



relectric

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 retrofitting old combustion engine vehicles with new Electric Vehicle (EV) systems. Our mission is to streamline EV conversions and provide hands-on experience to undergraduate members in sustainable automotive technology. We aim to create solutions for new mechanical, electrical, and thermal systems in these conversions and develop a framework for widespread adoption, reducing waste in the global transition to electric vehicles.

OUR PROJECTS.

Our five technical sub-teams are developing new vehicle components that create a seamless approach to EV conversions. The team is currently electrifying both a Go-Kart and a 1997 Jeep TJ, renewing their lifecycles with more sustainable technologies. Research and optimization are at the forefront of our process.

OUR SHOWCASES AND COMPETITION.

Our team will be showcasing our renewed vehicles in numerous car and science shows, such as the Kingston Science Rendezvous and the Queen's Commerce and Engineering Environmental Conference, to demonstrate the value of EV conversions. We aim to build awareness of new approaches to sustainable transportation while highlighting our engineering design work.

OUR COMMUNITY ENGAGEMENT.

Queen's Relectric is working with Queen's Black Youth in STEM to conduct workshops for youth of grades 1-8, introducing concepts such as energy, sustainability, and automotive systems to the next generation of innovators.



THE 2024 EXECUTIVE TEAM



Jack Carnahan
Technical Captain



Keagan Kenalty
Admin Captain



Umer Moon
Business Captain



Jack Ross
Assembly Lead



Kendra Carroll-L.
Mechanical Lead



Jack Webster
Electrical Lead



Jacob Omdara
Thermal Lead



Matt Poser
Interior Lead



Victoria Knight
Marketing Lead



Adam King
Logistics Lead



Jason Seigel
Finance Co-Lead



Erik Giswold
Finance Co-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.



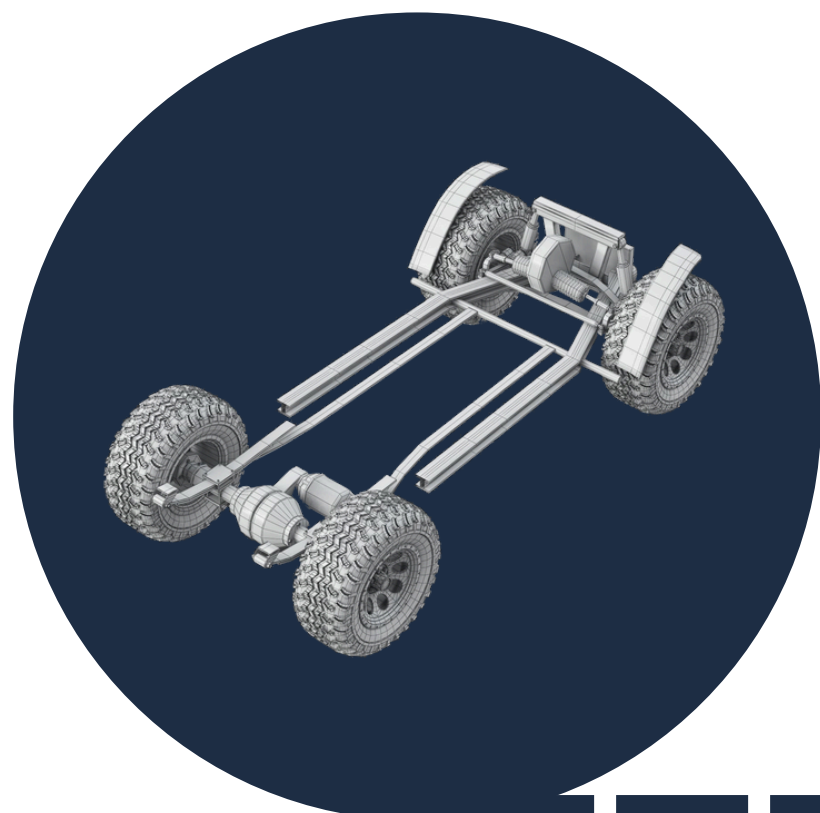
OUR SUB-TEAMS



MECHANICAL SUB-TEAM

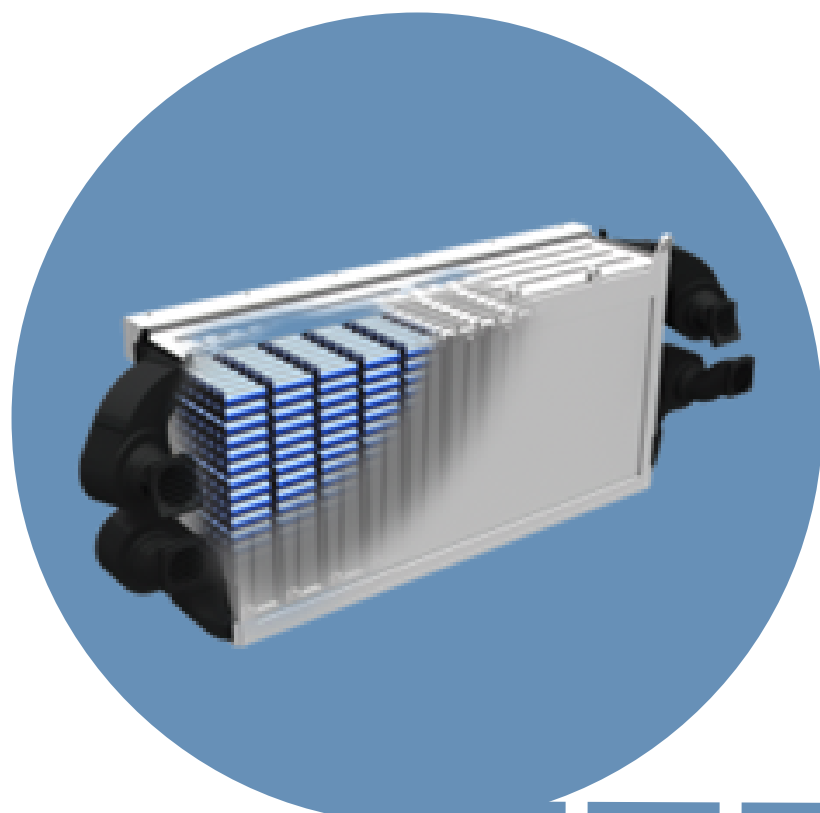
Responsible for the design and manufacturing of internal component mounts and casings.

