More than 140 participating students demonstrated a true passion for engineering and teamwork as they honed the performance of their own craft and helped each other to overcome the individual challenges that arose. It was fabulous to experience the really positive spirit which arose from amongst these gifted young people.

Professor William Megill, Race Director 2016
The European International Submarine Race is a unique opportunity to promote the marine sector, support young people and demonstrate to the world that engineering can be fun!

Sponsoring organisations have multiple opportunities throughout a ten day long programme to align their brand with this exciting Science, Technology, Engineering and Maths (STEM) initiative which sees university students from around the world design, build and race human-powered submarines. In addition to positioning their company in front of cameras and the press, sponsors will receive complimentary seats at the social functions, and can be linked to a prize or social event.

As well as supporting an event which promotes engineering to young people, this provides a valuable opportunity to meet over a hundred students who have demonstrated the enthusiasm, energy and commitment to participate in the race. Early commitment will ensure you receive publicity through our own national and international promotion which will start in the run up to the 2020 event and continue during and afterwards.
Now in its fifth series, the event requires undergraduates to form teams to design and build a practical human-powered submarine to race against the clock around a demanding slalom course in a unique sporting and engineering challenge. The visual appeal of the racing is also used to attract a much wider audience to the excitement of a career in engineering. In the broadest sense, the occasion will bring together in a practical way science, technology and engineering to explore the art of the possible in an underwater environment, whilst providing a meaningful and enjoyable challenge to young engineers.

The IMarEST is hosting the race at QinetiQ's Ocean Basin in the UK in July 2020. This European race compliments the North American submarine race held in alternate years in Maryland. More details are available at http://www.subrace.eu

The fourth series of the event in July 2018 attracted 12 university teams.

The 2018 qualifying university teams and their submarines were:
- Technical University of Delft (NL) - Wasub 8
- Rhine Waal University of Applied Sciences (DE) - Rivershark
- École de Technologie Supérieure (Can) - Omer XI
- University of British Columbia (Can) - Skookumchuk 4
- University of Michigan (USA) - Bluefin
- University of Washington (USA) - Knotty Dawg
- Texas A&M University (USA) - Hullabalooa
- Florida Atlantic University - HPS Atlantic
- Ecole Polytechnique de Montreal- Archimede VII
- University of California Santa Cruz - Vaquita
- Technical University of Gdansk - Nautilus
- University of Victoria – Chinook
2020 VENUE AND DATES

The races will be held in the Ocean Basin at QinetiQ’s Haslar Marine Technology Park in Gosport, UK from 6 – 17 July 2020.

2020 DETAILED PROGRAMME

The 2020 programme will consist of: timed runs, a final agility competition, a mid-week barbecue and a final prize-giving dinner.

6 - 7 July: Prepare Ocean Basin; Teams start to arrive at Gosport

Wed 8 July: Admin and dry inspection
Event briefing and evening welcome event

9 - 10 July: Wet checks

13 – 17 July: Racing

Tue 14 July: Dive museum visit and BBQ

Wed 15 July: Visitors and Press Day
Evening: ‘Stanley Grey’ prestige lecture at the submarine museum

Thu 16 July: Schools day

Fri 17 July: Final race day with VIPs
Judges final evaluation
Evening: Prize-Giving Dinner

Sat 18 July: Teams and submarines disperse

Exact dates and programme to be confirmed

SAFETY

Safety is the paramount consideration in managing the event and is the responsibility of QinetiQ, who provide a full risk assessment to the UK Health and Safety Executive. QinetiQ will assure that risk mitigation, as described in the risk assessment, is in place and that each entering team carries the appropriate insurance for the underwater activities. In addition, the organisers arrange and pay for insurance cover for the overall event including the underwater aspects.
There is one slot available to become the Principal Sponsor for the event. The Principle sponsor will afford all the benefits contained in the gold sponsor package and will have the exclusive profile of being the only principle sponsor of the races and will be a key contributor to this exceptional STEM event. The Principal Sponsor will have a premium position in all press and publicity, first choice at presenting any prizes and the opportunity to speak at the gala prize giving dinner on 17 July 2020.
PRE EVENT BENEFITS

- You are identified as a Gold sponsor on all printed, electronic and web material regarding the Submarine Races. This includes targeted direct mailings to key contacts and past delegates.
- You are identified as a Gold sponsor on all press, PR, advertising, social media and email campaigns. The IMarEST membership communication campaigns reach a targeted base of over 20,000 marine professionals.
- Your logo will be displayed on the IMarEST and eISR event webpage with a hyperlink to your company website for the duration of the campaign.

