

RAILWAY CHALLENGE INTRODUCING THE NEXT GENERATION OF RAIL ENGINEERS.

Institution of
**MECHANICAL
ENGINEERS**

Sponsorship Prospectus 2020

imeche.org/railwaychallenge

Improving the world through engineering



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 ninth successive year, it enables students to bridge the gap between university and professional career and allows engineering organisations to connect to a large pool of talented and bright engineers. The Railway Challenge encourages the young engineers to engage with local schools through the newly launched STEM Outreach Programme.

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:

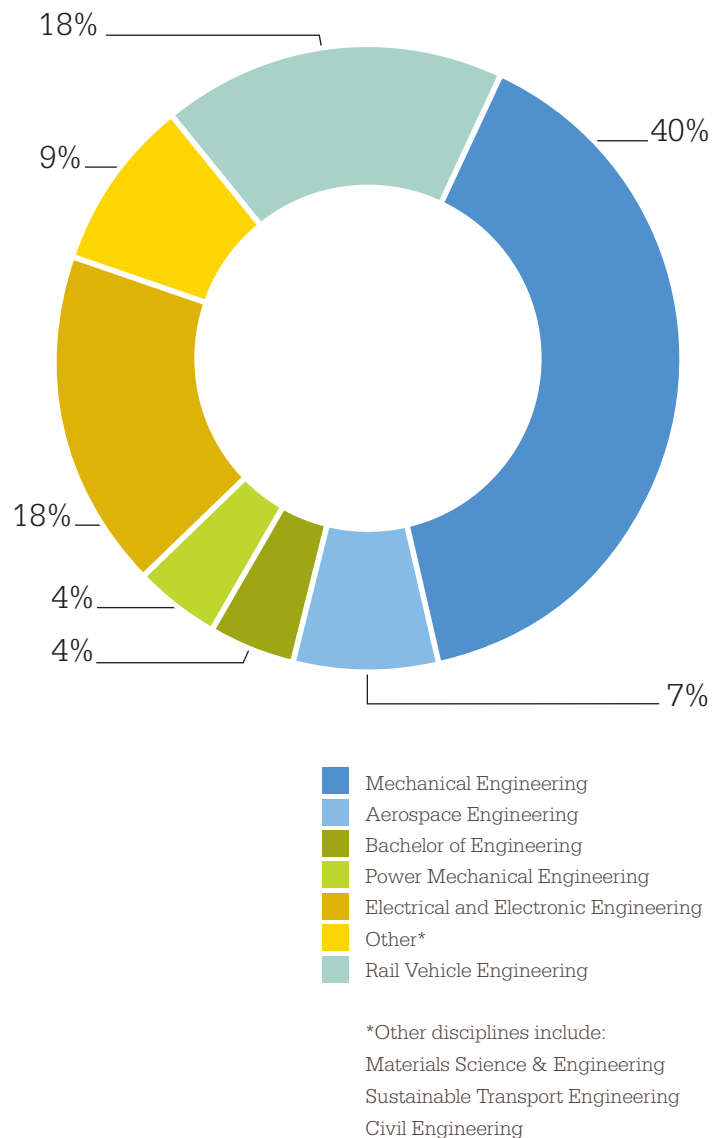
Track-based Challenges	Presentation Challenges
Energy storage	Design
Traction	Business case
Ride comfort	Technical poster
Noise	Innovation
Auto-stop	
Maintainability	
Reliability	

Competition Weekend

25 JUNE – 28 JUNE 2020

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 organisations.

PARTICIPANT PROFILE - RAILWAY CHALLENGE 2019



Previous Sponsors and Partners



Railway Industry Association



2019 Participating teams



The University Of Sheffield.



Sponsor say



As a previous participant in the IMechE Railway Challenge, I cannot overstate how beneficial my participation in the challenge has been for my career, where it has enabled me to impress colleagues and clients with my technical and non-technical capabilities in a real-life engineering project.

It is for that reason that I am keen to support the competition, both from a Young Rail Professionals perspective and that as a young member of the Institution and its Railway Division."

