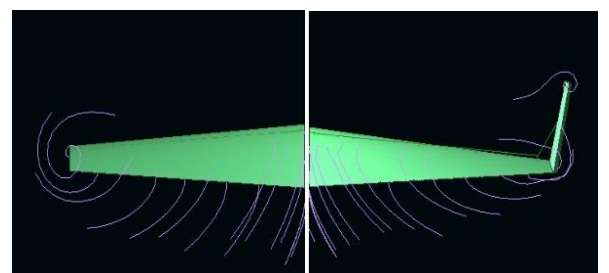


### COMMUNITY OUTREACH

Our goal is not only to enrich students' lives with knowledge about aerospace but also the general community. Schulich AeroDesign will continue to strive to make a difference in the local community by getting involved in the university, with high schools and other relevant organizations, such as Air Cadets. Through community outreach, we plan on helping introduce current university students to the different ways aerospace engineering impacts our daily lives.

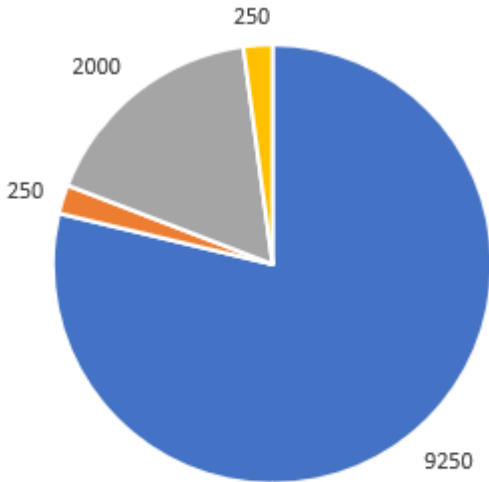
Furthermore, we also plan on exposing the younger population to engineering as a future career path for students interested in pursuing a career in a STEM field.

After seeing the effects of COVID-19, the team will be creating various online resources of information for aerospace engineering concepts, such as CFD or tutorials for common aerodynamic analysis software. This will allow the team to continue its outreach and events even while in an online environment.



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PROPOSAL

# BUDGET BREAKDOWN



- Competition
- Events & Outreach
- Engineering & Construction
- Business & Marketing

## COMPETITION TRIP

This is a compilation of all competition related expenses such as shipping costs, airfare, accommodations, etc. (Part of this is co-paid by the members attending the competition.)

## EVENTS AND OUTREACH

All event purchases such as food, and presentation material taken to outreach events.

## ENGINEERING AND CONSTRUCTION BUDGET

This includes all material expenses relating to creating and testing our plane.

## BUSINESS

All costs associated with marketing, sponsorship, club and vendor relations, and bookkeeping.

# SOURCES OF INCOME

## SCHULICH STUDENT ACTIVITY FUND

Activity fund for students that co-pays 50% of members' competition fees.

## STUDENT UNION EVENT FUNDING

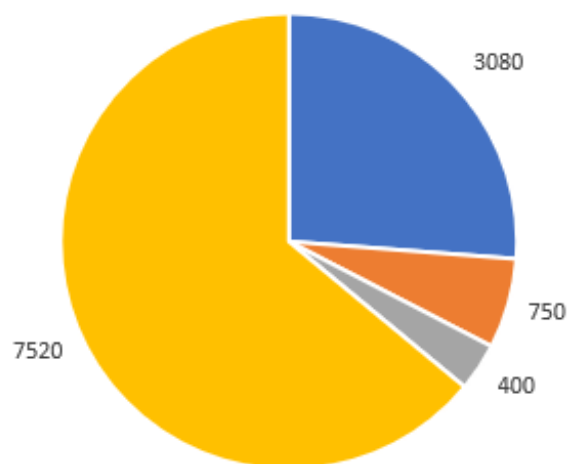
Special funding clubs can apply to cover 50% of selected event expenses.

## MEMBERSHIP FEES

Fees paid by all club members to join the club.

## SPONSORSHIPS & DONATIONS

Solicitation of corporate entities for cash sponsorships, and in-kind donations of materials, equipment, and expertise. Tax receipted cash donations are available outside of sponsorship scope.



- Schulich Student Activity Fund
- Student Union Events Funding
- Members Fee
- Sponsorships & In-Kind Donations

# BENEFITS OF A SPONSORSHIP

## 01 PROMOTING A POSITIVE IMAGE: GOODWILL

- ♦ Support the professional development of engineering students
- ♦ Expand your company's presence in the community and improve brand reputation

