DESIGN CHALLENGE
INDUSTRY INVITATION.

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 competition, 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
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.

The National Final will be hosted at One Birdcage Walk, Westminster, the headquarters of the Institution of Mechanical Engineers in London.
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 to gain:
  - 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:

- University of Bolton
- Bournemouth University
- Brunel University London
- Coventry University
- Durham University
- Harper Adams University
- University of Hertfordshire
- Kingston University London
- Lancaster University
- The University of Manchester
- Manchester Metropolitan University
- Middlesex University London
- Newcastle University
- Northumbria University
- Queen Mary University of London
- University of Salford
- University of Southampton
- University of Sunderland
- Teesside University
- University of Central Lancashire
- UCL
- University of East London
- University of Exeter
- University of Sheffield
- University of Plymouth
- London South Bank University

97% of participants are on a Mechanical Engineering Degree

3% Others
As a lecturer, I love the Design Challenge because it makes the students build something that works. I think the students love it, in the end, for similar reasons – for many of our students, it’s the first time they build something with motors and power supplies, and so they get excited to see that it’s not as complicated as they’d imagined.

Ben Lishman, London Southbank University
Contact us today to find out more about sponsorship opportunities.

**Sponsorship levels**

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<thead>
<tr>
<th>Regional</th>
<th>National and Regional</th>
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<tr>
<td>Display banners on site at Regional Final</td>
<td>Logo and branding on website and event communications throughout the Challenge cycle</td>
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<tr>
<td>Exhibition stand at Regional Final</td>
<td>Mentioned as Challenge sponsor/partner on all Media/Newsletters</td>
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<tr>
<td>Mentioned as sponsor/partner on all Media/Newsletters relating to Regional Final</td>
<td>Display banners on site at the National Final</td>
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<tr>
<td>Present Regional winners with certificates (including speaking slot)</td>
<td>Exhibition stand at National Final</td>
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<td>Mentions in pre and post Challenge coverage on IMechE.org</td>
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<td>Social media updates pre, on-site and post Challenge</td>
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<td>Present winners with certificates (including speaking slot)</td>
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<td>Judging panel positions at National Final and advisory positions at Regional Finals</td>
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<td>Opportunity to host group sessions with teams across regions</td>
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<td>Opportunity to run graduate workshop with National Finalists</td>
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<td>Survey opportunities to attendees – add in questions pertinent to your industry into the post event survey sent to all delegates via Academic Leads</td>
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*Sponsorship benefits dependent on level of involvement

Any combination may be picked. Offers can be customised.
Contact us today to find out how you can get involved:

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