

General Introductory Prospectus UQ MARS 2025

UQ MARS Executive Team

January 2025

About UQ MARS

Our Philosophy

The UQ Mechatronics and Robotics Society is an award-winning student-led hub for learning and innovation in robotics and automation. With a diverse network of over 200 members from different academic and socioeconomic backgrounds, UQ MARS supports anyone that has interest in the field of Mechatronics and Robotics. UQ MARS strives to build a vibrant community focused on promoting learning and skill development in this field. Through our efforts, aspiring engineers have the opportunity to connect through our hosted workshops, seminars, competition teams and networking events.

Our 2025 Team

Since 2024 UQ MARS has undergone a dramatic expansion that saw not only our members increase but our executive team which has allowed us to host a greater number of events ranging from educational to interactive to social, made possible by our passionate and driven executive team consisting of the following roles:

- **President - Quinn Horton**
The President oversees all operations both internal and external within UQ MARS and keeps the executive team working seamlessly while being approachable and knowledgeable.
- **Secretary - Binara Wasala**
The secretary serves as the primary communicator between all facets of the club. Their role is primarily to ensure that the club's logistics run smoothly, and that executives, members, and industry partners are all receiving communication.
- **Treasurer - Samantha Krause**
The treasurer is responsible for keeping track of the club's finances and oversees all communications with partners.
- **Vice President: Mechatronics - Phillip Reid**
The vice president is responsible for supporting the president in regards to the mechatronics portfolio of the club. They will also ensure that the portfolio's exec (Events, Competitions, Workshops and Outreach) are performing their duties, and offer support where needed.
- **Vice President: Robotics - Slater Sammut**
The vice president is responsible for supporting the president in regards to the robotics portfolio of the club. They will also ensure that the portfolio's exec (Projects) are performing their duties, and offer support where needed. The vice-president is required to keep up to date with all safety documentation and implementation for teams.
- **Partnerships Coordinator - Shaariq Jaldin**
The partnerships coordinator is responsible for creating and maintaining relationships between the club and industrial partners.
- **Marketing Lead - Alana Cawthorne**
The marketing lead is responsible for the advertising and maintaining our social media presence.

- **Technical Lead - Joseph Hatcliff**

The technical officer is responsible for the club's digital infrastructure and making sure that it is up to date, safe, and functional.

- **Events Lead - Ethan Ney**

The events lead is responsible for ensuring that all general events are planned and well run.

- **Workshops Lead - Ganesh Srinivasa**

The workshops lead is responsible for ensuring well-planned and smoothly run workshops for members.

- **Competitions Lead - Zac Apelt**

The competitions lead is responsible for coordinating the planning and execution of the competitions that the club offers.

- **Projects Lead - Oscar Lloyd**

The projects lead is the executive that is responsible for leading the club's organisation in various competitions that we are involved with as well as the club in-house projects that give our members the chance to work on engineering problems that can add to their knowledge and portfolios.

- **Outreach Lead - Erin McGrath**

The outreach lead is responsible for managing and coordinating school outreach programs to provide opportunities for school-aged students to participate in robotics-related workshops and events.

Our Portfolio

In 2024 we held over [X] amount of events.

Regular talks and seminars

A review of 2024

Microcontroller Hackathon

The annual hackathon was a three-day event, with a theme of 'Innovation in education'. This year, we saw an increase in attendance of about 20 people, and we saw three industry partners involved in the event, with a panel of alumni judges representing each of the three groups involved.

Industry Talks and Seminars

UQ MARS in 2025

Goals

After achieving positive growth in both members and events in 2024, we are looking ahead to 2025. UQ MARS is focused on building on past achievements as a foundation from which

we can grow. Having a successful 2024, in 2025 we hope to expand on:

- Advancing member experience
- Provide more opportunities for members to develop essential mechatronics and robotics skills through our workshops and seminars
- Launch Robowars initiatives as we prepare our team to compete for the first time in 2025
- Build industry connections and collaborations
- Drive the social culture around the club
- Give back to our community

Micromouse Expo

Looking ahead to 2025, we are excited to expand the hackathon to include a dedicated expo. This new addition will feature industry sponsors, providing participants and attendees an opportunity to network, showcase their projects, and explore potential career or collaboration opportunities. The expo aims to strengthen connections between students and industry while broadening the event's impact.

Robowars

Building on the excitement surrounding robotics competitions, UQ MARS will debut its first Robowars team, competing in battle robotics for the first time. This initiative will provide members with hands-on experience in designing, building, and testing robots while fostering teamwork and innovation. We also aim to host workshops and events to engage members and grow interest in competitive robotics.