This is accomplished by the creation of detailed engineering drawings and their integration into SolidWorks.



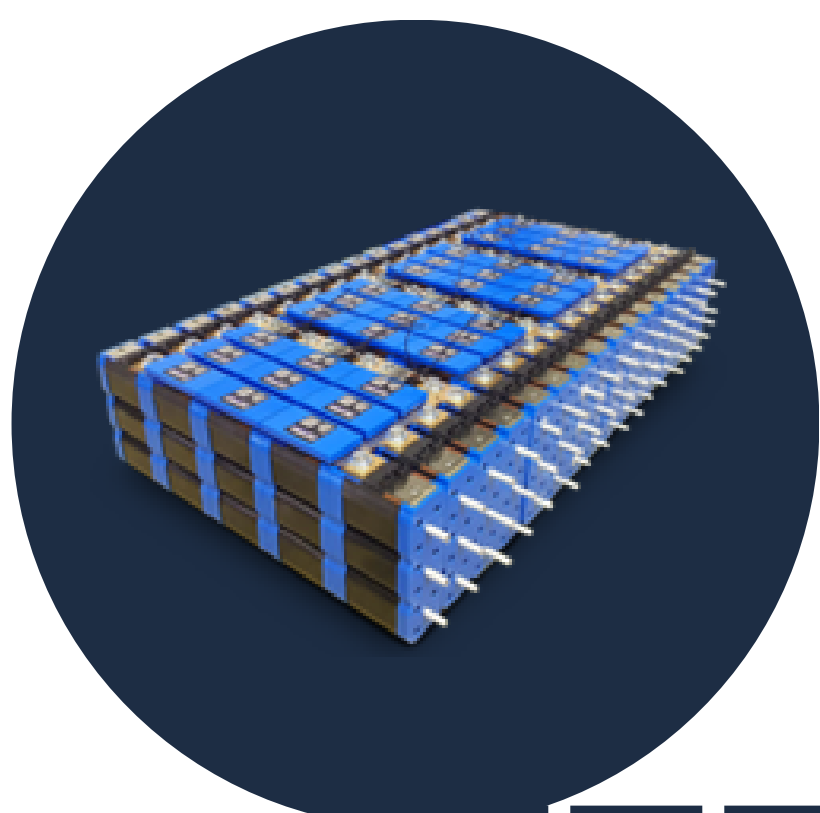
ASSEMBLY SUB-TEAM

Responsible for all vehicle restoration and upfitting, as well as appropriate application and precision-fit of custom manufactured parts. Safety measures, power tool training, and supervision have been implemented to ensure that all processes undertaken with the vehicle are completed safely.



ELECTRICAL SUB-TEAM

Responsible for the design, testing, and implementation of Relectric's battery management systems, motor controllers, and interior 12V systems. This is accomplished using SolidWorks Electrical, and by abiding to high-voltage working protocols throughout system installation.



THERMAL SUB-TEAM

Responsible for the computation-driven design and implementation of Relectric's heat management systems. Thorough research and precise calculations of heat discharge and equivalent performance requirements are the basis of the team's processes.

OUR SUB-TEAMS



INTERIOR SUB-TEAM

Responsible for the implementation of user experience enhancement technologies, such as the vehicle's digital dashboard and head unit. This requires extensive work with low voltage interfacing and programming within Raspberry Pi OS.



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. Researching and developing educational and technical content for community engagement.

SPONSORSHIP TIERS

Acknowledging the substantial costs entailed in procuring technologies such as battery systems, electronic interfaces, 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	\$2,000	\$3,000	\$5,000
Logo Size on Website	S	M	M	L
Logo Size on the Go-Kart		S	M	L
Logo Size on the 1997 Jeep TJ			M	L
Spotlight Post on Instagram & LinkedIn	✓	✓	✓	✓
Team Resume Drive			✓	✓
Logo on 2025-26 Team Merchandise				✓

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 upcoming
2025 QCEE Conference

ACKNOWLEDGING OUR PAST SPONSORS

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

 **MEDATECH**

Altium

 **INGSTON
DODGE**



**SMITH
ENGINEERING**
Queen's University

SOLIDWORKS

Ansys

PURPOSE
AUTOMOTIVE



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