



# COMBAT ROBOTICS AT BERKELEY

**BATTLEBOTS** Season 8 Sponsorship Opportunities



# Team Spotlight

Combat Robotics at Berkeley is an entirely student run non-profit team at UC Berkeley. We've competed with our 250 pound robot, Glitch, on the TV show BattleBots, and with 9+ smaller robots in regional competitions!



TV Presence & Brand Visibility



Access to top-tier talent with real engineering experience



Undefeated Rookie Season



Huge Social Media Reach



Robust, Resilient,  
Cutting Edge Bots

# Guiding Principles



## MISSION

We're dedicated to promoting hands-on engineering principles through designing, marketing, and fabricating combat robots with complex subsystems, preparing our members for careers in engineering.



## VISION

Our goal is to foster a vibrant community of diverse individuals, brought together by their shared passion for robotics. We strive to create an environment where innovation thrives and boundaries are continually pushed.





The skillset and real engineering work I've done at CRB has been the single most crucial experience in preparing me for internships and my career. With your help, I'm excited to see CRB continue to grow and develop more students year after year and share this incredible experience.

— *Kyle Miller*  
Founder



# BattleBots

BattleBots is the primetime televised international robot fighting competition. It's an intense 2 weeks of combat with a rigorous application process. Only 2 other college clubs have been selected, WPI and MIT.

## Airs On

- HBO Max
- Discovery Channel
- Discovery+

## Audience

- 1.2M weekly live Discovery views
- ~5M total weekly views

Note: BattleBots Season 8 has yet to be confirmed; filming dates to be determined



# Destruct-A-Thon

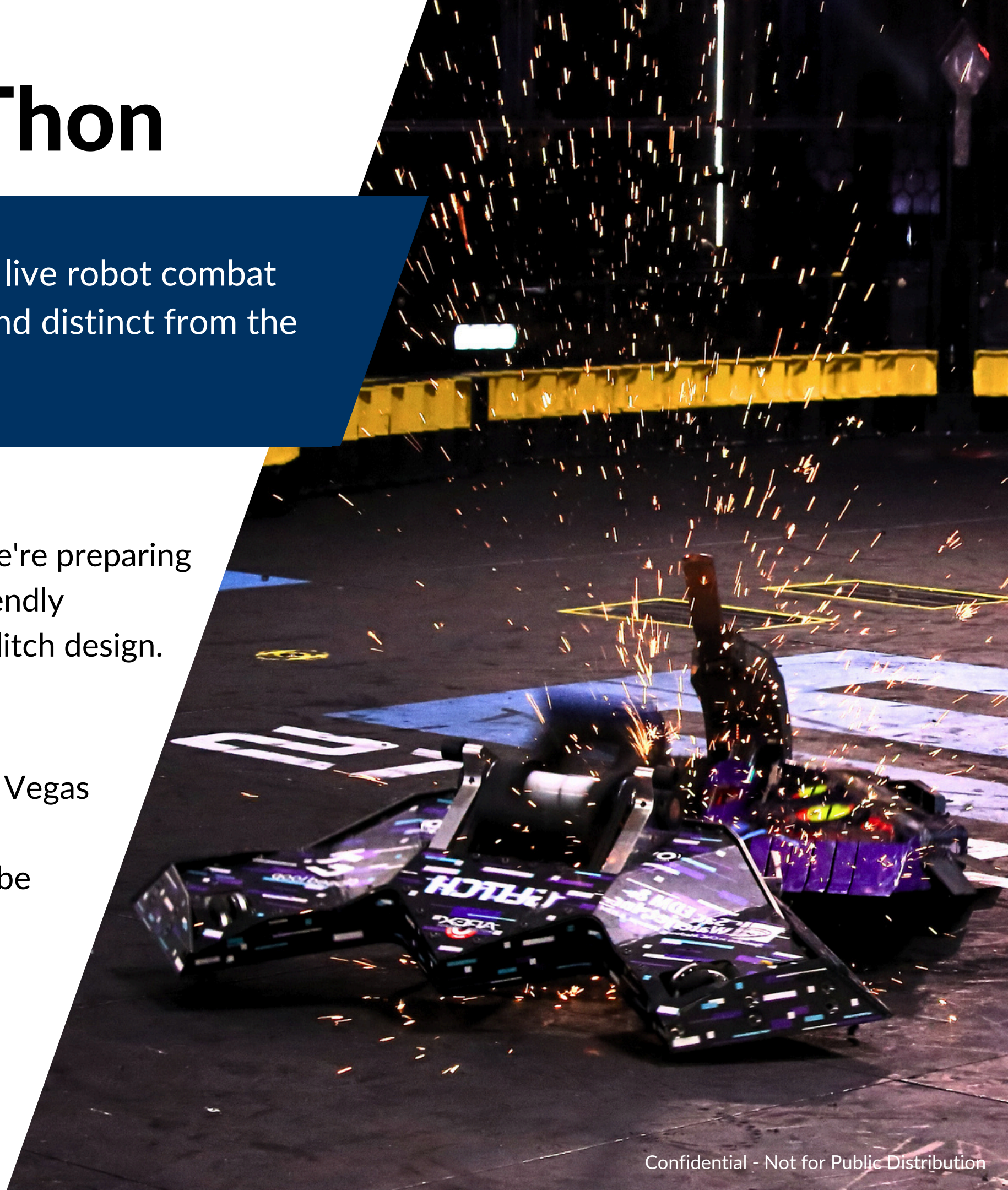
**BattleBots Destruct-A-Thon** is a live robot combat show in Las Vegas, untelevised and distinct from the televised series.

