



SPONSORSHIP PLAN

SUPPORT
TEAM S.O.N.I.A.



Help today
the engineering of tomorrow
2020 – 2021





What is **Team S.O.N.I.A.?**

The scientific club **S.O.N.I.A. (Système d'Opération Nautique Intelligent et Autonome)** has been engineering an autonomous submarine since 1999. Our team is composed of students from various engineering fields. In addition of regular classes, these students from the university École de technologie supérieure volunteered to be part of this project.

This year, the team will participate in the 24th edition of the RoboSub International Competition, online. This competition is organized by the RoboNation - AUVSI Foundation (Association for Unmanned Vehicle Systems International), an association that promotes autonomous vehicles. S.O.N.I.A. is the only Canadian team to have won this competition. The competition consists of numerous runs that simulate the tasks routinely performed by autonomous submarines.

Our goals

This year's focus is to finish our latest submarine and refactor the previous one to keep it competitive. To adapt to the new spirit of the competition, the club needs to perform with two submarines at the same time in the pool for 2021.

Building on the work done on the seventh platform and the past competitions, the team is growing up in knowledge and members. While two submarines require more work, the team needs to be able to use them at the same time to accumulate the maximum of points at the competition.

In order to replace the in-person competition, the team will organize a competition in Quebec this fall with other teams from Quebec to show the achievements made during the last years.



In What are You **Investing?**

S.O.N.I.A. has been upgrading and refining its platform for the past two years. This year, the club is working on those lessons learned and we are building a new submarine. The new generation aims to be an upgrade not only on the mechanical aspect but also for the electrical and software team. The actual submarine will also be upgraded to share the components with the new design. Our departments are hard at work to make sure everything is going to be functional when we'll launch the new platform.

With the new prototype in the workshop and the competition date coming ever closer, team S.O.N.I.A. needs more resources and organization to be able to compete. The pool and outdoor tests remain vital for the team.

Where Your **Money** is Going:

- Manufacture the new submarine
- Implement a better control algorithm
- Improve the artificial intelligence visual software
- Develop a complete virtual simulator
- Upgrade the old platform
- **Organize a competition in Quebec**





Visibility & Partnership

The S.O.N.I.A. project offers visibility and promotion opportunities for your products and services in the robotic community and autonomous submarines.

Each year, the team participates in several conferences and events.

Our organization also provides important visibility in the ÉTS community by participating in several events and recruiting the best students.

Your company can help the team in many ways, including monetary donations or components give away. The list on the next page explains the recognition agreements according to your contribution.

Events & Exhibition Attended

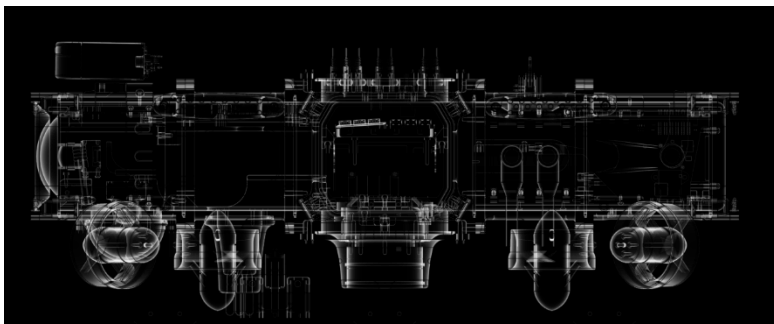
- ADRIQ Gala
- ÉTS open house day
- ETS student club's sponsor recognition night
- Career day for high schools and colleges
- Presentations in primary schools, high schools and colleges
- OIQ's seminar

International Fairs Presentation

- **Unmanned System Canada** Conference, Montreal, *November 2011*
- **Unmanned System Conference North America**, Washington, *August 2011*
- **AUVSI Xponential**, Chicago, *April 2019*
- **HBK's Product Physics Conference**, Online, *October 2020*

Social Media Presence

- Club website : <http://sonia.etsmtl.ca/>
- Follow S.O.N.I.A AUV on :
Facebook, Twitter, LinkedIn, Instagram & YouTube





Our Budget

Expenses

ADMINISTRATIVE FEE	6 500\$
PROMOTION	6 000\$
SOFTWARE AND INFORMATICS	4 800\$
ELECTRONICS ET INSTRUMENTS	12 500\$
MECHANICAL AND MANUFACTURING	7 000\$
POOL TESTS	4 000\$
QUEBEC COMPETITION	27 000\$