## 02 INCREASE BRAND EXPOSURE

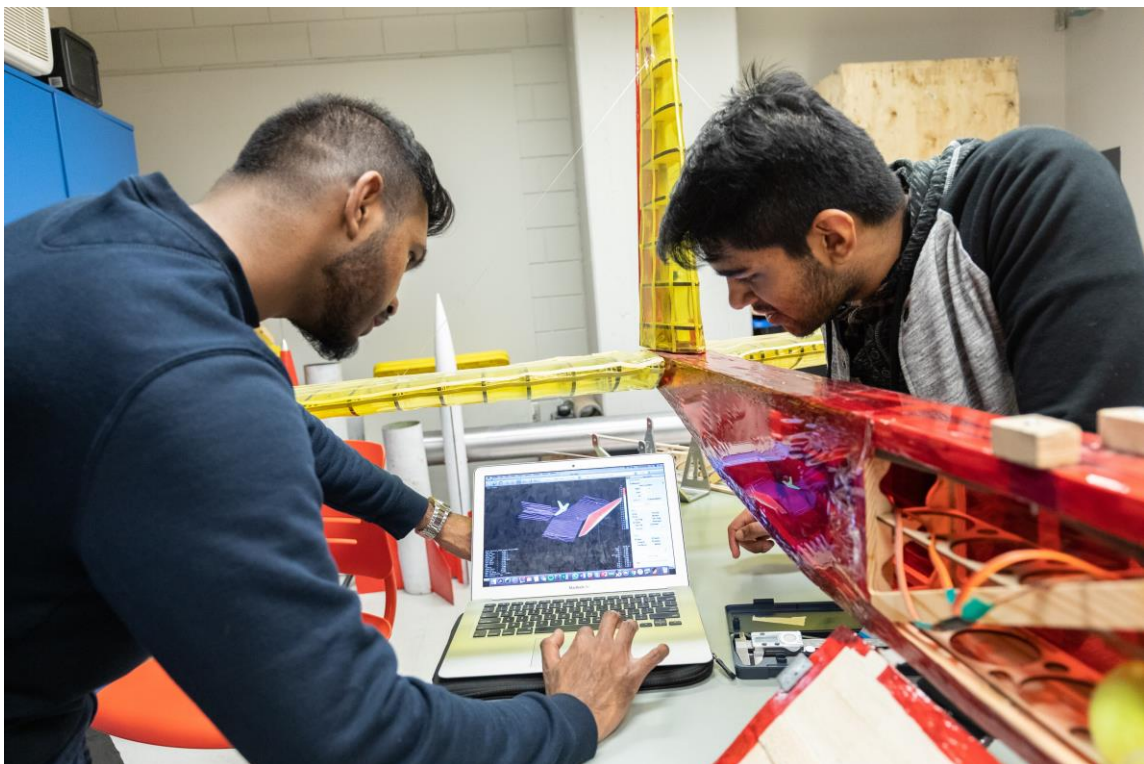
- ♦ Gain access to our social media platforms to share your values and message
- ♦ Marketing opportunities locally and internationally

## 03 BUILDING CONNECTIONS

- ♦ Interact with and build relationships with talented engineering students
- ♦ Invitations to participate in annual networking event

## 04 BENEFITS: RETURN ON INVESTMENT

- ♦ Marketing benefits through brand placement on our aircraft, t-shirt, website etc.



## LEVELS OF SPONSORSHIP

Benefits	Gold (\$1,000+)	Silver (\$500+)	Bronze (\$250+)
Personalized shop tour for your organization	✓		
Exclusive marketing opportunity	✓		
Featured at all Schulich AeroDesign events	✓		
Combined group shop tours with other organizations		✓	
Access to individual Schulich AeroDesign's team member's CV upon request	✓	✓	
Social media recognition and personal post of appreciation	✓	✓	✓
Logo featured on aircraft, website, and back of competition shirt	✓	✓	✓
Invitation to all Schulich AeroDesign events	✓	✓	✓
Year-end summary of competition and events	✓	✓	✓

### Most Generous Sponsor

In addition to Gold tier benefits:

- Aircraft naming rights
- Primary logo on front of team shirt and largest logo on the aircraft
- Featured sponsor for the Schulich AeroDesign team

### DONATIONS

We will provide corporations and individuals with charitable tax receipts for those that prefer the donation option. These receipts will be issued through the University of Calgary with a minimum \$25 donation.

### DISCLOSURE

These are our preferred allocations and benefits. However, we are also interested in non-cash donations, such as time, materials, tools, space, or transportation. These benefits can also be negotiated, and we will work with you to provide the maximum value for your organization while maintaining equity among our sponsors.



# HOW CONTRIBUTIONS ARE USED

## AIRCRAFT DESIGN AND MANUFACTURING

Designing and manufacturing our aircraft requires several components having to be manufactured from raw materials. The procurement of the necessary materials and manufacturing tools requires large amounts of capital. While our materials and manufacturing team has found ways to reduce the cost, it is still a large expense for the team. As a sponsor, you can choose how much of your funding is placed directly into aircraft design and manufacturing.

## MEMBER DEVELOPMENT

Personal and professional development of our team members is particularly important to Schulich AeroDesign. Our members dedicate time outside the classroom to learn and apply new skills to an engineering project. Your contribution to member development would allow Schulich AeroDesign to explore and learn new design software, gain more practice with manufacturing techniques, and host more lectures dedicated to learning about aerospace engineering. In previous years we have hosted lunch & learns and your support would enable us to expand this initiative.

## EVENT AND OUTREACH

Schulich AeroDesign is one of the few engineering teams at the University of Calgary which hosts events to increase awareness of aerospace engineering. We believe that by hosting these events, we can share the innovations being made in this province with regards to using aerospace technologies to tackle the challenges of today and tomorrow. Your support would allow us to fund multiple networking and learning events by helping to offset costs of renting equipment, having scale models, etc.

## COMPETITION

The SAE Aero Design West competition will take place in Fort Worth, Texas, over a 3-day period. The competition enables the team to see their yearlong efforts come to fruition. It is also where students can network with professionals in the industry and gain valuable professional skills such as time management, problem solving and communication. We are required to provide our own travel, hotel, meals, and shipping for our team. As a sponsor or donor, you can help offset these costs, making it accessible for more members to attend this major competition.

## SPONSORSHIP & DONATION PROPOSAL

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# CONTACT US

If you are interested in becoming a sponsor, providing an in-kind contribution, or charitable tax donation to our team for the 2021-2022 competition year, please contact our executive team at:



[ucaerodesign@gmail.com](mailto:ucaerodesign@gmail.com)

Have questions about the team and want to learn more? Contact our team captain at:



[raleigh.nolan@ucalgary.ca](mailto:raleigh.nolan@ucalgary.ca)



587-228-6681

Our website:

[www.schulichaerodesign.ca](http://www.schulichaerodesign.ca)

Check the team out on our social media platforms:



@schulichaerodesign



@SchulichAeroDesign