## Glitch at Destruct-A-Thon

As we await BattleBots Season 8, we're preparing for Destruct-A-Thon — a budget friendly opportunity to test our revamped Glitch design.

## Highlights

- Awarded Best New Show in Las Vegas
- Access to thousands of fans live
- Leverage BattleBots' 2M YouTube subscribers and 3.5M Instagram followers



# Glitch

Glitch is our BattleBots entry, which emerged as a breakout rookie during our Season 6 run. The design centers around a powerful vertically spinning weapon and a stealth bomber shaped chassis.

## Glitch Standings

- Tied for longest undefeated winning streak (7 wins)
- BattleBots: Bounty Hunters Champion
- Season 6 Rookie of the Year

## Technical Specs

- Weight: 250 lbs
- Width: 4 ft
- Weapon Weight: 58 lbs
- Weapon Tip Speed: 200 mph
- Drive Speed: 20 mph



# Regional Robotics

Each year, we expect to have 50+ new members develop their engineering skills as they design their own 1lb, 3lb, and 15lb combat robots from scratch.

## 2021/22 Pilot Year

- 15 New Members
- 3x 15lb Combat Robots

## 2022/23 Year

- 21 New Members
- 3x 15lb Combat Robots
- 3x 3lb Combat Robots

## 2023/24 Year

- 18 New Members
- 3x 15lb Combat Robots
- 4x entries into *BattleBots IQ*

Any CRB member can propose and get funding for a robot and competition!





