



MICHIGAN

ROBOTIC SUBMARINE

Competition 23 Sponsorship Package

What is RoboSub?

RoboSub is an annual international student competition held in San Diego, CA where over 50 student-led engineering teams from around the world design and build robotic submarines, otherwise known as Autonomous Underwater Vehicles (AUV). The competition is held by RoboNation, Inc. (previously the AUVSI Foundation), which began operation in 2009 with generous support from AUVSI and three founding partners- SolidWorks, Northrop Grumman and Insitu (a Boeing company). Today, RoboSub boasts dozens of industry-leading sponsors, including Blue Origin and the Office of Naval Research of the U.S. Navy and Marine Corps.

Each year, student engineers must design and construct an AUV capable of navigating underwater obstacles and successfully performing various tasks without user input. The primary goal of RoboSub is for student engineers to mimic and advance the behaviors of real-world systems, currently deployed around the world for underwater exploration, seafloor mapping, and sonar localization, amongst many others. Currently, our team Michigan Robotic Submarine (Michigan RoboSub) is in a two-year design cycle to compete in the 2021 RoboSub Competition.



The Sub

The tasks our 2021 sub is designed to complete are locating and traveling through a gate, identifying colored buoys and making contact with them, as well as navigating towards a target and shooting a small torpedo into it. Cameras, hydrophones, and depth gauges are used to navigate, and the onboard computer processes data from these sensors to complete all the tasks autonomously.



Team Mission

Michigan Robotic Submarine (Michigan RoboSub) is a University of Michigan student engineering team of primarily undergraduate students with diverse backgrounds and interests. Our team is united by our mission to advance autonomous vehicle technology, cultivate individual member growth, and develop opportunities for future wolverine success.

Why Support Us

Our company sponsorships are pivotal for our team to travel and compete in the annual RoboSub competitions. A sponsorship with a company like yours ultimately provides our team with the resources and financial support we need to complete our goals and make fresh, thoughtful innovations to our robotic submarine. Whether you are an early-stage startup or an industry leader, partnering up with our team as a sponsor means becoming a pillar of Michigan RoboSub success and supporting the continuous improvement of student engineers.

Upon becoming a Michigan RoboSub sponsor, your company will enjoy several benefits that come with being a supporter of a University of Michigan student project team. These benefits include:

- Excellent brand-building opportunities through social media shoutouts, team apparel, and competition exposure.
- Exposure to the various businesses and programs involved at the RoboSub competition.
- A direct recruiting channel for our talented team of engineers and non-technical members, as well as a foothold on the University of Michigan campus.
- Tax deductions under 501(c)(3) for non-profit organizations

Sponsorship Tiers

Our team website:
www.michiganrobosub.com

 @michiganrobosub

Mates \$500+

- Small logo on team website

Mates benefits, plus

- Instagram social stories
- Resume book
- Regular sized logo on website

Navigator \$1,000+

Navigator benefits, plus

- Social media posts
- Inclusion in newsletter and semester recap video
- Small logo on team uniform

Crew \$2,500+

Crew benefits, plus

- Website tribute
- Medium logo on team uniform
- Logo on team banner

Commander \$5,000+

Commander benefits, plus

- Large logo on team banner
- Large logo on team uniform

Captain \$10,000+