



THE CALIFORNIA GEOTECHNICAL
ENGINEERING ASSOCIATION
UNIVERSITY OF CALIFORNIA
LOS ANGELES



SPONSORSHIP PROPOSAL 2016-2017

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LETTER FROM THE PRESIDENT

Dear Prospective Sponsor,

Thank you for your consideration to sponsor the UCLA student chapter of the California Geotechnical Engineering Association. Established in 2008, we are the second student chapter to form under the CalGeo professional organization, and has since rapidly expanded in both the number of active members and student opportunities. We seek to bridge the gap between academia and industry in the geotechnical engineering field by hosting field trips, guest speaker events, the student-run GeoWall project, and networking events, such as our annual Fall BBQ and GeoExpo, and the annual CalGeo Conference.

The success of this organization and its outreach depends on the support of sponsors to help keep the costs of networking events affordable and to continue providing our members tangible benefits of practical knowledge and professional development. Thanks to the opportunities made available by generous donations from companies like yours, and together with a strong education from UCLA, we have seen our members go on to many of the best geotechnical engineering firms and graduate programs in the world. Along with your sponsorship, we will recognize your valuable contribution in our promotional materials and as well as on our website.

We appreciate your generosity in helping the UCLA student chapter of CalGeo in its endeavors!

All the best,

A handwritten signature in black ink, appearing to read "Samantha Hangsan". The signature is fluid and cursive, with a long, sweeping underline.

Samantha Hangsan
President

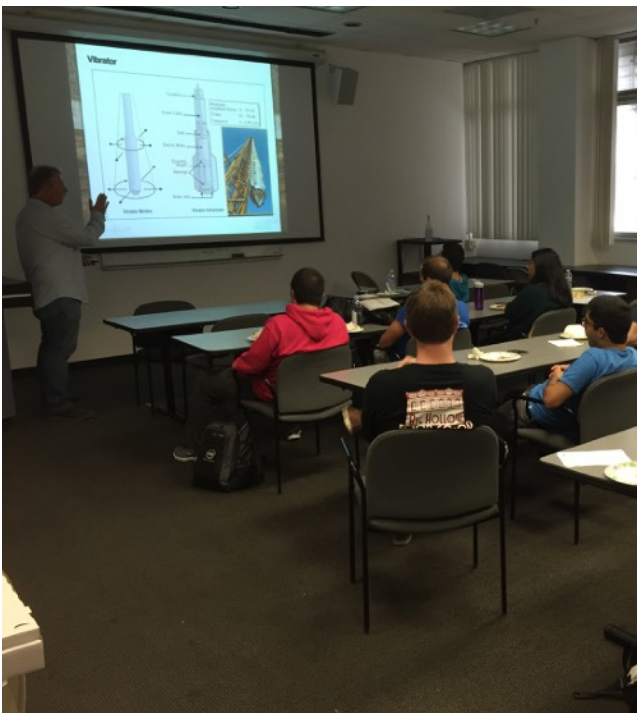
CALGEO AT UCLA

CalGeo at UCLA has come a long way since its inception eight years ago. We were founded on one driving principle: to promote geotechnical engineering within the student body and to increase exposure to the field. Over the past eight years, we have hosted and organized countless field trips, speaker and networking events.



FIELD TRIPS

We offer countless field trips to expose what geotechnical engineering is like in the field. For instance, we visit over five different sites in the LA area to observe SPT and CPT testing, pile installation, mud rotary drilling, and more. Students also gain insight by talking to superintendents and company personnel, allowing them to ask questions and delve into the minute details of the work. As the demand for these field trips is often very high, we do our best to provide accommodation to all students that want to attend, like transportation to all events.



SPEAKERS

In addition to field trips, CalGeo also brings in a variety of professional speakers to campus to talk on a variety of topics. Just this past year, we invited professionals from Shannon & Wilson, Fugro, and Langan to share their experience in geotechnical engineering. We were also very blessed to have Mr. Allen Yourman of Diaz-Yourman & Associates give a very emotional talk on the moral conundrums stemming from working among immoral competitors. Talks like these give our students perspective on how challenging the geotechnical world can be, but ultimately show them how rewarding the industry is if they approach it in the right way.

CALGEO AT UCLA



NETWORKING

Undoubtedly, the plethora of networking opportunities is CalGeo's biggest strength. Our biggest event of the year is GeoExpo, which was attended by 80 guests, over half of whom were members from the industry and academia. The aim of this event is to create an avenue for networking and conversation among students, professors, and industry professionals. Last year, Professor Ross Boulanger was the keynote speaker at this event, giving an educational talk about spatial variation of liquefaction zones.



Additionally CalGeo holds an annual Student-Professor Barbecue, which is our highest anticipated event of the year. The event is held to strengthen bonds within the UCLA geotechnical engineering community by gathering geotechnical engineering professors, industry representatives, graduate, and undergraduate students for a nice barbecued meal. Last year, over 80 guests attended this event, including several alumni and representatives from the industry. This is yet another opportunity for our members to interact with professionals and professors, giving them ample time to connect and build their network.



