

# SOLAR DEVILS

THE ARIZONA STATE UNIVERSITY  
SOLAR CAR TEAM

2025-2026

CORPORATE SPONSORSHIP  
PACKET

# What is Solar Devils?

Solar Devils is a student-led organization focused on enhancing members' education and preparing them for professional careers. Our team includes over 100 students from various majors at ASU, with a strong presence from the Ira A. Fulton Schools of Engineering. We work in teams covering mechanical engineering, aerodynamics, electrical engineering, and business giving members hands-on experience that complements their classroom learning.

## What is our Mission

Currently, we're designing and building our solar car for the 2026 American Solar Challenge. We aim for our vehicle to showcase the strength of our partnerships and hope you'll see the mutual benefits of supporting our team!



## Why you should partner with us

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Corporate sponsorships enable us to use high-quality materials for our chassis, aeroshell, and more advanced batteries to ensure race performance. Sponsoring us allows students to work with industry-standard materials giving them the chance to gain hands-on experience.

Sponsors receive various benefits, from social media exposure to access to our team's resume database. We aim to build lasting relationships with our sponsors for mutual benefit. Details on sponsorship tiers and benefits are outlined on the next pages.

# THE GOAL:

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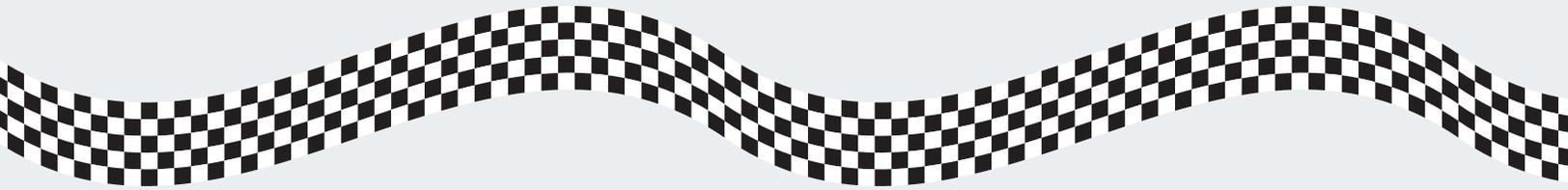
- The American Solar Challenge (ASC) is a multi-day, road rally event where collegiate teams race their solar-powered cars across thousands of miles on public highways in the United States
- Winners are determined by the lowest total elapsed time to complete the route, emphasizing not just speed but also energy management, endurance, and strategic planning.
- There are two main vehicle classes: Single Occupant Vehicle (SOV) and Multi Occupant Vehicle (MOV) (Our team will be competing in the SOV category)
- Every team must pass a rigorous scrutineering process before racing, which involves detailed inspections of safety systems, regulatory compliance with ASC 2026 rules, and roadworthiness to ensure the cars can safely operate on public roads



# Join Our Team!



When you partner with Solar Devils, your company becomes a **key player in advancing the next generation of engineers and tech innovators**. We carefully select our design and materials for our chassis, aeroshell, and solar battery, **ensuring our car performs reliably throughout the race**. This approach not only prepares our car for the competition but also equips our students with practical, industry-relevant experience. This is about more than just racing—**it's about giving our team real-world insights into the tech landscape**.



## TAILORED SPONSORSHIP BENEFITS:

We offer customized benefits to meet our sponsors' unique goals:

- Enhanced Brand Visibility: Gain exposure through our active social media presence and public events.
- Networking Opportunities: Connect with talented students and professionals and gain access to our team resume database.
- Engagement Opportunities: Enjoy behind-the-scenes looks, updates on our progress, and opportunities for product testing and co-development.

## EXPLORE OUR SPONSORSHIP TIERS:

For detailed information on specific benefits available at each sponsorship level, please see the attached pages.



# COMMUNITY PARTNER

DONATION \$100-\$499\*

## Tax Benefits

Solar Devils is a registered 501(c)(3) nonprofit; donations to the team are tax deductible.

## Social media exposure

Your company will receive a dedicated social media post announcing your partnership with Solar Devils. By sustaining your sponsorship, you will continue to receive highlighted posts and advertisements for your specific products or services on our social media.

## Quarterly project update newsletter

Every quarter, we will send a newsletter to our sponsors detailing our progress and highlighting the contributions of our sponsors. This serves as a great way to keep up with our progress on the car.



