

2023—2024



Cornell Mars Rover
SPONSORSHIP PROSPECTUS

We're not **crazy**.
We're out of this **world**.

cornellmarsrover@gmail.com • marsrover.engineering.cornell.edu

MISSION

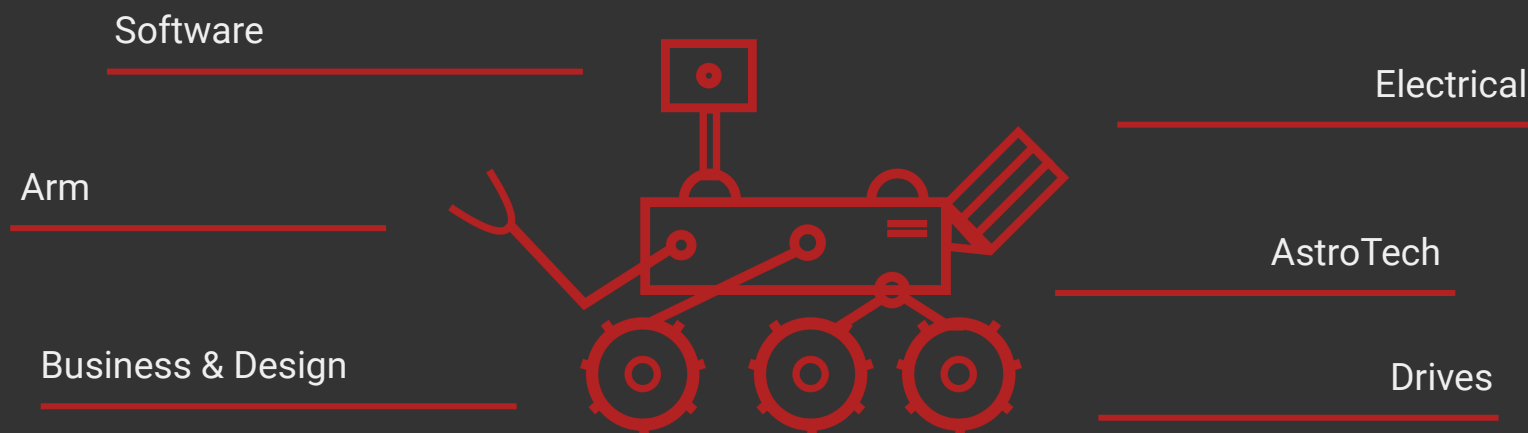
Cornell Mars Rover aims to design an innovative Mars rover to compete in the **University Rover Challenge**. Our student-run team fosters creativity and intellectual growth through the development of our rover.

CMR strives towards providing applicable experience to solving **real technical, organizational, and business problems**. The team sets its sights on creating a competitive atmosphere while also constructing a safe space where students are allowed to experiment and thrive. As engineers, we strive to **cultivate a creative environment where brilliant young minds can develop innovative, intellectual, and leadership qualities** through our vision of building a rover that may one day aid in the exploration of the final frontier.



OUR TEAM

Cornell Mars Rover is a project team at Cornell University, established in 2010. Since its inception, the team has received national recognition for its **achievements in competition** and has consistently promoted its mission through **community outreach**.



CMR is an interdisciplinary **student-run** team that brings together talented individuals from **engineering, science, and business**. The team is divided into Drive Systems, Arm Systems, AstroTech, Controls Software, Controls Electrical, and Business & Design. The team is extremely collaborative in nature. From joint **subteam meetings to weekly all-hands presentations**, every student has the opportunity to present their work, understand the team's accomplishments, and prepare for competition. We have also established an **online space** where we can share our work; these collaborative efforts allow us to catch problems early and successfully work towards our end goal.

OUR TEAM

As a team, we work towards several goals besides winning the University Rover Challenge. These goals include **student leadership, communication, team work, and creative problem solving.**

Each student will have the opportunity to engage in a hands-on experience. **Educational programs** for members are also run within the team by the members themselves in which new recruits or current members can participate. From designing specific components for the rover to developing business relationships with sponsoring companies, engineers in CMR are given the opportunity to gain valuable **real world experience.**

CMR believes in fostering leadership roles that our members fill, ranging from **sub-team leads to system engineers.** Members are encouraged to present their work to the entire team in an effort to **boost team cohesiveness, member ownership, and self-confidence.** We believe that fostering creativity is an integral part of our team. If students think creatively, we will have more **unique designs for our rover.** By having students work in groups, each student is able to bring unique experiences to the table, which, when shared with others, can lead to original concepts.

URC 2024

WHERE: MARS DESERT RESEARCH CENTER, UTAH

WHEN: SUMMER 2024

HOSTED BY: THE MARS SOCIETY

CMR will be competing in the **University Rover Challenge** in the summer of 20XX. We hope to follow the **success we have established in the past**, as we came in 2nd place in Equipment Servicing in 2017, 5th place in Autonomous Traversal in 2018, and 3rd place in Autonomous Traversal in 2019. We aim to take what we learned in the past years' campaigns and apply it to this year's competition.