PAGE 4: (Top) Tour of Luskin Conference Center at UCLA; (Bottom) Hayward Baker information session.

PAGE 5: (Top) GeoExpo; (Middle) Student Professor BBQ; (Bottom) Networking at Student-Professor BBQ.

GEOWALL PROJECT

GeoWall is a competitive project where we build a mechanically stabilized earth (MSE) retaining wall using poster board and paper reinforcement. This project has been an integral part of our club since 2011, and it is the only undergraduate-level research project at UCLA that focuses on geotechnical engineering. This project has also been among one of the most successful undergraduate projects at UCLA, finishing top 10 at the national competitions and top 5 at the regional competitions regularly. Every year, we allow students of any class standing to join our team, whether or not they have taken any geotechnical classes. This way, we provide them with the opportunity to apply what they learn in class to solve real-life geotechnical problems and begin learning geotechnical concepts in a hands-on environment.

GeoWall is run by two groups: the research team and the management team. The research team is responsible for carrying out the lab tests. However, their most important job is developing new build and compaction methods that help us score more points at the competitions. This is where members get to come up with brilliant solutions aimed at increasing efficiency, reducing material use, and advancing our engineering models and techniques. The research team also utilizes computer software and then runs hand calculations to check the credibility of the software results. Our management team is responsible for logistics which includes project scheduling, recruitment, materials and tools inventory, educational talks, and sponsor relations. Both of these teams work closely to design and build the most pristinely engineered retaining wall to compete with the nation's top 20 schools.



PSWC: GeoWall project members at Pacific Southwest Regional Conference (PSWC).

BUDGET

Our 2016-2017 expected budget is primarily based on previous years' expenses. This will be adjusted according to changes in the items' prices.

ITEM	DESCRIPTION	COST
GeoExpo	Networking night & meal at UCLA Faculty Center	\$4000
CalGeo Conference	Airfare (LAX - KOA)	\$650
	Hotel (Hapuna Beach Prince Resort)	\$240
	Transportation (shuttle service)	\$100
	Food (non-provided meals)	\$200
GeoWall Project	Project materials	\$500
Officer Retreat	Retreat at Cleveland National Park	\$400
Fall BBQ	Food and supplies for BBQ	\$300
	TOTAL	\$6390

CONTRIBUTE

None of our incredible events would be possible without the strong support base that CalGeo is founded on. Our officers work year-round to make sure that a plethora of quality events are present for our member base to benefit from. They arrange all the field trips, information sessions, workshops, and GeoExpo, where all UCLA geotechnical engineering students and industry professionals like you are invited to attend!

In addition to the effort put in by our officer board, funding is necessary for our chapter to reach our highest potential. By sponsoring our student organization, you are not only making an investment, but you are also helping our events and the GeoWall project flourish even more by allowing us to purchase the materials needed to run these events and ensure enough practice before the GeoWall competition. Your donation will also help us bring in more members and generate more interest in the field of geotechnical engineering. This will benefit the geotechnical community by teaching our young members responsibility and leadership through exposure to real-life engineering challenges and competition with the best schools in the nation.

SPONSORSHIP PACKAGES

SPONSORSHIP LEVEL	BRONZE	SILVER	GOLD
	<\$500	\$500-\$750	>\$750
Logo on T-Shirt and GeoWall Sandbox	Small	Medium	Large
Free GeoExpo Admission Tickets	1	2	3
Thank You Gift	X	X	X
Advertisement on CalGeo at UCLA Website		X	X
Host 1 Information Session			X

In-kind donations will be awarded the package corresponding to their monetary value.

If you wish to become a donor, please fill out the sponsorship registration form at the end of this packet. We will gladly accept any form of donation, whether it may be materials, monetary contribution, or other services such as information sessions. Please take a look at our budget on the previous page to get an idea of the materials we will need. As time goes on, we should have a better idea of what we will need for this year. If you need more information, please do not hesitate to contact us.

All gifts to the UCLA School of Engineering are fully tax-deductible for federal income tax purposes, and subject to any limitations placed on charitable gifts. For other fund disclosures and information on donor privacy, please visit ucla.in/2a5gSSY.

For UCLA tax I.D. numbers, tax exemption letters, and other frequently requested documents, please visit ucla.in/2a5hcRN.

CONTACT

PRESIDENT
Samantha Hangsan
shangsan@ucla.edu
(714) 867-8782

TREASURER
Ho-Shing Chau
hoshingc@ucla.edu
(510) 331-0167

SPONSORSHIP FORM

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☐ Yes! I would like the _____ sponsorship package by generously donating a total amount of \$_____.

☐ Yes! I would like to donate the following products/supplies: _____

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Los Angeles, CA 90095-1593

THANK YOU!