EVENT BENEFITS

- Option to provide promotional gifts for the teams in agreement with IMarEST.
- Propose and be linked to one of the existing prizes for the event on a first-come basis or offer to present a new prize, subject to agreeing the basis for the prize with the organisers.
- 2 invitations to the VIP press day and the gala prize giving dinner.
- Brand the area outside of the Haslar Ocean Basin.
- One exhibitor table and roller banner space to display literature in the exhibitor/sponsor area at the Haslar Ocean Basin (sponsor to provide) within the limits of available space and equality with other Gold sponsors.
- Provide a 150-word profile for the team delegate packs.
- Include 1 piece of marketing material (sponsor to provide) which will be distributed to all teams.
PRE EVENT BENEFITS

- You are identified as a Silver sponsor on all printed, electronic and web material regarding the Submarine Races. This includes targeted direct mailings to key contacts and past delegates.
- You are identified as a Silver sponsor on all press, PR, advertising, social media and email campaigns. The IMarEST membership communication campaigns reach a targeted base of over 20,000 marine professionals.
- Your logo will be displayed on the IMarEST and eISR event webpage with a hyperlink to your company website for the duration of the campaign.

EVENT BENEFITS

- Option to provide promotional gifts for teams in agreement with IMarEST.
- Propose and be linked to one of the existing prizes for the event on a first-come basis or offer to present a new prize, subject to agreeing the basis for the prize with the organisers.
- One invitation to the VIP press day and the gala prize giving dinner.
EVENING ACTIVITY / SOCIAL SPONSOR

PRICE: FLEXIBLE

- The opportunity to sponsor an evening activity / social event for the twelve international university teams.
- Sponsors are asked to cover the costs of the evening activity which must include provision of food/drink for the teams.
- Format is flexible, sponsors may formally present to the audience, provide marketing information packs for the students or simply brand a venue for a social networking activity.

“...The ingenuity on display at these events never fails to amaze us and this year the standard has been exceptional. We are proud to invest in the next generation of engineers, by supporting events like this and providing opportunities for young people through graduate and apprenticeship programmes. Judging by the quality of these competition entries, the future of the industry is in very safe hands.

Jon Bayliss, head of maritime platforms at QinetiQ 2016
Further information for Sponsors

PRIZES

The competition rules allow for 6 separate prizes to be awarded at the end of the event. Sponsoring organisations can be linked to one of these prizes on a first come first served basis or offer to present a new prize:

**Grand Prize:** the eISR Trophy. The overall winner of the eISR Trophy will be determined by a formula combining design, manufacture, race performance and reliability.

**All Round Runner Up:** For the team with the second highest score according to the formula.

**Week’s Top Speed:** For the team with the fastest transit of the timing gates during the week, who also complete the run.

**Agility Award:** For the team with the fastest time over a double-length course, twice through the timing gates and slalom course to provide an agility challenge on the last day of the competition.

**Award for Innovation:** For the team, which in the judges’ combined opinion, has pushed the engineering innovation envelope the furthest.

**Best Presentation:** For the team which best presents its submarine design visually and verbally during the poster display on the Wednesday Open Day.

PUBLICITY

Publicity for the event will be generated using a mix of communication channels. It will have five aims:

- To establish the standing of the event and generate increasing interest in future years.
- To provide recognition, acclamation and future prospects for participants.
- To provide publicity and recruitment opportunities for sponsors, in consultation with sponsors' PR teams.
- To help raise the profile of the Engineering, Science and Technology professions.
- To encourage school pupils to consider marine engineering as an exciting and rewarding degree course.
MEDIA COVERAGE OF THE 2018 RACES

**Media Outlets:** The 2018 races saw increased exposure in the media when compared to eISR 2016 with a peak of around 80 media outlets featuring news about the races in July.

**Potential Audience Reach:** News pieces and articles on the eISR 2018 saw a potential viewing reach of 79.7 million over the course of the campaign with a peak of 57.9 million in July.

**Global Coverage:** The 2018 races received coverage across Europe and North America.

**AVE:** The AVE calculates the value of the press coverage received as an equivalent advertising spend. In 2018 the eISR achieved media coverage equivalent to £738k.
COSTS
The venue is supplied free by QinetiQ, teams are responsible for their own travel and subsistence costs, and the organisers give their time for free. However, there are significant and inescapable costs attached to insurance, the provision of safety diving cover, and the erection of temporary facilities as well as the more discretionary costs of the social events. The overall budget is expected to be around £50,000, which will be funded from sponsorship and entry fees.

COMMERCIAL
The event will be run by the Institute of Marine Engineering, Science and Technology (IMarEST) in partnership with QinetiQ. The Institute will: contract with sponsors and other venues; contract with other service providers; receive and account for fees, sponsorship and other funding; disburse costs.

ORGANISATION
The event will be organised by an independent Race Committee (on a reimbursement of costs only basis) who will be responsible to IMarEST for all aspects of the organisation of the event, except for those tasks undertaken by agreement by IMarEST Staff and the safety management tasks undertaken by QinetiQ.
For more information, please contact:
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www.subrace.eu