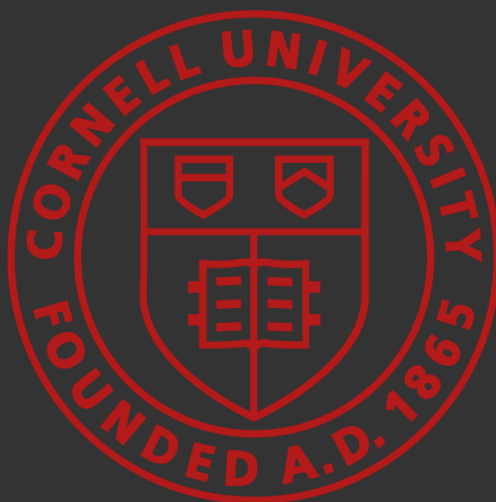
Several universities from across the globe will be competing against CMR in four tasks: **Science Cache, Extreme Retrieval and Delivery, Equipment Servicing, and Autonomous Traversal**. CMR will also be responsible for presenting the rover to the judges. In this segment of the competition, the team will be judged on **team structure, organization and management, core rover design and presented functionality, suitability of rover design to competition tasks, response to follow-up questions, and overall quality of the presentation**. Following all of the scoring activities, the team with the highest collective score will be declared the winner. The winner receives the honor of presenting their rover at the **International Mars Society's Conference**.

CORNELL UNIVERSITY

Cornell University is one of the **premier research universities in the world**, committing over a billion dollars to research in 2021 alone. We are extremely fortunate to be part of the research community here, particularly with its extensive tradition of Mars exploration. Furthermore, the University has helped CMR by providing us with the **financial support, lab space, and faculty assistance** needed to get our project off the ground and continue its rapid expansion.

Cornell Mars Rover is part of a long standing tradition of successful and driven project teams on campus working to make **technological advances**. As a member of CMR, students are given the opportunity to join an organization that has an **ever growing alumni network** and a vast array of past and current achievements. Joining CMR means more than just joining Cornell Mars Rover itself, it means joining an organization on the Cornell campus that has been around for years and gaining the ability to make a mark on the history of Cornell.

Cornell Mars Rover works alongside many other engineering project teams and is a part of the **massive social and professional network** that Cornell Engineering provides.



BENEFITS

Cornell Mars Rover offers a unique opportunity for engineering students to gain hands on experience in their field. As we design and develop the rover, it is **important that we are able to consistently support the team with any needed supplies**. Cornell has helped us begin our funding efforts with their generous contribution, however in order to succeed we will need more support. **Private donations and sponsorships will allow us to reach our full potential as a project team.**

1) MEDIA COVERAGE

Cornell Mars Rover has been covered extensively in the media by outlets such as Wired, Business Insider, Popular Science, and Airman. Logos of sponsors will also be featured prominently on our website, apparel, and promotional videos. The combined estimated outreach is over 5,000.

2) FEATURE ON WEBSITE

The sponsors will have a special feature on our frequently updated website, which has a wide outreach.

3) ORGANIZATION OF INFORMATION/RECRUITMENT

CMR provides assistance exclusively to sponsors in organizing information and recruitment sessions on campus for their target audience.

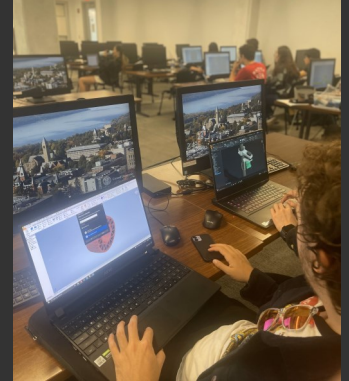
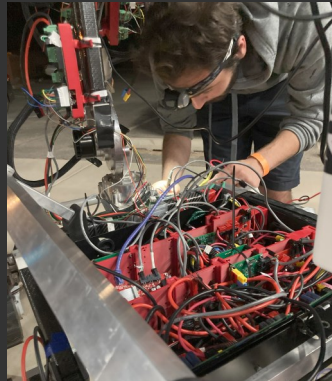
4) EXPOSURE IN CORNELL ENGINEERING COMMUNITY

CMR sponsors are added to a distinguished list of organizations who have exclusive access to Cornell Engineering Project Teams' Facility. Sponsors will be welcome to visit the lab space and/or guide us in our work. By sponsoring CMR, you are providing the groundwork for innovation in rover design along with aiding in the development of some of the top engineering minds in the country. Some CMR alumni are now working at companies such as Tesla, Microsoft, Facebook, SpaceX, and Apple.

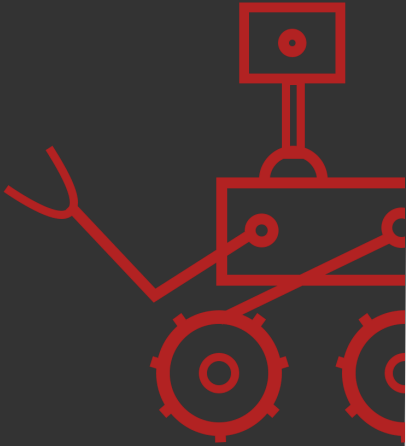
5) TAX-DEDUCTIBLE DONATIONS

Any donation made to Cornell Mars Rover is considered tax deductible. For those making personal donations, employers often are willing to match these contributions, furthering your impact on the team.

GALLERY



CONTACT



141 UPSON HALL
ITHACA, NY 14853

CORNELLMARSROVER@GMAIL.COM
MARSROVER.ENGINEERING.CORNELL.EDU

