

RAILWAY CHALLENGE INTRODUCING THE NEXT GENERATION OF RAIL ENGINEERS.

Institution of
**MECHANICAL
ENGINEERS**

Sponsorship Prospectus 2019

www.imeche.org/railwaychallenge



CONNECT WITH ASPIRING YOUNG RAIL ENGINEERS

The Railway Challenge is a year-long project that provides a unique platform to graduates, students, industry apprentices and young professionals to showcase their technical skills, business knowledge and design ability, all in a live-test environment.

As the only competition of its kind in the rail industry, the Railway Challenge seeks to inspire and develop the next generation of young engineers.

Now in its eighth successive year, it enables students to bridge the gap between university and professional career and allows engineering organizations to connect to a large pool of talented and bright engineers as well as engage with local schools to push their STEM engagement via a new platform.

THE EVENT

The competition challenges teams to design and manufacture a miniature (10¼" gauge) railway locomotive in accordance with a set of strict rules and a detailed technical specification.

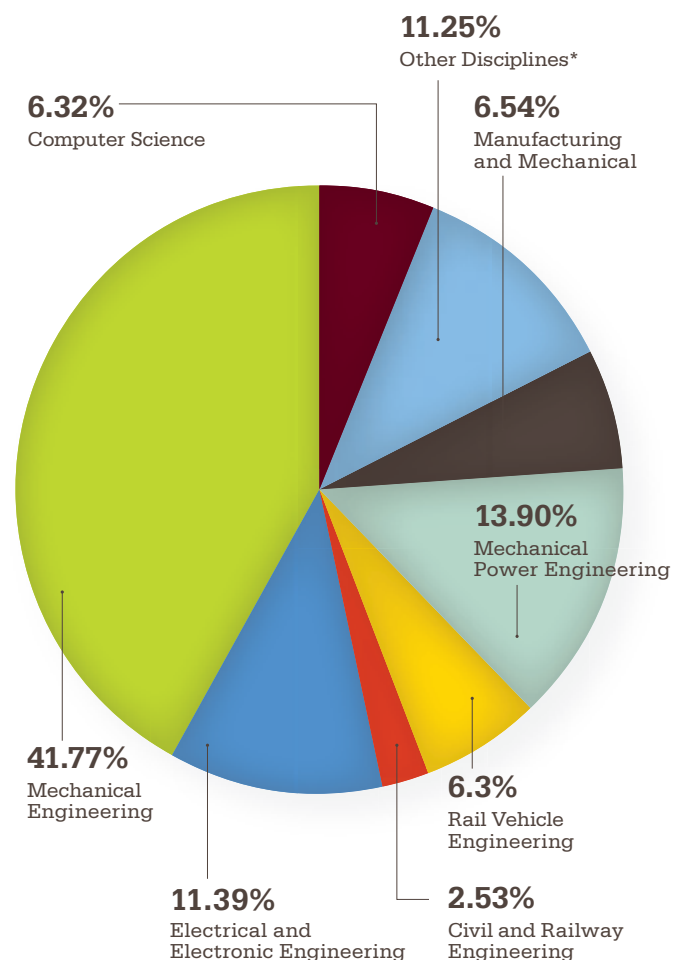
Teams are assessed on a number of track based challenges and presentation challenges:

Track Based Challenges	Presentation Challenges
Energy storage	Design
Traction	Business case
Ride comfort	Technical Poster
Noise	Innovation
Auto-Stop	
Maintainability	
Reliability	

COMPETITION WEEKEND: 27 JUNE–30 JUNE 2019

Teams compete against each other in a three day event in summer, supervised by a group of professional judges and technical scrutineers from a wide range of industry leading organizations.

PARTICIPANT PROFILE - RAILWAY CHALLENGE 2018



*Other Disciplines include:

- Biomedical Engineering
- Automotive Engineering
- Motorcycle Engineering
- Aerospace Technology
- Cyber Security and Human Factors

2018 PARTICIPATING TEAMS

BOMBARDIER

UNIVERSITY OF
BIRMINGHAM | BCRRE

SIEMENS
Ingenuity for life

FH AACHEN
UNIVERSITY OF APPLIED SCIENCES

UNIVERSITY OF
Southampton

WMG
THE UNIVERSITY OF WARWICK

University of
HUDDERSFIELD
Institute of Railway Research



The
University
Of
Sheffield.

