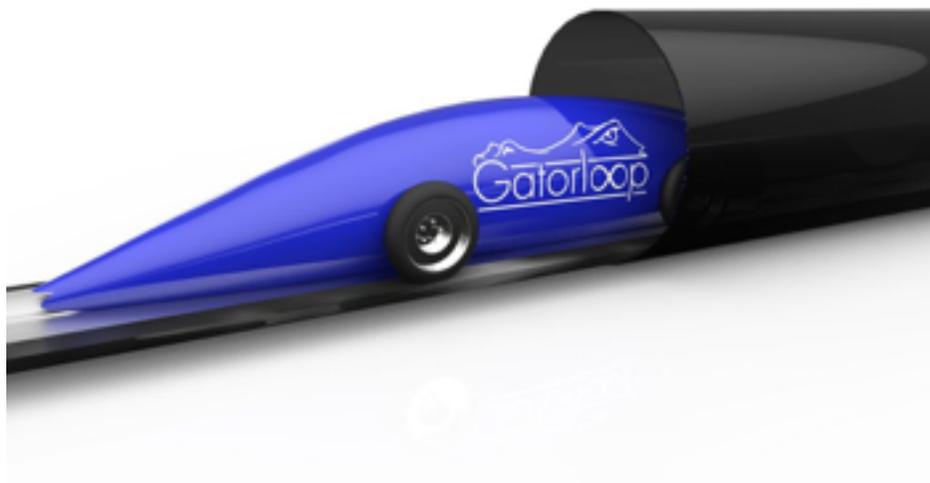


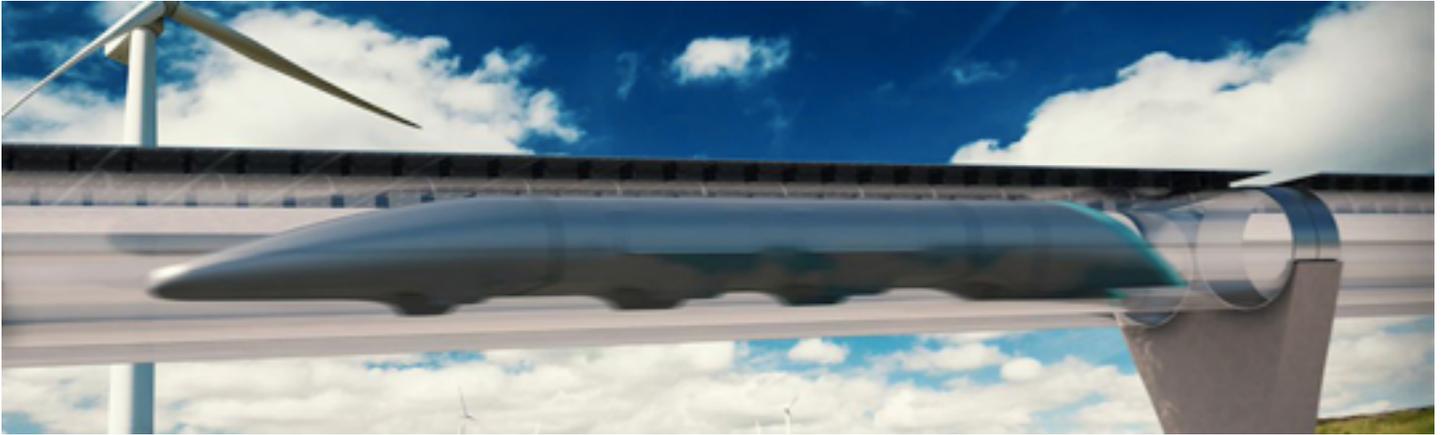


## Sponsorship Opportunities



# What is the Hyperloop?

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The Hyperloop is a disruptive, conceptual, fifth mode of mass transportation originally conceived by SpaceX and Tesla CEO, Elon Musk, in 2013 while commuting between San Francisco and Los Angeles. The idea of the Hyperloop combines the use of a near vacuum tube and pods that travel in excess of 750 mph using solar energy as its main source of power. The Hyperloop will become the fastest, most environmentally friendly, and least expensive form of long-range transportation ever conceived.

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## The Competition

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On June 15, 2015, SpaceX announced an open innovation competition to universities and engineering companies worldwide challenging them to design the transport pod for the Hyperloop. The goal of the competition is to design and build a half-scale pod to be tested and analyzed for speed, performance, and safety, and to act as a data collection experience for future pod evolutions. The competition will culminate in Testing Weekend at the end of Summer 2016 on a one-mile test track at SpaceX headquarters in Hawthorne, CA. SpaceX initially received over 1700 entries from teams around the world.

In November 2015, after reviewing each teams' preliminary design report, SpaceX chose 80 "design and build" teams to move forward and present their designs at Texas A&M in January 2016. Each of the 80 teams submitted their final design report and gave a 20 minute presentation to a judging panel consisting of SpaceX and Tesla engineers and university professors from some of the most highly regarded engineering programs from around the world. When the dust settled, just 22 teams were initially awarded the opportunity to build and test their pods. **We were one.**

# Why Gatorloop?

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Over the past year, a team of engineering students at the University of Florida has worked around the clock to design a pod that can win the final stage of the competition! The winner will be chosen based on the speed, safety, and performance of their pod in the test track. **Gatorloop's design has**

**one of the highest speed profiles, most efficient braking systems, and least aerodynamic drag of any team moving forward in the competition.**

- Lightweight
- Aerodynamic
- Dynamic Braking – Both magnetic and friction brakes
- Stability & Suspension – Optimizes performance and limit vibrations
- Advanced Avionics – Ensure all systems perform at an optimal level



## Why wheels?

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This is the question everyone wants to know since Gatorloop is one of the only teams to use wheels instead of air bearing, or magnetic levitation, on a pod. Without getting too technical, wheels were chosen with the belief that they are best suited for the test track. Since the test track is designed to only allow speeds approaching 250 mph, the knowledge gained during these tests will be most useful in understanding how a full-scale Hyperloop pod will perform while leaving and entering the passenger loading areas.