# New Initiatives

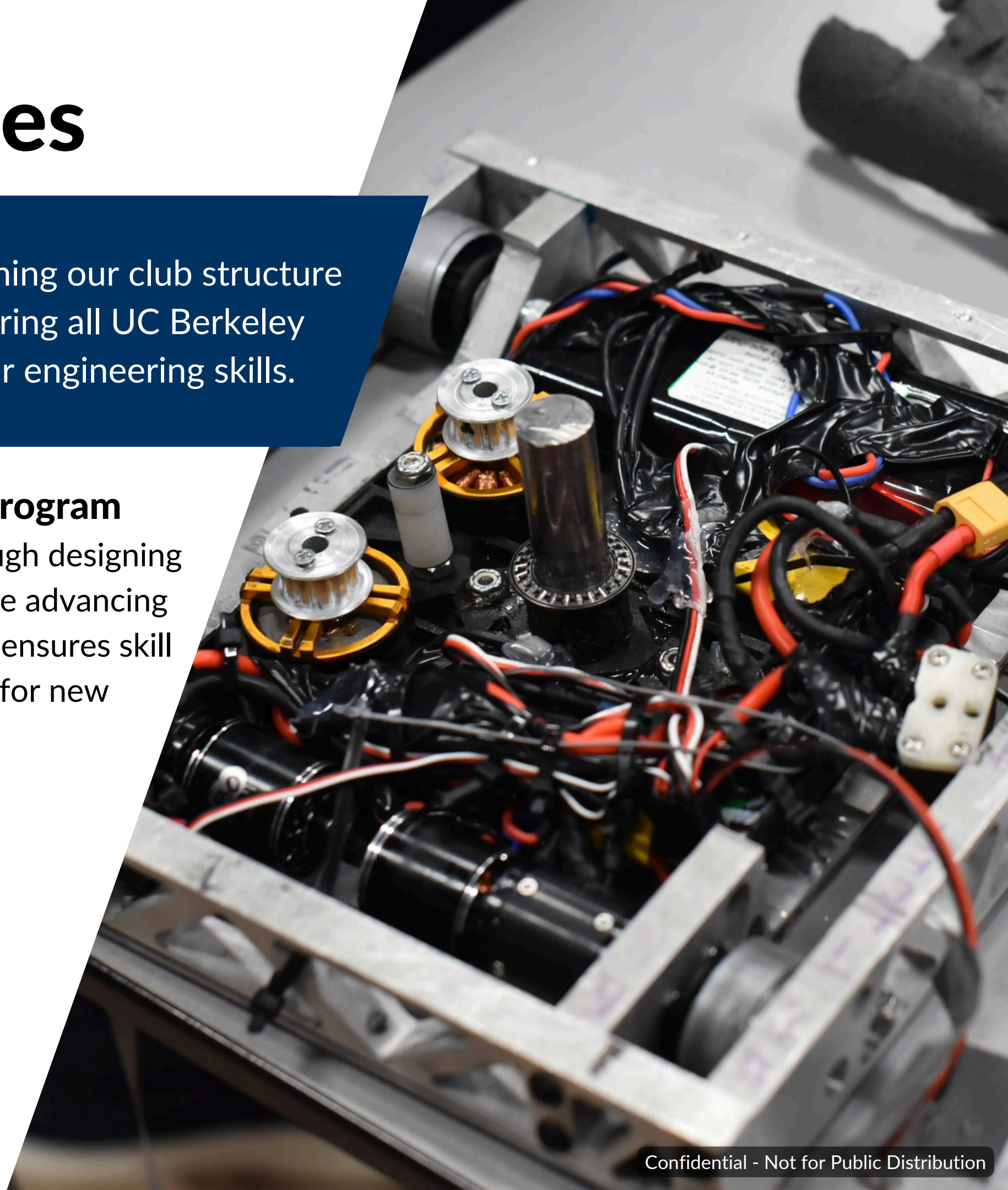
Starting Fall 2024, we are reimagining our club structure to be exceptionally inclusive, ensuring all UC Berkeley students can join and develop their engineering skills.

## New Member Development Program

Our program guides beginners through designing and manufacturing 1lb robots, before advancing to 15lb robots. This structured path ensures skill growth and competitive experience for new members.

## Outcomes

- 10+ Antweight Robots
- Mentorship from Team Glitch
- Practical Design Experience



# Budget

\$37,000

## Materials

Components and materials from bolts to sheet metal will help us establish a strong foundation to build Glitch.

Weapon	\$13,000
Frame	\$10,000
Drive	\$6,000
Hardware	\$8,000

\$19,000

## Manufacturing

Securing our budget will enable us to build a robust and resilient robot, capable of withstanding the rigors of BattleBots.

Machining	\$15,000
Tools	\$3,000
Consumables	\$1,000

\$100,000

\$19,000

## Operations

The operations budget includes funding for team logistics, merchandise creation, and outreach to strengthen our community.

15lb Program	\$10,000
1lb Program	\$5,000
Outreach	\$2,000
Transportation	\$2,000

