



electric

QUEEN'S RELECTRIC

Sponsorship Package

relectric.sponsorships@engsoc.queensu.ca



queensrelectric.ca



[@queensrelectric](https://www.instagram.com/queensrelectric)



Queen's Relectric Car Team

ABOUT US

The Queen's Relectric Car Team, a student-led Smith Engineering design team, is dedicated to developing and advancing EV automotive technology.

We provide undergraduate students with hands-on experience with sustainable innovation. We aim to create optimized electric vehicle systems to compete in an international competition and to give students experience working on industry-level projects. Furthermore, we strive to create accessible information for our wider community through the completion of research and technical projects.

OUR COMPETITION.

Relectric will be competing at the Purdue University evGrandPrix, where we will be constructing an electric performance go-kart from scratch, focusing on functionality, energy efficiency, and race endurance. Our design will be paired with a design report documenting our process, to be judged alongside the kart's race performance.

This event is a North American collegiate race that fosters technical growth in areas of electric propulsion, battery management systems, and energy efficiency. This competition encourages collaboration between institutions, industry professionals, and emerging engineers to drive innovation in clean transportation.

OUR COMMUNITY ENGAGEMENT.

Our team will be showcasing our go-kart in numerous car and science shows, such as the Kingston Science Rendezvous, the Queen's Commerce and Engineering Environmental Conference, the Queen's Sustainability Conference, and the Queen's Women in Automotive and Motorsport Industry Conference. Relectric aims to build awareness of new approaches to sustainable transportation while highlighting our engineering design work.



THE 2025 EXECUTIVE TEAM



Victoria Knight
Co-Captain



Adam King
Co-Captain



Khaled Rajan
Co-Captain



Matteo Ruzdijic
Assembly Lead



Stewart Copland
Mechanical Lead



Seth Inman
Electrical Lead



Ben Dunkley
Interior Lead



Meghan Davis
Marketing Lead



Ryan WolfeSandy
Logistics Lead



Alec McCrindle
Finance Lead



THE RELECTRIC TEAM

We are a team comprised of **140 undergraduate students** who share a passion for developing a more sustainable future through innovative problem solving. We foster a collaborative and inclusive environment in which all members have the opportunity to think critically and gain valuable hands on experience working with cutting edge automotive technology.

OUR MEMBERS.



OUR COMMITMENT TO EDII.

Since Queen's Relectric's founding, fueled by an equal-opportunity hiring process, there has been a continuous goal to engage individuals of all backgrounds to get involved in the automotive industry. We are additionally partnering with Queen's Women in Engineering to create more opportunities for female-identifying students.

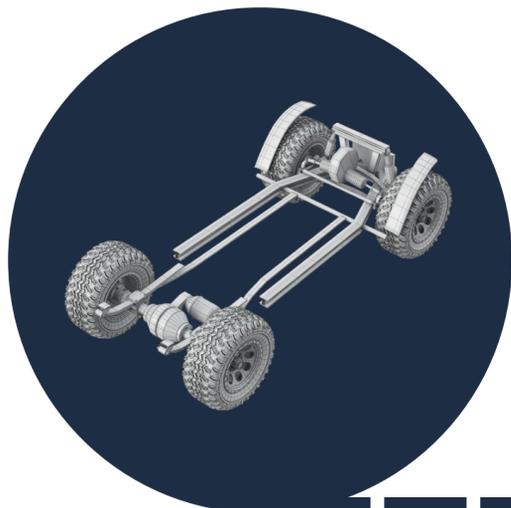


OUR SUB-TEAMS



MECHANICAL SUB-TEAM

Responsible for the design and manufacturing of internal components, mounts, and the battery box. This is accomplished through creation of detailed engineering drawings and their integration through CAD software and machining.



ASSEMBLY SUB-TEAM

Responsible for go-kart construction, sub-system integration, and component layout - the practical application of the engineering design progress. Power tool training and safety measures are followed to support hands-on, physical, component implementation and testing.



ELECTRICAL SUB-TEAM

Responsible for the design, testing, and implementation of Relectric's battery management systems, motor controllers, and 48V systems. This is accomplished through electrical wiring diagrams, simulations, and hands-on soldering experience.



INTERIOR SUB-TEAM

Responsible for the implementation and integration of all go-kart sensors, developing communication between sub-systems, and ensuring all safety requirements are adhered to. Driver and pit crew training and protocols are facilitated by this team.

OUR SUB-TEAMS



MARKETING SUB-TEAM

Responsible for developing and refining Relectric's brand strategy through a comprehensive multimedia rollout involving professional videography content, web development, and a curated social media presence.



FINANCE SUB-TEAM

Responsible for developing and managing the project budget, ensuring all financial resources are allocated efficiently, and securing the necessary funding and partnerships to support the team's goals. Cultivating external relations with like-minded companies and organizations.



LOGISTICS SUB-TEAM

Responsible for planning internal events, intra-Queen's outreach, and sustaining relations within the team. Additionally, the logistics sub-team develops educational and technical content for community engagement.

SPONSORSHIP TIERS

Acknowledging the substantial costs entailed in procuring technologies such as battery systems, custom components, tools, and raw materials, Queen's Relectric is currently seeking both **financial contributions and in-kind support** from corporations who align with our sustainability-focused mission. In addition to the empowerment of student innovation, your organization will gain access to our tiered benefits package outlined below.