The use of air bearings would not be efficient at these relatively low speeds. Additionally, since there are not any axial compressors currently on the market that can perform efficiently in a near vacuum environment, and optimizing a compressor is generally a multiyear project, air bearings would only be viable in the test track by increasing the pressure of the tube or using heavy onboard air tanks. Magnetic levitation would also be heavy and expensive. The use of wheels allows our pod to be tested in a near vacuum, reduces our weight, and greatly increases our speed profile.

When asked whether he preferred the use of air bearings or magnetic levitation during the competition awards ceremony at Texas A&M, Elon Musk explained that the purpose of this competition is to find out what works best, he then followed with “*There is also the wheels camp...*” further elaborating that “*If you're trying to create a company, it's important to limit the number of miracles in series.*”



## Corporate Sponsorship Packages

### **“Hyperspeed” - \$5,000**

- (2) 24” x 48” Names or Company Logos (BOTH sides of the pod)
- Company mention on social media and future media productions
- (4) VIP all access passes for four to the team area during SpaceX testing (travel and accommodations not provided)

### **“Gator Chomp” - \$3,500**

- (2) 18” x 30” Names or Company Logos (BOTH sides of the pod)
- Company mention on social media and future media productions
- (2) VIP all access passes for two to the team area during SpaceX testing (travel and accommodations not provided)

### **“Orange” - \$2,000**

- (2) 12” x 24” Names or Company Logos (BOTH sides of the pod)
- Company mention on social media and future media productions
- (1) VIP all access pass for one to the team area during SpaceX testing (travel and accommodations not provided)

### **“Blue” - \$1,000**

- (1) 12” x 24” Name or Company Logo (one side of the pod)
- Company mention on social media and future media productions

### **“Loop” - \$500**

- (1) 6” x 12” Name or Company Logo (one side of the pod)
- Company mention on social media and future media productions

*Additional sponsorship packages can be customized to any budget*

# Value Proposition: Brand Alignment and Impact

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Becoming a sponsor of Gatorloop will make a tremendous impact in the advancement of green energy transportation technology! This truly is a once-in-a-lifetime opportunity to be on the ground floor of the future of mass transportation. Through your sponsorship Gatorloop will be able to purchase important components and materials to not only build the pod, but to test the capabilities of each system in a near vacuum environment and optimize the final design prior to testing the pod at SpaceX.

Yes, you'll get the feel-good benefits of knowing that you've chosen to support a group of talented young engineers in our mission to be a part of changing the world. There are also other benefits to aligning your company with Gatorloop.

Based on the sponsorship level you select, your name or company logo will be displayed with pride on our pod as well as on all available promotional materials. The Hyperloop is such a groundbreaking development it's guaranteed that the final competition will be covered by national and global print and TV media outlets. Already we've been featured on ABC News, Business Insider, The Verge, and Time.com. The final competition will be attended by all the major engineering and tech companies, with extensive networking opportunities.

We also have an active Facebook page and Twitter feed, as well as being linked in with the social networks of the Herbert Wertheim College of Engineering and the Warrington College of Business, where your company will receive mentions.

## Contact Information

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[www.ufhyperloop.com](http://www.ufhyperloop.com)

Facebook: [www.facebook.com/gatorloop](https://www.facebook.com/gatorloop)

Twitter: @Gatorloop

Primary Contact:

Grace Everitt, Marketing, PR, & Sponsorship Lead

[gceveritt@ufl.edu](mailto:gceveritt@ufl.edu)

386-882-1128

*E-mail is greatly preferred*



## Sponsorship Commitment Form

Yes! I want to be a part of human history by becoming a sponsor of Gatorloop.

**Please complete the form entirely and return to Grace Everitt at [gceveritt@ufl.edu](mailto:gceveritt@ufl.edu) ASAP.**

Sponsor Name: \_\_\_\_\_

Please print name exactly as you wish to be listed in promotional material

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: ( \_\_\_\_\_ ) \_\_\_\_\_ E-Mail: \_\_\_\_\_

### Select Sponsorship Level

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> <b>Hyper Speed (\$5,000)</b> | <input type="checkbox"/> <b>Gator Chomp (\$3,500)</b> | <input type="checkbox"/> <b>Orange (\$2,000)</b> |
| <input type="checkbox"/> <b>Blue (\$1,000)</b>        | <input type="checkbox"/> <b>Loop (\$500)</b>          | <input type="checkbox"/> <b>Other (\$_____)</b>  |

### Method of Payment

- Check\*** Please make checks payable to “University of Florida” and mail to  
Attn: Gatorloop c/o Department of Mechanical & Aerospace Engineering  
939 Sweetwater Drive, Gainesville, FL 32611
- Online** Please visit our GoFundMe at <https://www.gofundme.com/gatorloop> or  
contact Grace Everitt, our Marketing & Sponsorship Lead, to make a **fee-free**  
**free** donation through a unique link that will be e-mailed to you.

***\*PLEASE state “Gatorloop Support” in the memo section to ensure the funds are directed to Gatorloop; otherwise your donation will be deposited into the general fund for the Dept. of Mechanical & Aerospace Engineering.***