\$25,000

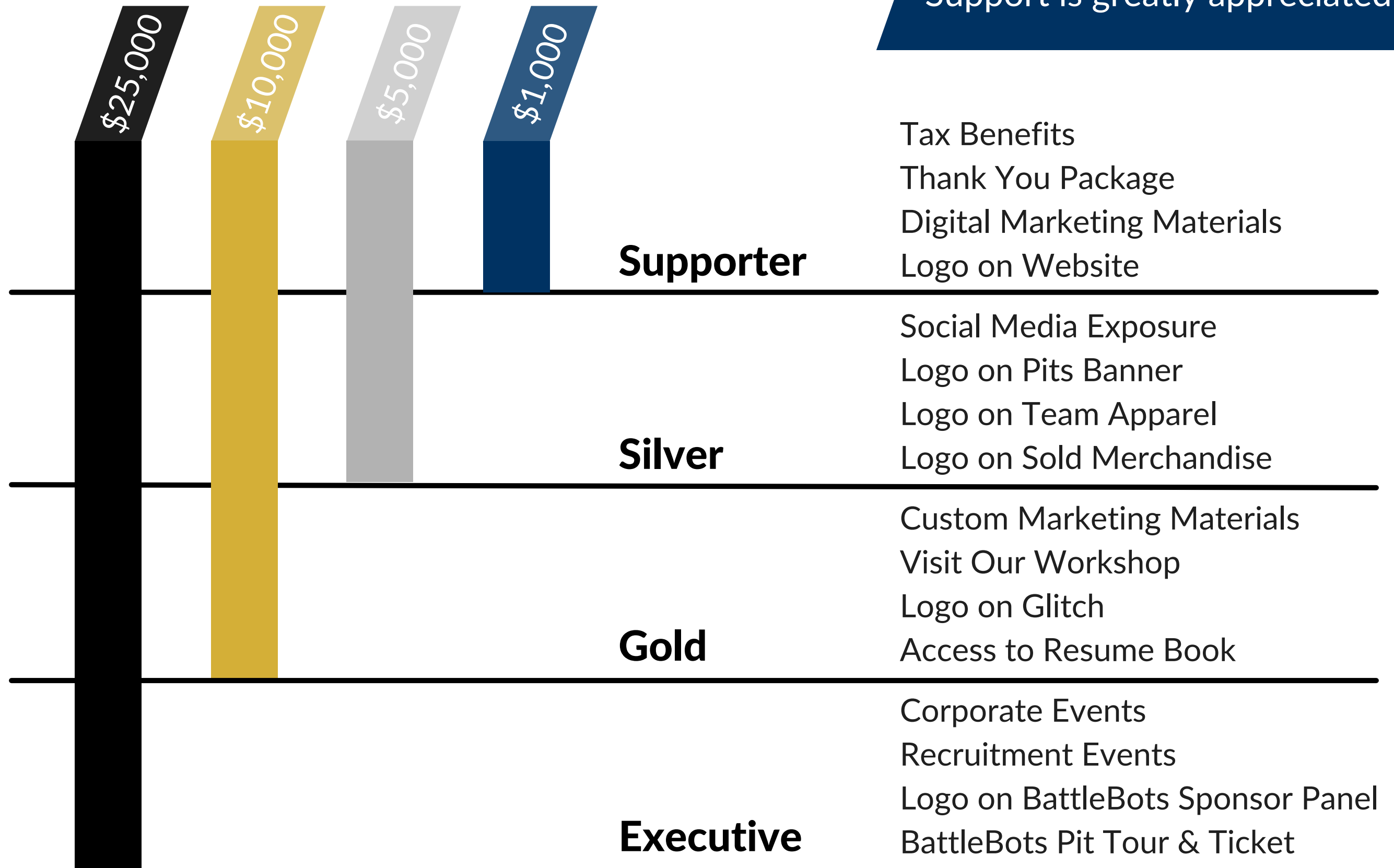
## Electronics

Meeting our budget goal will allow us to buy components with the rare performance and durability needed for BattleBots.

Motors	\$8,000
ESCs	\$7,000
Batteries	\$5,500
Misc	\$4,500

# Sponsorship Rewards

Both Monetary & In-Kind Support is greatly appreciated!



# Supporter

## \$1,000 Contribution

### Tax Deductibility

Combat Robotics at Berkeley is a 501(c)(3) non-profit. All donations are tax deductible.

### Thank You Package

We'll send you some exclusive Glitch merchandise as a token of our appreciation.



### Digital Marketing Materials

We'll provide you with photo and video materials to showcase your support or in-kind parts.

### Logo on Website

Our website attracts many fans, and your company will be prominently displayed and linked.

