



AUTONOMOUS UNDERWATER VEHICLE

SPONSORSHIP PLAN

Support Team S.O.N.I.A.

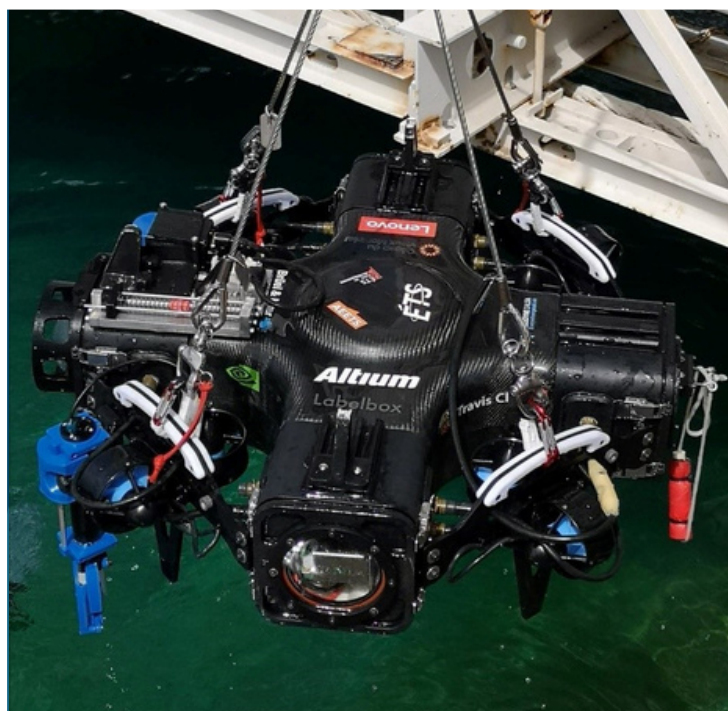


Help today the engineering
of tomorrow

2021-2022



Le génie pour l'industrie



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 25th edition of the RoboSub International Competition. 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 goal

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 2022.

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 missed in the past years, the team organized a competition in Quebec last fall with other teams from Quebec to show the achievements made during the last years.



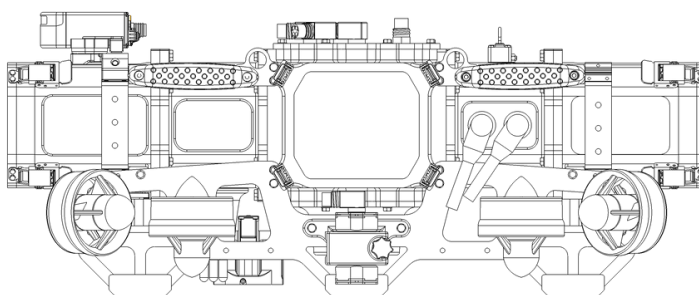
In What are you Investing?

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 improving our submarines. The new generation aims to be an upgrade not only on the mechanical aspect but also for the electrical and software. 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 for the competition.

With the new prototype in the workshop and the competition date coming even 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?

- Improve our new submarine
- Implement a better control algorithm
- Improve the artificial intelligence visual software
- Develop a complete virtual simulator
- Upgrade the previous platform
- Obtain more pool tests



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. Also, 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
- ÉTS 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
- AUUSI Xponential, Chicago, April 2019
- HBK's Product Physics Conference (Online), October 2020

Our Achievements in 2021

- Robosub Competition, August 2021 (online) :
 - 1st place for Skills Video on Hull Design
 - 2nd place for Skills Video on Sensor Optimisation
 - Juges Special Award for Creative & Engaging Videos
- Organization and participation at the Quebec AUV Challenge, November 2021

Social Media presence

- Club website : <https://sonia.etsmtl.ca/>
- Follow S.O.N.I.A AUV on :



sonia.auv



sonia_auv



soniaauv



Our Budget

Expenses

ADMINISTRATIVE FEE	2 500\$
PROMOTION	4 000\$
SOFTWARE AND INFORMATICS	8 000\$
ELECTRONICS AND INSTRUMENTS	16 000\$
MECHANICAL AND MANUFACTURING ...	6 500\$
POOL TESTS	5 000\$
QUÉBEC COMPETITION	5 000\$
ROBOSUB COMPETITION	28 500\$
OTHERS	1 000\$

TOTAL 76 500\$

Incomes

INITIAL BALANCE	59 000\$
ETS	11 500\$
RACE	2 000\$
PROMOTIONAL ACTIVITES	1 000\$

NEEDS 3000\$

TOTAL 76 500\$

Sponsorship Benefits

Your company can help us in a variety of ways: from monetary donations, 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 talk to you about our submarine and show you how your contributions are being used. Also, our promotional means give your compagny visibility within Canada's second largest engineering faculty.

LIST OF BENEFITS

Invitation to the annual recognition cocktail

Your logo on the S.O.N.I.A. with a link to your webpage

Your logo on the sponsor's banner and all official documents

Your logo on all printed promotional means

Your logo on the team's official competition shirts

Your logo on the submarine's hull

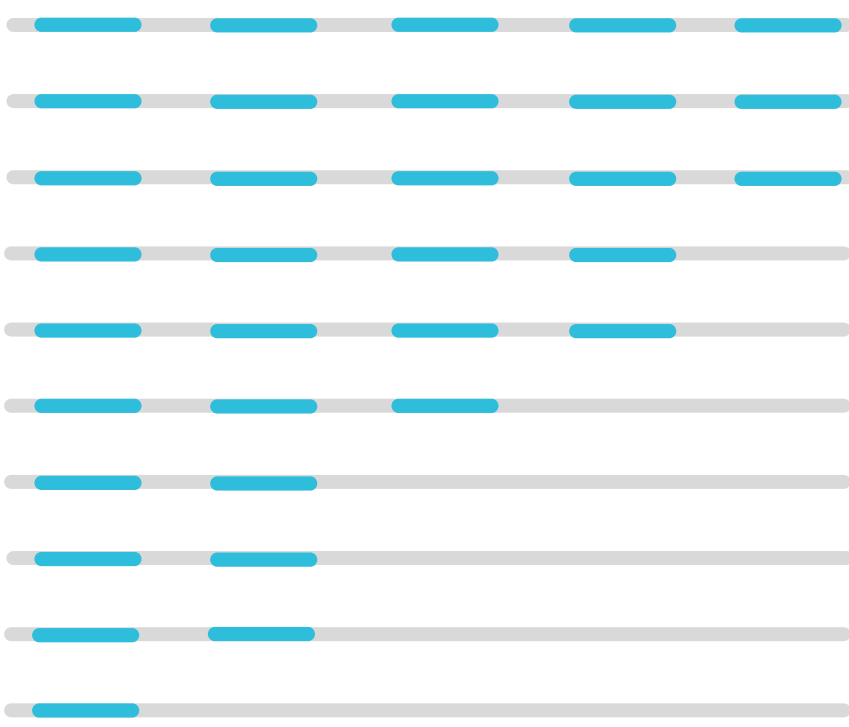
Your logo in a prime location on the vehicle

Corporate promotion

Participation in a corporate event of your choice

Prime location on all printed promotional means

DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
8 000\$ or more	4 000\$ to 7 999\$	2 000\$ to 3 999\$	1 000\$ to 1 999\$	999\$ or less



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 to participate, ask a lot of questions on the submarine as well as our study paths.



Those presentations and workshops are not only 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 aspects, 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 significance of working as a team.

Our program seems to greatly benefit the students in underprivileged schools and women 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 uninterested. They were all asking a lot of questions as they felt 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.



Sponsors 2021-2022



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