RAILWAY CHALLENGE
INTRODUCING THE NEXT GENERATION OF RAIL ENGINEERS.

Sponsorship Prospectus 2020
imeche.org/railwaychallenge

Improving the world through engineering
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:

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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.

CONNECT WITH ASPIRING YOUNG RAIL ENGINEERS

PARTICIPANT PROFILE - RAILWAY CHALLENGE 2019

- Mechanical Engineering: 40%
- Aerospace Engineering: 7%
- Bachelor of Engineering: 4%
- Power Mechanical Engineering: 4%
- Electrical and Electronic Engineering: 18%
- Other*: 9%
- Rail Vehicle Engineering: 18%

*Other disciplines include:
- Materials Science & Engineering
- Sustainable Transport Engineering
- Civil Engineering
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
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:

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Join the conversation!  
#imecherailwaychallenge