Young Rail Professional – David Westcough



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

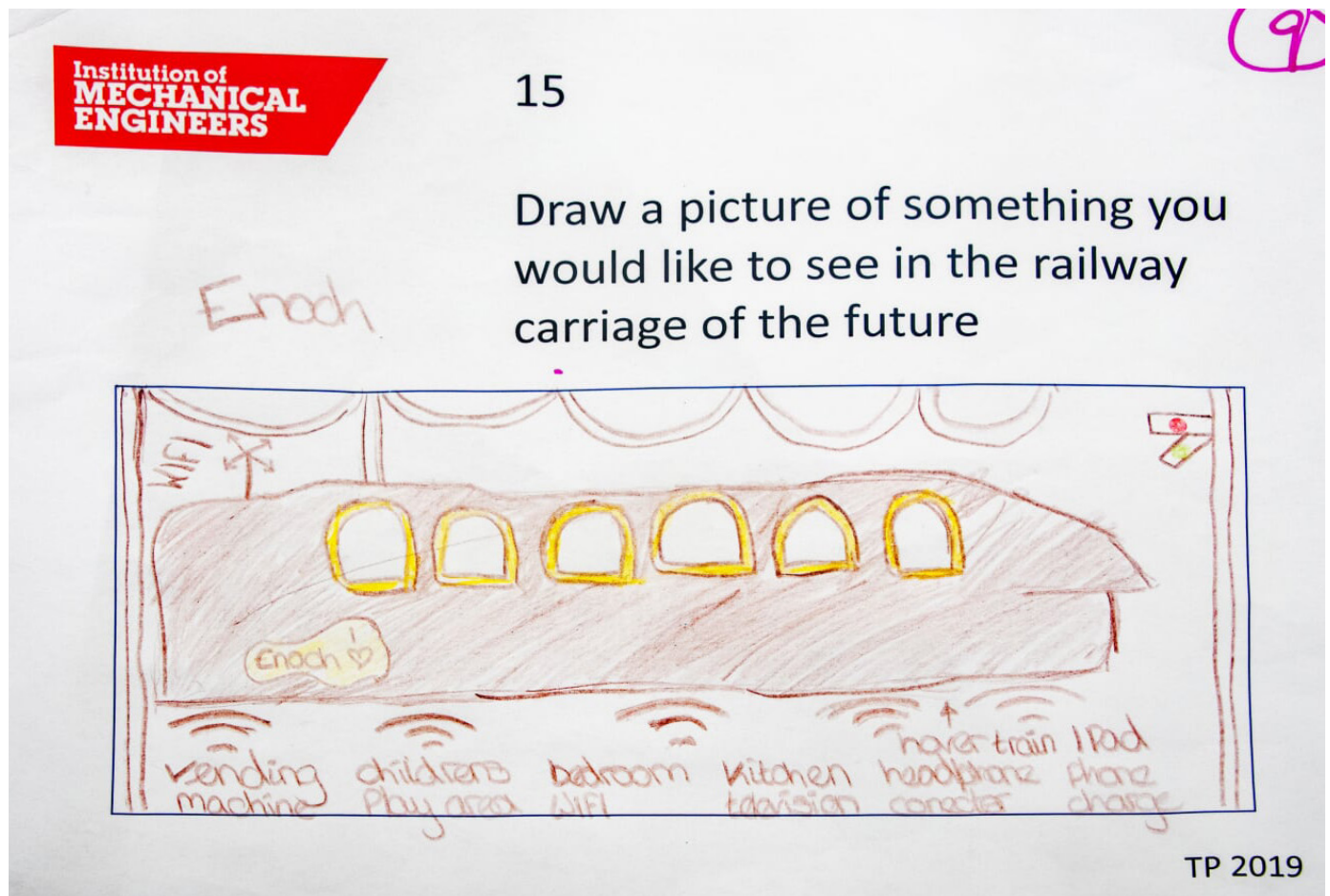
CONNECT and **ENGAGE** with talented graduate engineers, industry apprentices and young professionals

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

STEM OUTREACH PROGRAMME



STEM Outreach Programme

2019 saw the launch of the Railway Challenge STEM Outreach Programme where local school children were invited to attend the competition weekend. The STEM Initiative is closely linked to the IMechE's strategic objective of promoting engineering to the next generation and is used to encourage more young people to choose engineering as a career.

Local school children were present at the Railway Challenge STEM Day. They had the opportunity to see a number of locomotives, meet the competing teams and engage in STEM related activities conducted by the IMechE STEM Ambassadors.

Building on success to date, we will continue to grow and develop the Railway STEM Outreach Programme throughout the upcoming years.

SUMMARY OF OFFER

Get in touch for a bespoke package to suit your objectives and budget.

**Sponsorship benefits dependant on level of involvement.*

Presented as Sponsor of the 2020 Railway Challenge

Social media pre, on site and post challenge over a 8-9 month period via IMechE and Challenge platforms

Host the Welcome Webinar to all teams

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

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

Sponsorship in kind welcomed.

What teams say

““”

The Railway Challenge was a challenging but rewarding experience. All members of the team really enjoyed running the locomotive they had designed and meeting other young engineers from different organisations was a highlight.

““”

I found that the Challenge was a great way to develop and hone real skills that would be used in my future engineering career.

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

Jelena Gacesa

Jelena.Gacesa@imeche.org
020 7304 6867

Kristina Virkolich

K_Virkolich@imeche.org
020 7973 1276

Join the conversation!
#imecherailwaychallenge



**Institution of
Mechanical Engineers**
1 Birdcage Walk
London
SW1H 9JJ

imeche.org