\*OR NON-MONETARY DONATION OF EQUIVALENT FAIR MARKET VALUE

# BRONZE

DONATION BETWEEN \$499 - \$2,999\*

## Everything Included in The Community Partner Tier + Small Logo and Recognition on Sponsorship Packet + Small Logo on Team Apparel

As a Bronze Sponsor, you'll receive all the benefits of our Community Partner tier, with added visibility that helps your brand stand out. Your business will be recognized with a small logo placement in our official sponsorship packet, ensuring your support is showcased to everyone who engages with the Solar Devils program. In addition, your business will be displayed with a small logo on team apparel worn by students at competitions, outreach events, and public showcases, giving your brand consistent exposure both on campus and across the community.

\*OR NON-MONETARY DONATION OF EQUIVALENT FAIR MARKET VALUE

# SILVER

DONATION BETWEEN \$3000 - \$9999

OR NON-MONETARY DONATION OF  
EQUIVALENT FAIR MARKET VALUE

## Bronze Benefits + Medium Size Logo on Sponsorship Packet and Apparel

As a Silver Sponsor, you'll enjoy all the benefits of the Bronze tier, with enhanced visibility through medium-size logo placement in our official sponsorship packet and on team apparel.

## Small Logo on our Solar Car

In addition to apparel and sponsorship packet visibility, Silver Sponsors will also have their small logo placed directly on the Solar Devils' solar car.



# GOLD

DONATION BETWEEN \$10,000 – \$29,999  
OR NON-MONETARY DONATION OF EQUIVALENT FAIR MARKET VALUE

## Silver Benefits + Large Logo on Sponsorship Packet and Team Apparel + Medium Logo on Solar Car

As a Gold Sponsor, you'll receive all the benefits of the Silver tier, with even greater visibility for your brand. Your company will be recognized with a large logo placement in our official sponsorship packet and a medium logo on team apparel and the solar car.

### Access to Team Resume Database

Gold Sponsors also gain exclusive access to the Solar Devils' team resume database. This provides a direct connection to talented engineering students with skills in mechanical, electrical, software, and project management

### Creative Design Meetings with the Team

Gold Sponsors are invited to participate in creative design meetings with the Solar Devils team. This gives your company the opportunity to collaborate directly with our engineers, provide input on branding placement, and explore innovative ways to integrate your identity into our solar car and team presence.

# PLATINUM

DONATION BETWEEN \$30,000 – \$74,999  
OR NON-MONETARY DONATION OF EQUIVALENT FAIR MARKET VALUE

## Gold Benefits + Large Logo on Solar Car

As a Platinum Sponsor, you'll receive all the benefits of the Gold tier, with your brand elevated to the highest level of visibility. Your company will be recognized with a large logo placement on both team apparel and the Solar Devils' solar car, ensuring prime exposure at competitions, outreach events, and media appearances.

### Recognition at Award Ceremonies

Platinum Sponsors will also be formally recognized during award ceremonies and official race events. This public acknowledgment highlights your company's role as a premier supporter of the Solar Devils