**Helwan
University**

RICARDO

SNC • LAVALIN

**UNIVERSITY OF
DERBY**

PREVIOUS SPONSORS AND PARTNERS



NetworkRail



Railway Industry Association

porterbrook

EVERSHOLT
UK RAILS GROUP

angel Trains

BEACON
RAIL LEASING

**YOUNG RAIL
PROFESSIONALS**

Wabtec Faiveley UK
Rail Doncaster





Sponsors say:

Excellent, fun
and informative.

It was a great event and we
were pleased to sponsor.

We value the potential to
associate our brand with rail
education and innovation.

Professor Simon Iwnicki,
Chairman of Railway Challenge says:

The IMechE Railway Challenge is not simply a locomotive building contest, but a competition that centres on emerging technology and is specifically focused on the application of innovation to key issues such as efficiency and energy recovery. 'The railway industry is entering a period of rapid changes due to the global demand for producing efficient high speed transport systems, taking freight on to rail and off road, and driving down carbon emissions from transport. These challenges must be met by the next generation of railway engineers and the Railway Challenge is providing teams of young engineers with experience of designing and manufacturing a prototype vehicle to meet these demands.

THE RAILWAY CHALLENGE TEAM
INVITES YOU TO SUPPORT THE FUTURE
OF RAIL ENGINEERING.

WE WILL CATER TO YOUR NEEDS BY
CREATING A TAILORED PACKAGE TO ENABLE
YOU TO:

- BUILD unrivalled brand exposure
- CONNECT and ENGAGE with talented graduate engineers, industry apprentices and young professionals
- CONTRIBUTE to your CSR initiatives by inspiring and supporting the next generation of engineers
- DRIVE your STEM engagement via our new platform
- SHOWCASE your products and demonstrate your leadership to participating teams, judges, university representatives and spectators at the final event in June



BE THE DRIVING FORCE BEHIND INNOVATION
AND ENGAGE WITH:

500,000	IMechE social media followers
120,000	IMechE members
200	Attendees. Focussed and engaged enthusiasts, professionals and participants at the event
160	Participants. Connect and engage with a pool of highly skilled graduates, apprentices and industry professionals
30+	Industry leaders and subject experts

SUMMARY OF OFFER:

GET IN TOUCH FOR A BESPOKE PACKAGE TO SUIT YOUR OBJECTIVES AND BUDGET.

	GOLD	SILVER	BRONZE
Presented as Sponsor of the 2019 Railway Challenge	✓	✓	
Social media pre, on site and post challenge over a 8-9 month period via IMechE and Challenge platforms	✓	✓	
Stated as sponsor (appropriate to level) on all 3rd party media coverage across the challenge campaign	✓	✓	
Sponsor logo on all IMechE marketing collateral, website and e-mail communications	✓	✓	
Mentions in pre and post challenge coverage via IMechE e-newsletters	✓	✓	
Ad in the event handbook (appropriate to sponsorship level)	✓	✓	
Be part of the STEM Outreach programme and engage with local schools	✓		
Exclusive opportunity to attend team social evening at the final	✓		
Plenary session at the final (attended by all delegates)	✓		
Present winning team with a category award – including a speaking slot	✓		
Exhibition stand at final	✓	✓	✓
Post event dedicated email communication to participating teams	✓		
Survey opportunities to attendees – add questions pertinent to your industry into the post event survey sent to all delegates	✓		

CONTACT US TODAY
TO FIND OUT HOW YOU
CAN GET INVOLVED

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What teams say?

I like the opportunity to speak to graduates working in industry and learn about their interesting projects and locomotives. The experience has allowed me to put my degree into practice, learn new skills and to network.

I liked the professional setup and friendliness of all volunteers and participants. I learned the value of teamwork and interpersonal skills.

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www.imeche.org

Join the conversation!
[#imecherailwaychallenge](#)

