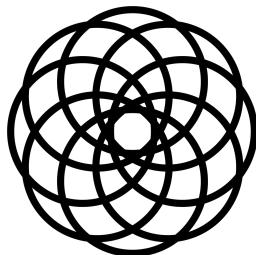


Memorial University Student Design Team

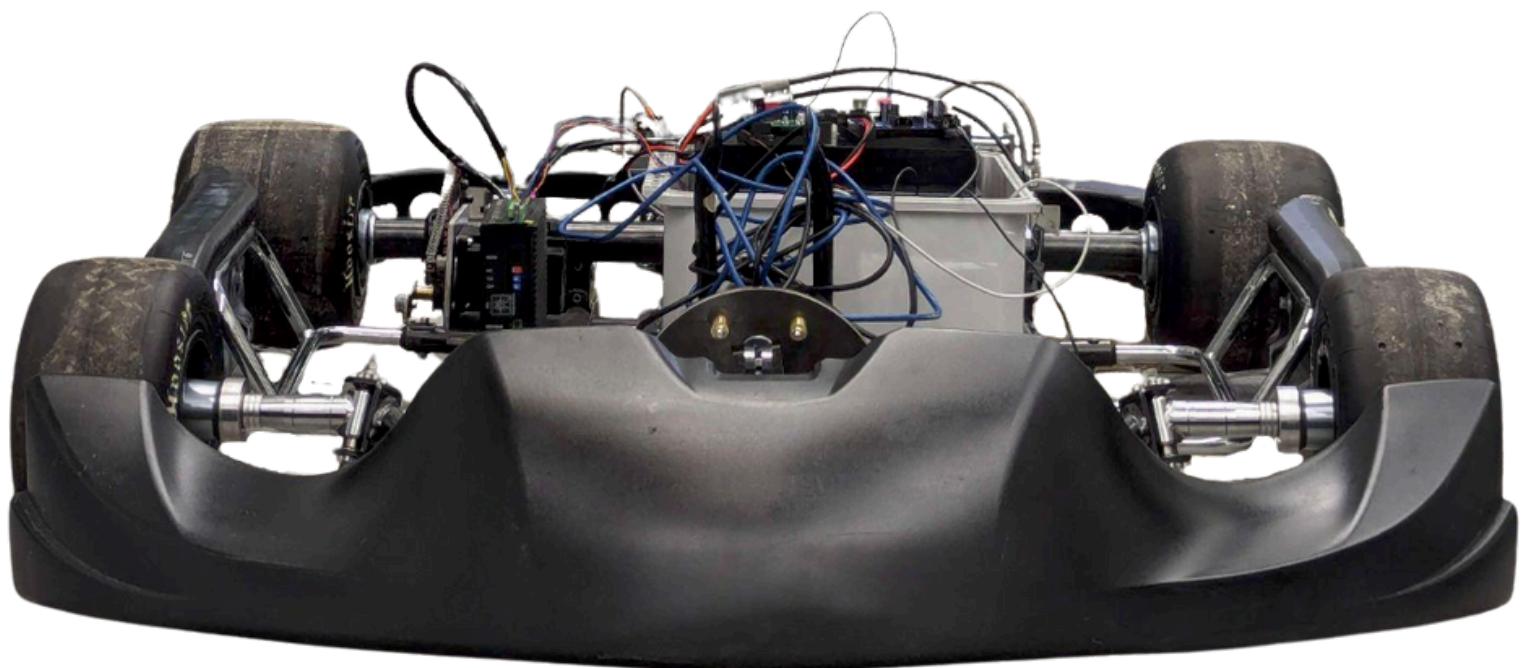
PARADEM

ENGINEERING



Sponsorship Package

2025-2026



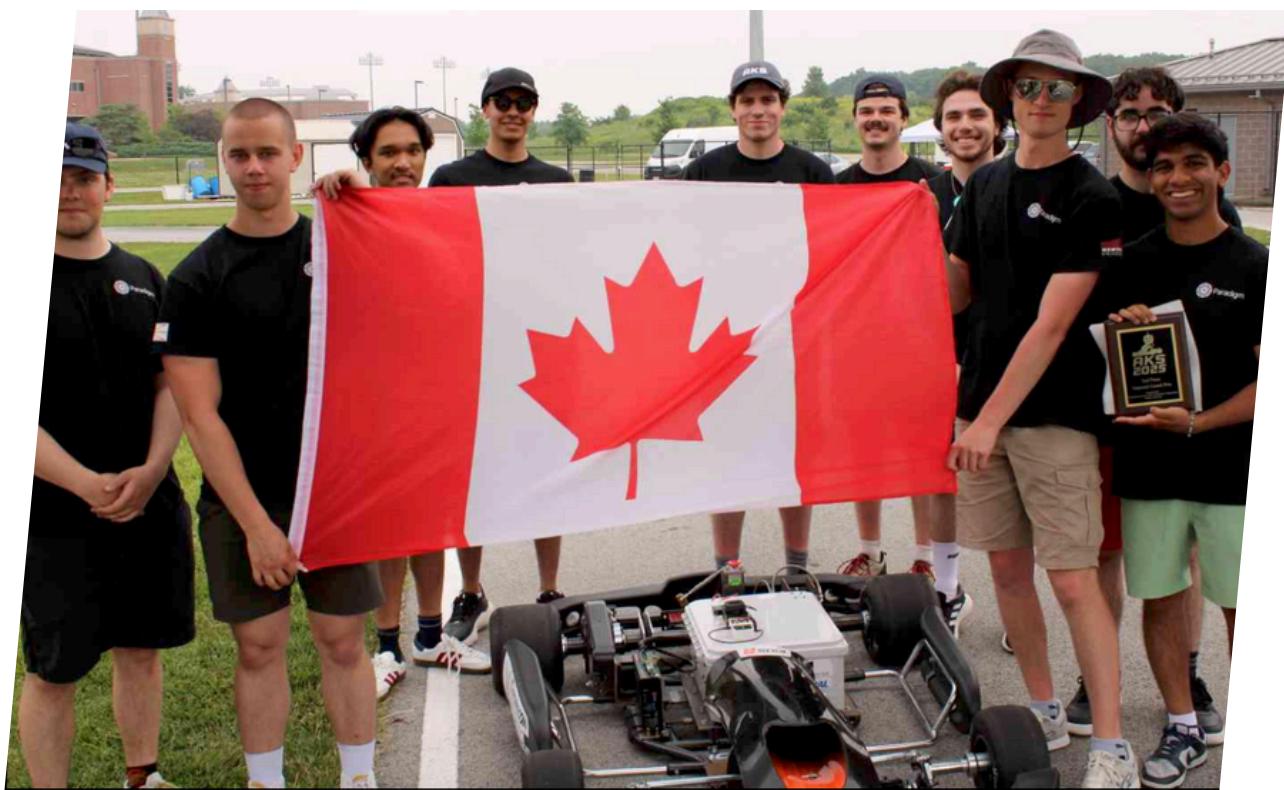
Autonomous Karting Series (AKS)
West Lafayette, Indiana, June 2026

WHO IS PARADIGM?

Paradigm is an interdisciplinary team of Memorial University students focused on pushing the boundaries of transportation technology. As Engineering and Computer Science students, we design the mechanical, electrical and software components of a self driving kart.

Last year we placed second at the Autonomous Karting Series (AKS) in West Lafayette, Indiana. The team is returning to AKS in 2026 and this time we're going for first place! AKS challenges teams to make a fully autonomous, electric go kart, capable of self navigating around a track and autonomously racing other vehicles.

Paradigm at last year's Autonomous Karting Series in West Lafayette, Indiana



BUILDING ON OUR PAST

Since its foundation in 2016, Paradigm has been successful in many international competitions, and remained at the forefront of the future of transportation. Over the years, the team has achieved a total of 7 top ten finishes in multiple competitions including: The SpaceX Hyperloop Competition, The Boring Competition, F1TENTH, and Intelligent Ground Vehicle Competition.

Last year, the team took on the Autonomous Karting Series (AKS) in West Lafayette, Indiana. In our first appearance at the competition, the team came 2nd overall.