Incomes

INITIAL BALANCE	27 000\$
ETS	20 000\$
RACE	10 000\$
PROMOTIONAL ACTIVITIES	2 000\$

NEEDS9 000\$

TOTAL68 000\$

TOTAL68 000\$

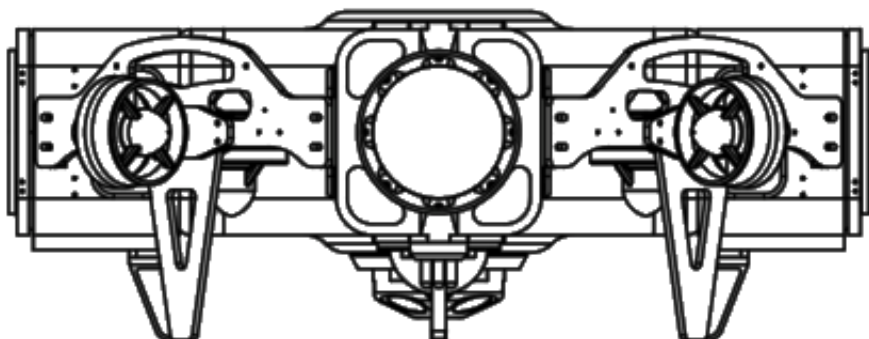
Sponsorship Benefits

Your company can help us in a variety of ways: from monetary donations to materials to technical expertise. The following categories describe the benefits based on your contribution.

For Diamond contributors, the benefits will be available for a period of three years.

For Platinum and Gold contributors, the benefits will be offered for a period of two years. The S.O.N.I.A team members will also be available to meet in person to talk to you about our submarine and show you how your contributions are being used.

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
LIST OF BENEFITS	8 000\$ or more	4 000\$ to 7 999\$	2 000\$ to 3 999\$	1 000\$ to 1 999\$	999\$ or less
Invitation to the annual recognition cocktail	X	X	X	X	X
Your logo on the S.O.N.I.A. Website with a link to your webpage	X	X	X	X	X
Your logo on the sponsor's banner and all official documents	X	X	X	X	X
Your logo on all printed promotional means	X	X	X	X	
Your logo on the team's official competition shirts	X	X	X	X	
Your logo on the submarine's hull	X	X	X		
Your logo in a prime location on the vehicle	X	X			
Corporate promotion	X	X			
Participation in a corporate event of your choice	X	X			
Prime location on all printed promotional means	X				





Your Logo On Our **Vehicles**

Here are the locations available to promote your business.



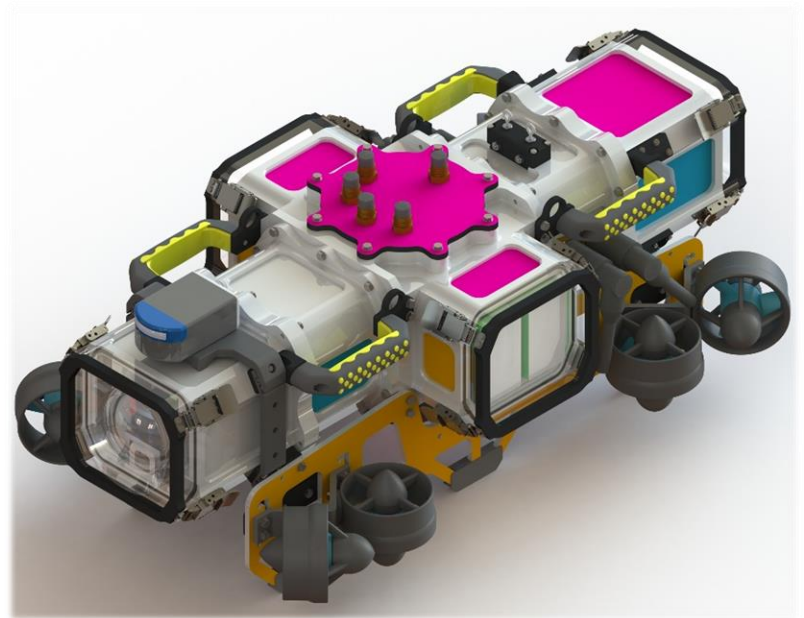
Diamond



Platinum



Gold



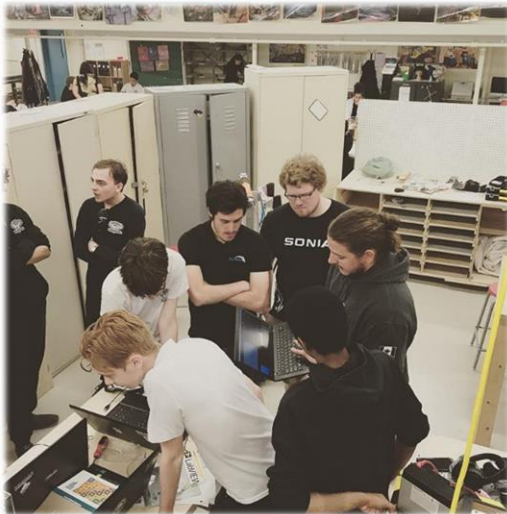


Our Engagement With the Community

Our team is not only focused on winning competitions but also on inspiring the younger generations toward science.

