

## SPONSORSHIP PACKAGE

**DRIVING THE FUTURE - TOGETHER**  
FALL 2026 – SPRING 2030

Managed by **Argonne National Laboratory**, the EcoCAR Innovation Challenge unites North America's automotive industry, including headline sponsors the **U.S. Department of Energy, General Motors, Stellantis, and MathWorks**, to build a next-generation workforce that is future-ready.

Together, we forge a path where government, industry, and higher education collaborate to unlock groundbreaking solutions in engineering, AI, machine learning, and exascale computing to address the most pressing challenges in modern mobility through this four-year series.

The competition features two distinct vehicle tracks, sponsored by General Motors and Stellantis, each offering unique engineering challenges and vehicle platforms that reflect the mobility choices available to North American consumers.

Companies are invited to join this national collaboration as EcoCAR sponsors, integrating their technology, engaging with top engineering talent, and helping shape the future of mobility while realizing long-term recruiting, visibility, and business impact.

## WHY SPONSOR?

- 
**WORKFORCE PIPELINE**  
 Gain direct access to a skilled talent pool through exclusive **in-person events** and **workshops**.
- 
**YOUR TECHNOLOGY. THEIR TRAINING**  
 Sponsors integrate their hardware and software into the competition, giving students **hands-on experience** with **industry-standard technology**.  
  
 To-date, sponsors have provided **1,000+ hours** of training to current series participants.
- 
**NATIONAL VISIBILITY**  
 Position your brand alongside industry leaders in a multi-year collegiate engineering series. EcoCAR delivers lasting visibility and meaningful industry impact.

## OUR IMPACT

**20 Top Universities**

*across North America will be selected to participate in the 4-year series*

**1,000+ Students**

*across disciplines to participate each year*

**30+ Majors Represented**

*EcoCAR teams combine talent across 30+ majors to produce workforce-ready solutions to real industry challenges.*

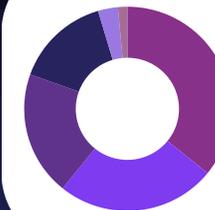
**Employment in 18+ Sectors**

*EcoCAR students transcend industry boundaries, driving impact across every sector*

## SECURE THE NATION'S TOP ENGINEERING TALENT



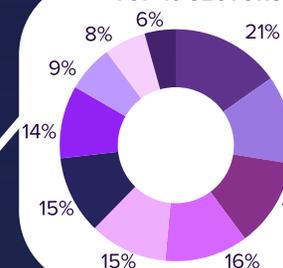
### LEADING EcoCAR MAJORS



-  Mechanical Engineering
-  Electrical & Computer Engineering
-  Other: STEM\*
-  Computer Science
-  Communications / PR
-  Other: Non-STEM

\*Other STEM majors include Aerospace Engineering, Automotive Engineering, Biomedical Engineering, Chemical Engineering, Human Factors, Industrial and Systems Engineering, Mechatronics, Nanotechnology, and Software Engineering.

### TOP 10 SECTORS HIRING EcoCAR STUDENTS



-  Automotive
-  Tech / Software
-  Industrial / Manufacturing
-  Energy / Utilities
-  Aerospace / Defense
-  Education / Non-Profit
-  Construction / Mining
-  Consulting
-  Chemicals / Materials
-  Government

Automotive companies are the #1 employer of AVTC students, but AVTC grads impact multiple industries across North America.

### HEADLINE SPONSORS



### MANAGED BY

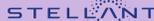


## SPONSORSHIP LEVELS & BENEFITS

Sponsorships are defined by cash contributions, which can be offset through in-kind support (hardware, software, or engineering support) up to a certain percentage.

BENEFIT CATEGORY	SUPPORTER	ADVOCATE	LEADERSHIP	VISIONARY	INNOVATOR
ANNUAL DUES	\$20,000	\$40,000	\$60,000	\$100,000	\$200,000
Max Offset for In-Kind Donations	50%	50%	50%	50%	25%

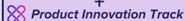
### PUBLIC RELATIONS & VISIBILITY *Brand Positioning Across a National Platform*

Title Sponsorship of Product Innovation Track					
Company logo on Team Vehicles	 OR 		 AND  TRACKS		
Website Feature: <i>Word Count</i>	100 Words	125 Words	150 Words	200 Words	250 Words
Sponsor Spotlight: <i>Green Garage Blog</i>			✓	✓	✓
Sponsor Spotlight: <i>Social Media Video</i>			✓	✓	✓

### RECRUITING BENEFITS *Secure Top Engineering Talent*

EcoCAR Career Portal	✓	✓	✓	✓	✓
Virtual Career Fairs	✓	✓	✓	✓	✓
Advertisement of Open Positions	✓	✓	✓	✓	✓
Student Roster Access		✓	✓	✓	✓

### ANNUAL EcoCAR EVENTS *Exclusive Access to In-Person Events*

Fall Workshop Passes	Up to 2	Up to 3	Up to 4	Up to 5	Up to 6
Year-End Competition Passes	Up to 2	Up to 3	Up to 4	Up to 5	Up to 6
Tech Week & Vehicle Testing	✓	✓	✓	✓	✓
Presentation Judging Eligibility at Year-End Competition	 OR  TRACK	 OR  + 	<b>ALL TRACKS</b>  +  + 		

### BUSINESS-TO-BUSINESS *Connect and Collaborate with Industry Leaders*

Industry Roundtable		✓	✓	✓	✓
Access to the EcoCAR Research Collaborative	✓	✓	✓	✓	✓

## ADDITIONAL SPONSOR OPPORTUNITIES

Customize opportunities to meet your recruiting and visibility goals.

### COMPANY GOAL



### TARGETED RECRUITING



### HIGH-VISIBILITY BRANDING & EVENTS



### BRANDED GEAR

### OPPORTUNITY

Networking Event Title Sponsor

Exclusive Interview Suites

Direct Internship Placement

Student Ambassador Placement

Deliver Keynote Address

Special Event Executive Host

*Ex: Faculty Dinner or Women in STEM Mixer*

Presentation Room Branding

Awards Ceremony Livestream

Title Sponsor Vehicle Inspection During Testing Week

Premium Item

*(e.g. event clothing for all attendees)*

Medium Item

*(e.g. water bottles, backpacks, notebooks)*

Small Item

*(e.g. lanyards, badges, pens)*

Welcome Snack Bags for Teams  
*(e.g. can include company promotional materials, a welcome note, etc)*

### CONNECT

 @ECOCAR EV CHALLENGE  
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### CONTACT

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