Paradigm in 2016 at the SpaceX Hyperloop Competition in Hawthorne, California

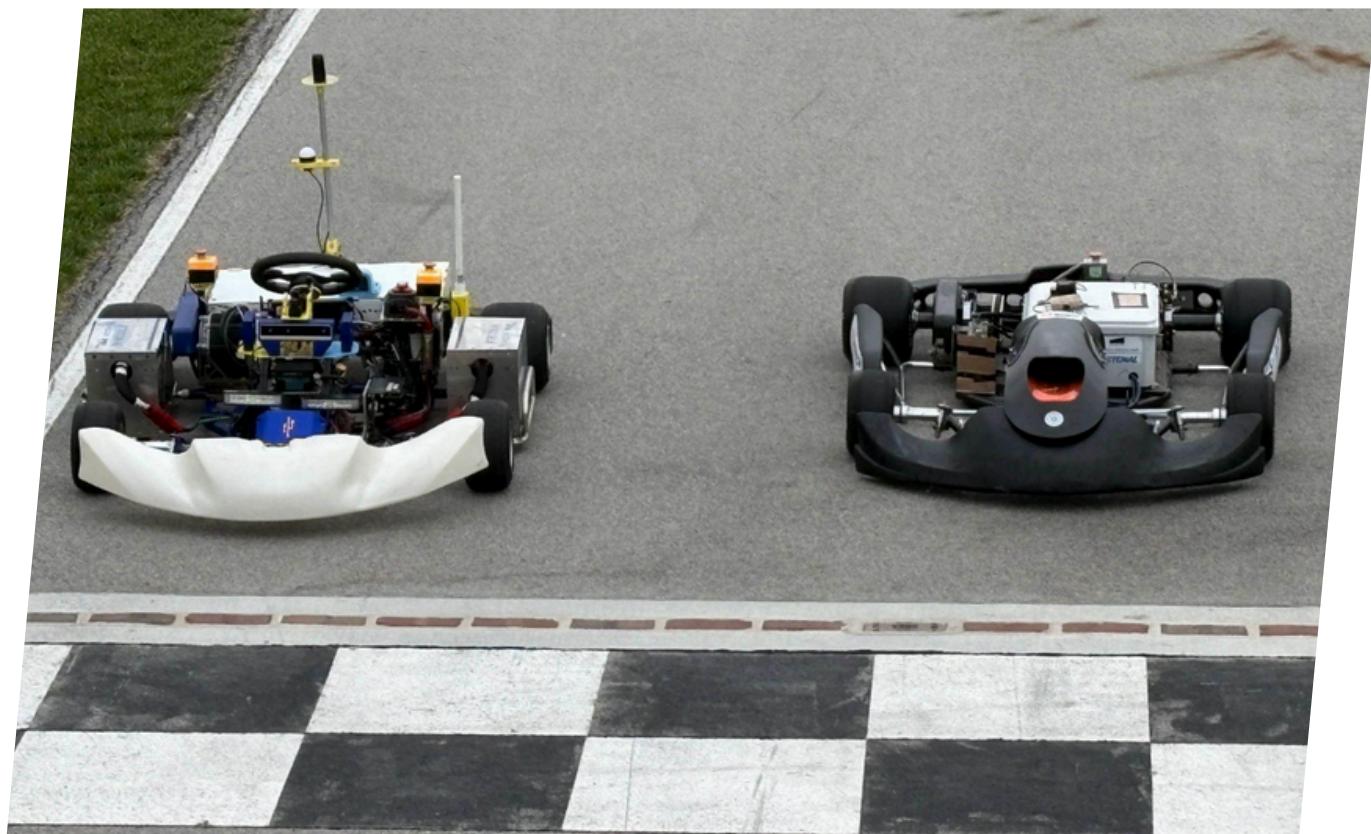
Paradigm in 2025 at the Autonomous Karting Series in West Lafayette, Indiana



RETURNING TO AKS

In June 2025, the team took on the Autonomous Karting Series in West Lafayette, Indiana. The team pushed the current setup to its limit and in our very first appearance at the competition, came second overall. This year, the team aims to return to the competition with a faster, better kart and bring home a win.

Paradigm on the track at the Autonomous Karting Series (AKS)



WHY SPONSOR PARADIGM

Paradigm provides an opportunity for students to come together and collaborate on an innovative, challenging project. The team provides hands-on experience, and allows students to build skills that are critical for the engineering workforce.

Team members develop long lasting connections and work with a team of like-minded, motivated individuals. Paradigm members become innovators, leaders and skilled professionals of the future.

Our sponsors foster innovation in Canada and have direct access to a group of motivated, skilled students for future hires.



SPONSOR BENEFITS

In return for sponsoring the team, Paradigm will represent your company by doing the following:

- **Media Exposure:** Paradigm's history of success has attracted a large audience over time. Through sponsorship, the team will represent and promote your company on all of our platforms.
- **Apparel:** Your company's logo will be featured on the backs team T-shirts, which are worn at various events.
- **The Kart:** Sponsor logos are featured all over the kart. Being the only Canadian team at AKS means that your logo will be displayed to new audiences.



Sponsor logos on the kart and T shirts at competition and local events



YOUR INVESTMENT

This year, our team is returning to AKS to win the competition. With a new generation of members, seasoned advisors and early support, the team can achieve this goal and continue our legacy. We hope that your company can help us with our goal of pursuing excellence, and development of our project.



	Bronze \$1,000	Silver \$2,500	Gold \$5,000
Logo on Website	X	X	X
Logo on Kart	SMALL	MEDIUM	LARGE
Social Media Post	1	2	3
Meet the Team & See the Kart		X	X
Team Resume Package			X