We came up with a program of presentations addressed to students ranging from primary school to pre-university. Our objective is to promote perseverance and interest in STEM study. The first step we took was a series of presentation in Gaspésie. With the submarine as an example, the presentation highlights the importance of creativity in scientific and technological projects.

The students from all levels and ages are quick to grasp the technologic principles that we present. It allows them participate a lot, asking a lot of questions on the submarine and our study paths.



Those presentations and workshops are a great source of education for kids, but also for the teachers. Programming and robotic are valuable skills to have for the future. Unfortunately, teachers are often unable to teach and help students, due to novelty of the subject and the lack of resources.

Team S.O.N.I.A. would like to help those teachers by giving them tools and activities on different subjects that we mastered through our project. Programming is a big part of our submarine but we also have an expertise in electrical and mechanical fields.

In addition to the technical knowhow, our team also promotes the importance of value and character. The importance of persistence in school is highlighted throughout our presentation, as well as the value of all school subjects. The submarine project is a great example of the importance of working as a team.

Our program seems to greatly benefit the students in underprivileged schools and the girls from all backgrounds. Since the presentation is adapted to their level of comprehension and that undergrads are the one presenting, we have noticed that the young students are more engaged and receptive.

They are presented with some accomplishments and opportunities that come with an academic path in technology, which is something that we feel is lacking in schools. Throughout all of our presentations, not a single kid looked bored. They were all asking a lot of questions as they feel engaged and relevant.

Your Help With This Program

Your support will help us to grow this program and perfect it. Our objective for the 2021-2022 year is to reach at least 2500 students from all backgrounds.

Since all of the team members are volunteers, all of the expenses for travel and preparation for these presentations are coming from the team's budget. By helping the team, you are also assuring the longevity and the growth of this project.





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Caisse du Sud-Ouest
de Montréal

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DRILLMEX



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LES ATTACHES RICHARD



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Groupe Rivest



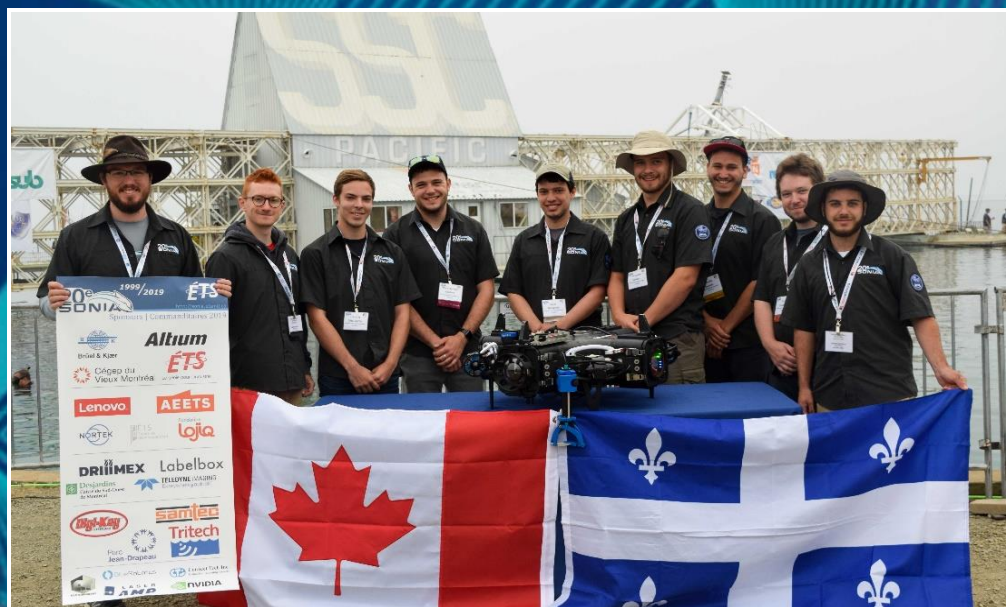
GENERAL DYNAMICS

Produits de défense et Systèmes tactiques-Canada
Ordnance and Tactical Systems-Canada



**LASER
AMP**

SONIA



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ÉTS