Increase Outreach initiatives

Building on the success of our initiatives in 2024 to engage students interested in Mechatronics and Robotics, we aim to strengthen our outreach and impact in the coming year. By leveraging collaborations with the EAIT marketing department and mutual connections, we plan to expand our efforts significantly.

Aims for 2025:

- Increased volume of workshops and volunteers
- Increased participation of existing UQ MARS volunteers

Sponsorship Opportunities

How Sponsorships Work at UQ MARS

Industry partners have multiple opportunities to promote themselves through UQ MARS's platforms and portfolios by sponsoring either monetarily or in-kind (products, services, facilities). The following is a **quick** overview of some of the benefits from each of UQ MARS's five prospectuses to give your company a taste of the opportunities each set of packages can

offer. Upon an expression of interest, a detailed prospectus related to each sponsor portfolio is available.

Our Competitions Portfolio - Innovation

Packages included in the Innovation prospectus are designed to elevate the quality of UQ MARS's competitions portfolio. By contributing to this package, sponsors contribute to the development of the next generation of engineers and innovators.

What Benefits Can I Find in the Innovation Prospectus?

- Elevate Event Quality: Your company is recognised and thanked at the opening of one of our flagship events. (*Principal Flagship Sponsor*)
- Amplify Innovation Outcomes: The personnel of your company provides their expertise in an educational segment in a flagship event. (*Event Sponsor*)
- Strengthen Industry Presence: Your company gains the exclusive privilege of having increased foot traffic to your company booth by being positioned at an entrance point at the Expo. (*Principal Expo Sponsor*)

Our Outreach Portfolio - Community

Packages in the Community Prospectus is designed to support UQ MARS's STEM-based educational and outreach initiatives targeted at broader audiences. Through this package, sponsors contribute to fostering meaningful connections, promoting community development, and supporting equitable access to educational resources.

What Benefits Can I Find in the Community Prospectus?

- Elevate Equipment Quality: Your company logo is attached to [x] educational materials used in outreach efforts. (*Materials Sponsor*)
- Promote Corporate Values: Your company is given recognition and thanks on our social platforms each time an outreach session is promoted. (*Principal Outreach Sponsor*)
- Drive Community Impact: Your company is advertised as a sponsor for the travel costs of outreach sessions. (*Travel Sponsor*)

Our Projects Portfolio - Empowerment

The Empowerment Prospectus is designed to support UQ MARS's long-term project-based initiatives, with a primary focus on the RoboWars team. By contributing to this package, sponsors gain visibility and influence in shaping the future of robotics and STEM education through creative outlets.

What Benefits Can I Find in the Empowerment Prospectus?

- Champion Ambitious Projects:
- Foster The Future:
- Elevate Brand Visibility:

Our Administrative and Minor Events Portfolio - Excellence

The Excellence Prospectus is designed to ensure seamless execution of day-to-day activities and continuous improvement of UQ MARS's initiatives. The packages in this prospectus are ideal for companies looking to promote themselves to a new customer base.

What Benefits Can I Find in the Excellence Prospectus?

- Sustain Operational Success: The personnel of your company provides their knowledge by guiding members of the team related to your field of expertise. (*Excellence Sponsor*)
- Enable Future Growth: Your company gains the opportunity to supply branded or your company's products at one portfolio event. (*Supplies Sponsor*)
- Demonstrate Meaningful Impact: Your company is thanked at UQ MARS's SGM and AGM for contributing administrative software. (*Admin Sponsor*)

Our Minor Events Portfolio - Encouragement

The Encouragement Prospectus is tailored for companies looking to begin their partnership with UQ MARS through smaller contributions. This package is ideal for sponsors who are wanting to promote themselves via in-kind donations.

What Benefits Can I Find in the Encouragement Prospectus?

- Start Meaningful Partnerships: Your company is recognised at the beginning of the associated event that you have provided a facility for. (*Facility Sponsor*)
- Support Community Engagement: Your company's services/products are advertised on our platforms to our members for once a quarter for as long as the membership discount is valid. (*Membership Sponsor*)
- Promote Your Brand: Your company name is associated with one prize available at one of our minor events. (*Prize Sponsor*)

For more detailed prospectus information or a specific set of benefits, submit your company's expression of interest by contacting us.

Contact Us!

*Insert Image Here

You can contact us through any of the following platforms:

 uqmars.com

 partnerships@uqmars.com

 UQ MARS

 UQ Mechatronics and Robotics Society (UQ MARS)

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We look forward to hearing from you!