# HELIOS SPONSOR

DONATION COVERING ALL MONETARY NEEDS (\$75,000) OR ABOVE

Electrical **\$21,000**

Mechanical **\$4,000**

Aerodynamics **\$6,000**

Operations **\$21,500**

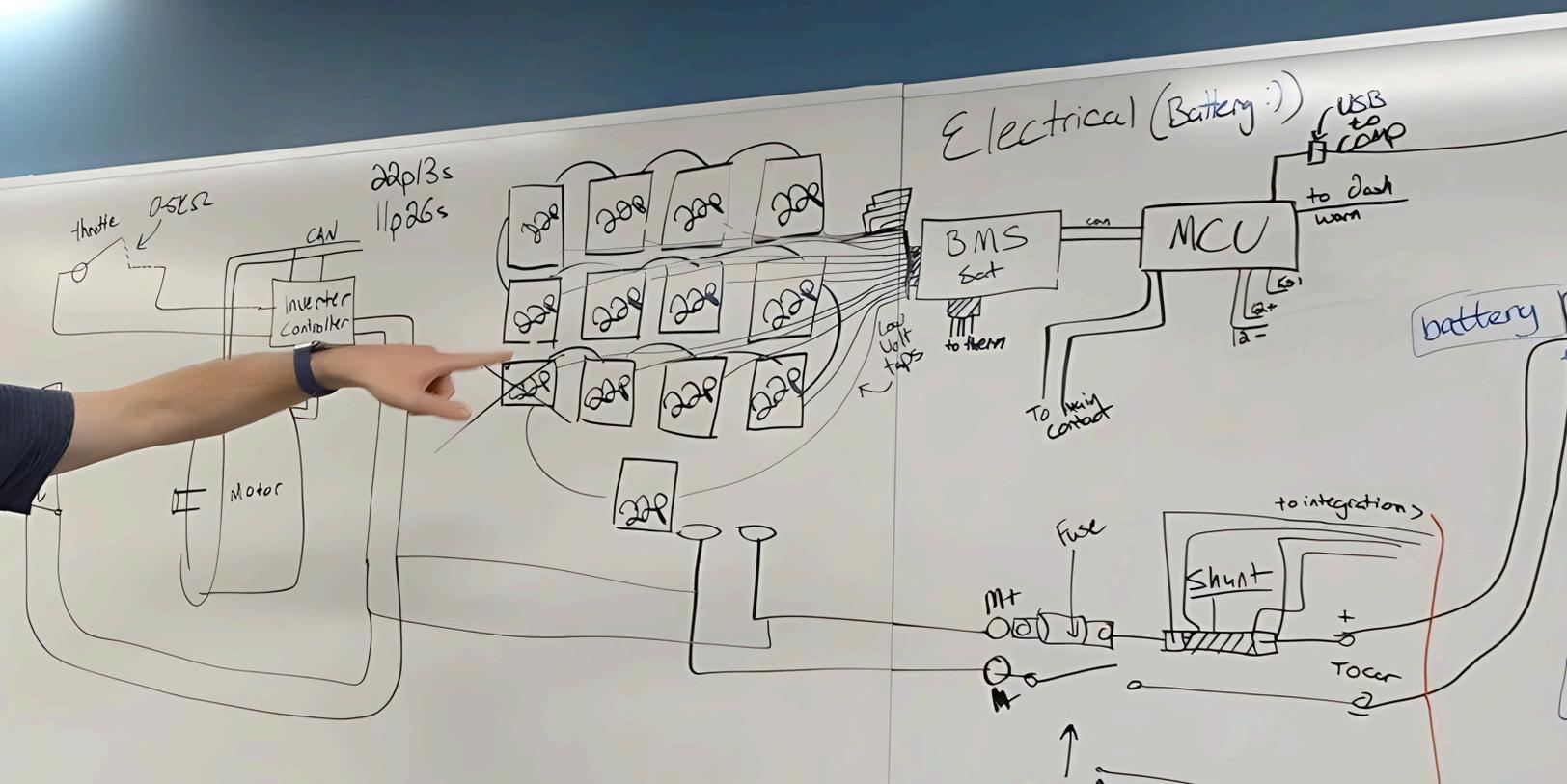
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Total + 25%\* **\$75,000**

\* for incidentals

## Platinum Benefits + Priority Logo Sizing and Placement

As a Helios Sponsor, your logo will receive premium placement in multiple prominent areas of the car, ensuring the highest visibility and the largest size compared to other tiers. In addition to this prime exposure, you will receive all the benefits included in the lower tiers, providing comprehensive sponsorship advantages. Becoming a Helios Sponsor demonstrates a strong commitment to innovation and student-led engineering projects. If you're interested in learning more about the perks and opportunities that come with this top-level sponsorship, please reach out to one of our Board members for more information.



# CONTACT US

[solardevilsasu@gmail.com](mailto:solardevilsasu@gmail.com)

<https://www.linkedin.com/company/solar-devils>

## Board of Directors

Boris Gershkovich – President

[bgershko@asu.edu](mailto:bgershko@asu.edu)

+1 (415) 385-0748

Xavier Nicholson – VP of External Affairs

[xjnichol@asu.edu](mailto:xjnichol@asu.edu)

+1 (410) 805-5186

Adithi Muruganandam – VP of Internal Affairs

[amuruga7@asu.edu](mailto:amuruga7@asu.edu)

+1 (480) 300-2025

Jett Timmons – Treasurer

[jptimmo1@asu.edu](mailto:jptimmo1@asu.edu)

+1 (480) 616-5055

# ASU FOUNDATION

All checks are payable to ASU Foundation and reference account G06309 FD300:

ASU Foundation  
Attn: Cash Receipting  
PO Box 2260  
Tempe, AZ 85280

All funds will be deposited with the ASU Foundation for A New American University, a nonprofit organization that exists to support Arizona State University (ASU). Gifts in support of ASU are subject to foundation policies and fees. Donors may restrict 95% of any gift for specific purposes; 5% of each gift received is unrestricted for the University's use in advancing its strategic initiatives and operations. The donor receives a gift receipt and is acknowledged for the full amount (100%) of the gift. Please consult your tax advisor regarding the deductibility of charitable contributions.



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Thank You To Our Solar Devil Sponsors!

# SOLAR DEVILS