

DESIGN CHALLENGE INDUSTRY INVITATION.

Institution of
**MECHANICAL
ENGINEERS**



Improving the world through engineering

The Institution of Mechanical Engineers takes pleasure in inviting you to join us as a partner/sponsor of our leading annual student competitions, the **Design Challenge**.

The Design Challenge provides first and second year undergraduates a taste of the 'real world' of engineering by asking them to design, build and operate a device to a strict technical specification and showcase their ideas by means of a poster and a presentation. By working together we will continue to lead the way in promoting value, cohesion and developing skills within our industry sectors.

“ ”

We set up the Design Challenge to show first-year students that their academic studies had real life application. We want to build on their interest to study the subject and subsequently follow an engineering career. The students give us great confidence for the future of engineering in the UK.

Colin Brown
Chief Executive, IMechE



IMechE Design Challenge

WHY GET INVOLVED?

Recruit and acquire fresh talent

- Connect with skilled best-in-class graduates
- Post vacancies via IMechE's digital channels
- Offer interviews to participants for work placement opportunities

Link to Corporate Social Responsibility initiatives

- Be part of a growing network of industry leaders that promote innovation and inspire the next generation. Generate a stronger pool of industry-ready young engineers, providing them a platform for gaining
 - Real-world engineering experience
 - Technical, engineering, design and manufacturing skills
 - Team-working, time management, project management, budgeting and presentation skills
 - Networking skills.

Deliver profiled and relevant Brand Exposure

- Sponsor a prize/award
- Branding and PR opportunities - digital, print and merchandise

Event Engagement

- Network and interact with finalists.
- Be part of a judging panel



Demonstrate leadership in your field and engage with



500,000

IMechE **Social Media Followers**



120,000

IMechE **Members**



2000

Students
across the UK

Participating universities:

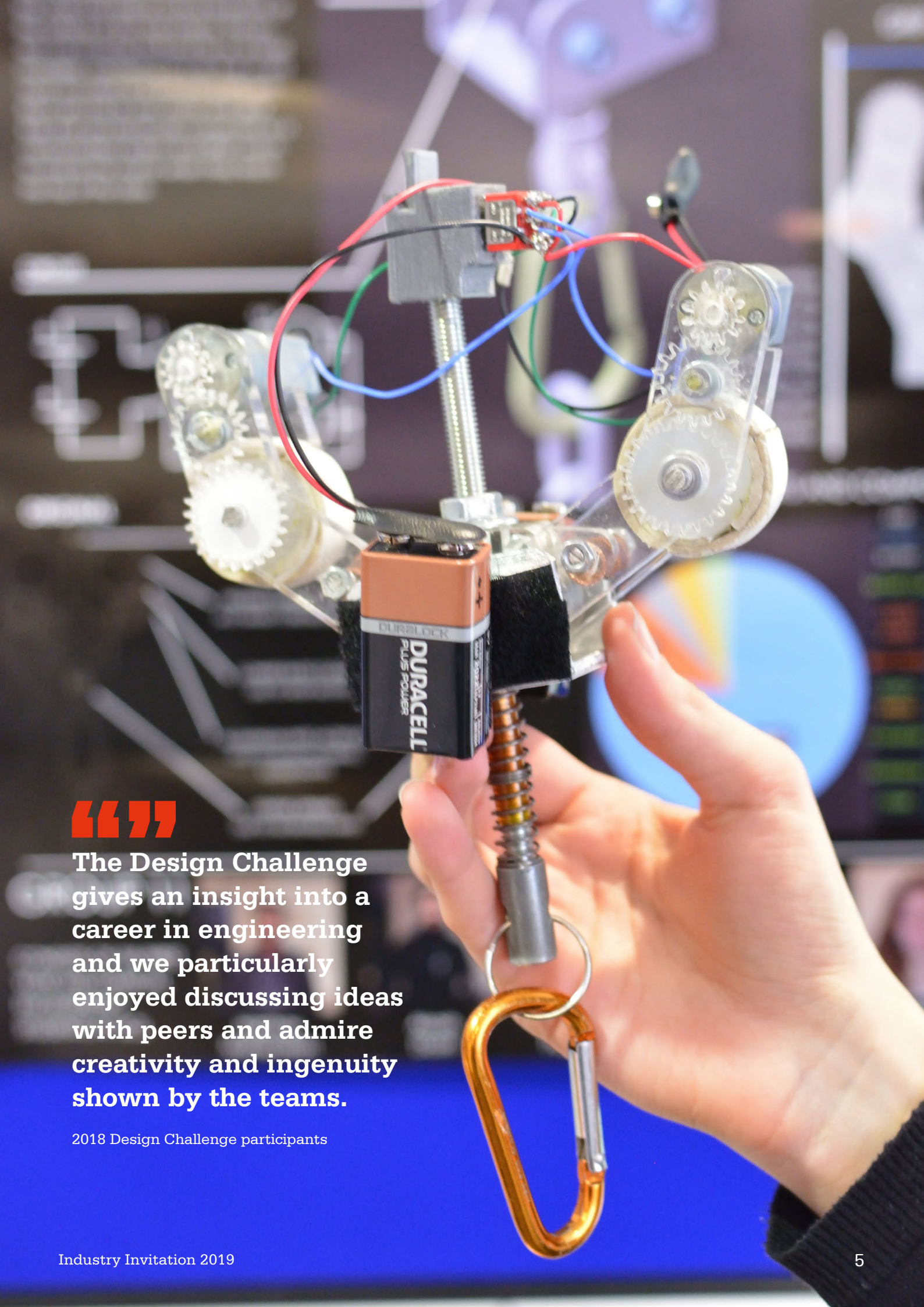


97%

of participants
are on a
Mechanical
Engineering
Degree

3%

Others



“““

The Design Challenge gives an insight into a career in engineering and we particularly enjoyed discussing ideas with peers and admire creativity and ingenuity shown by the teams.

2018 Design Challenge participants

THE CHALLENGE.



The Challenge is open to teams of up to five students in the first or second year of an engineering course at a UK university. They will compete in regional competitions during March and April, with the winners competing in a national final at the start of the following academic year.

This will be hosted at One Birdcage Walk, Westminster, the headquarters of the Institution of Mechanical Engineers in London.

Find out more about the competition.



Contact us to day to find out more about sponsorship opportunities.

| Package | | |
|------------------|----------|---|
| Recruitment | £5000 | Post job vacancies on the Design Challenge webpage |
| | | Offer interviews to participants for work placement opportunities |
| | | Join the judging panel at the Challenge event |
| | | Dedicated email communication/ newsletter reaching up to 100 regional finalists |
| PR and Publicity | £3000 | Logo and branding on website and event communications throughout the Challenge cycle. |
| | | Mentioned as Challenge sponsor/ partner on all Media/Newsletters |
| | | Sponsor a prize/award |
| | | Banners/ merchandise at event/ Stand at event |
| CSR | £2000 | Logo and branding on website and event communications throughout the Challenge cycle. |
| | | Mentioned as Challenge sponsor/ partner on all Media/Newsletters |
| Prizes/ Awards | £100-500 | First Place - £500 |
| | | 2nd Place - £300 |
| | | 3rd Place - £100 |
| | | 3 Category Awards (Presentation/Poster/ Peer Review) - £100 each |
| | | Logo and branding on website and event communications throughout the Challenge cycle. |

Any combination may be picked. Offers can be customised.

**Contact us today to find out
how you can get involved:**

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**Institution of
Mechanical Engineers**

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