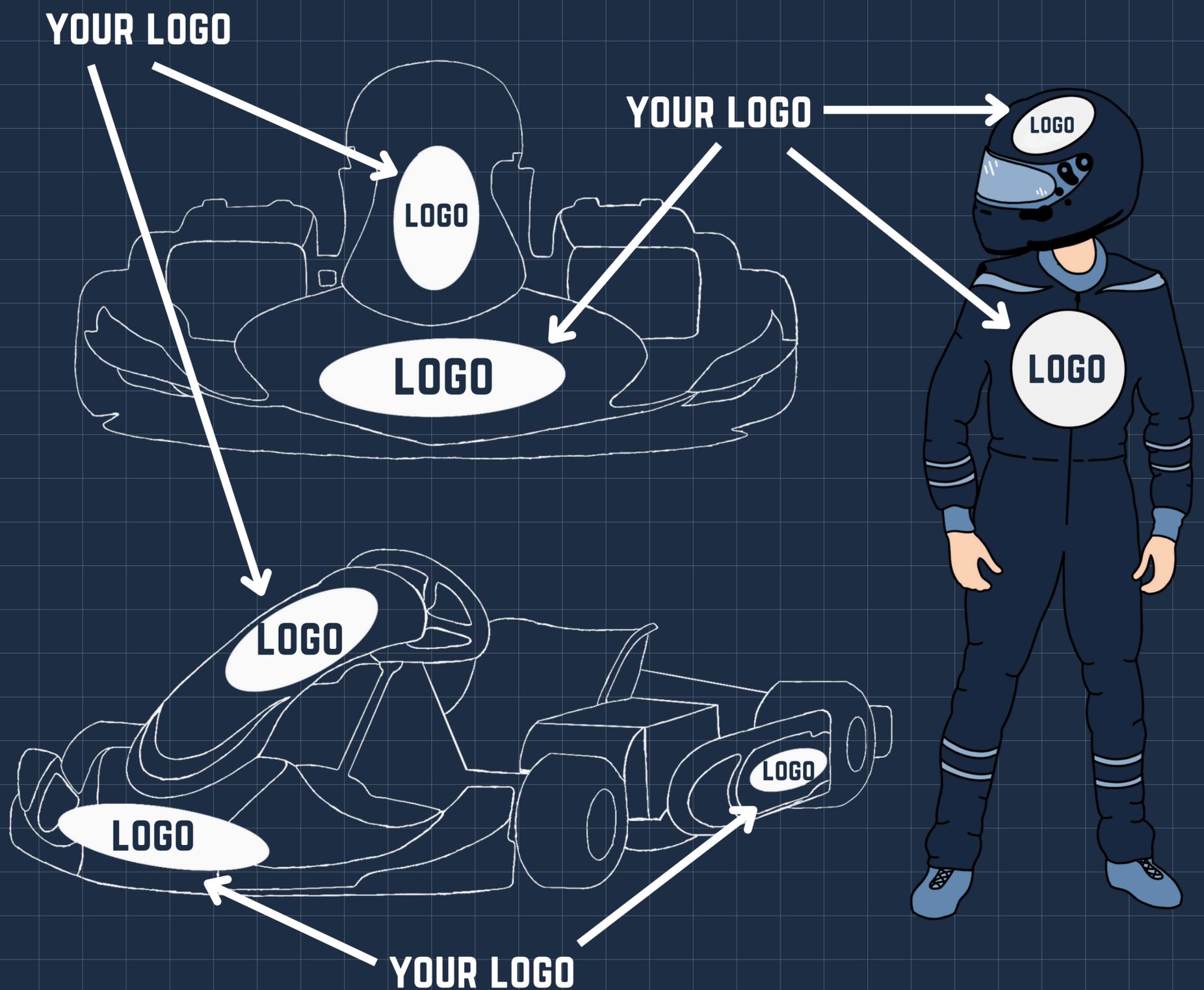
	BRONZE	SILVER	GOLD	PLATINUM
Minimum value of contribution to qualify	\$500	\$1,000	\$2,500	\$5,000
Logo Size on Website	S	M	M	L
Logo Size on the Go-Kart		S	M	L
Spotlight Post on Instagram & LinkedIn	✓	✓	✓	✓
Team Resume Drive			✓	✓
Logo on 2025-26 Team Merchandise				✓
Relectric's Title Sponsor				✓

SPONSORSHIP TIERS

PLATINUM

With the new financial costs of competing in the Purdue University evGrandPrix, Relectric is in search of a platinum sponsor. This sponsor will be our main financial contributor, accounting for at least \$5000.

Their logo will be featured on our racing suit, go-kart, and banner - alongside the other benefits of being a Relectric sponsor, as listed above.



WHY SPONSOR US?

OUR ROBUST MARKETING CHANNELS.

5.8K

Accounts reached via
Instagram Posts
in last 90 days
(+110% YoY)

47K

Views on Instagram in the
last 90 days

13K

LinkedIn page views
in the last 90 days

OUR SHOWCASE SUCCESS.

4K

Interactions at the 2024
Kingston Science
Rendezvous

120

Delegates at the 2025 QCEE
Conference

ACKNOWLEDGING OUR PAST SPONSORS

As Relectric's newest sponsor, you will join our list of
prestigious corporate partners.

 **MEDATECH**

Altium

 **KINGSTON
DODGE**



**SMITH
ENGINEERING**
Queen's University

PURPOSE
AUTOMOTIVE

SOLIDWORKS

Ansys



relectric