# Silver

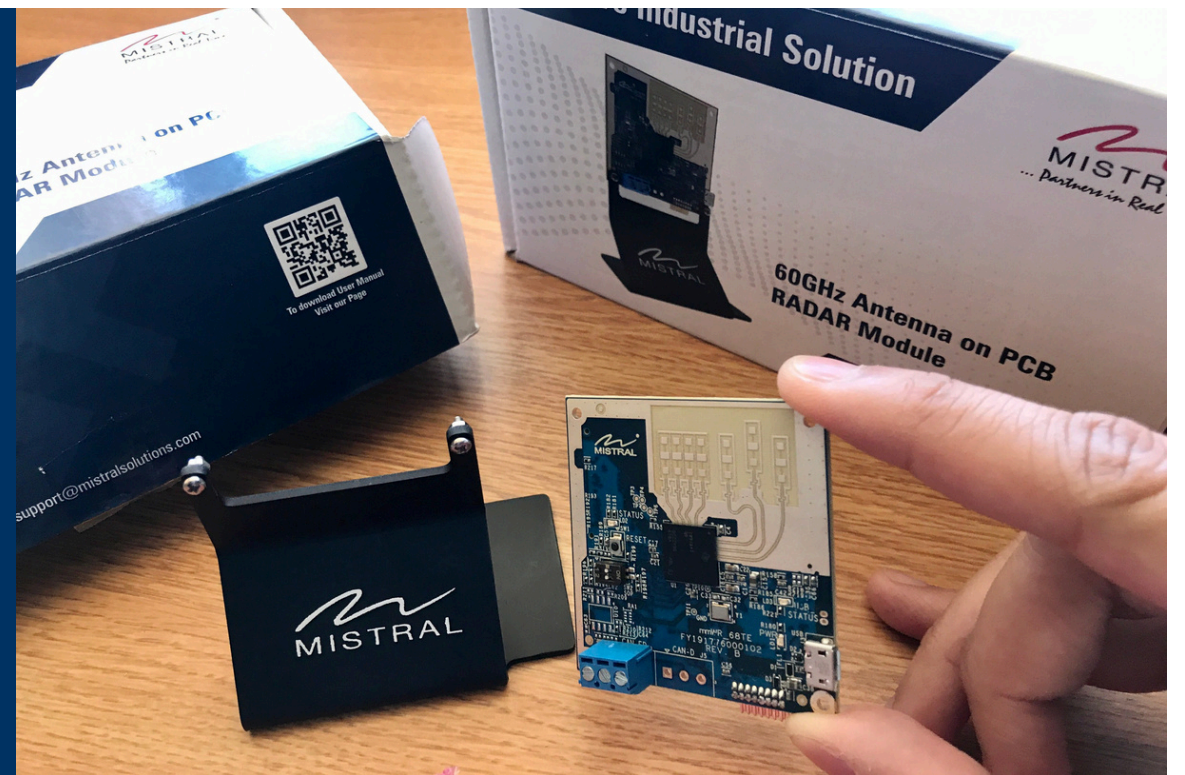
## \$5,000 Contribution

### Social Media Exposure

We're proud to display sponsors and their fundamental impact on our success to thousands of our fans on social media.

### Logo on Pits Banner \*

Our pit is frequently used for filming and interviews, and is the most visible display of our supporters at BattleBots to other builders.



### Logo on Team Apparel \*

Our team proudly showcases sponsor logos on our apparel at BattleBots and various competitions, showcases, and outreach events.

### Logo on Sold Merchandise

Showcase your brand on Glitch team merch, which our fans proudly wear and share online.

# Gold

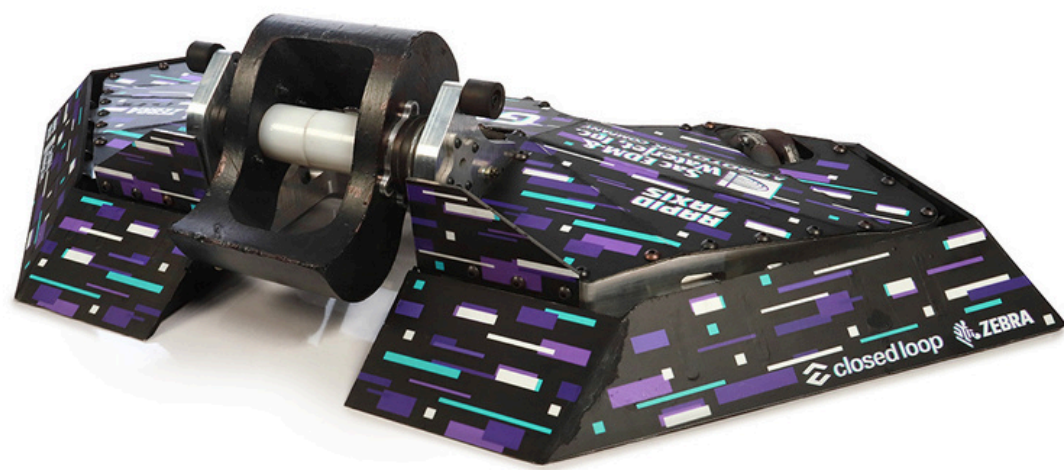
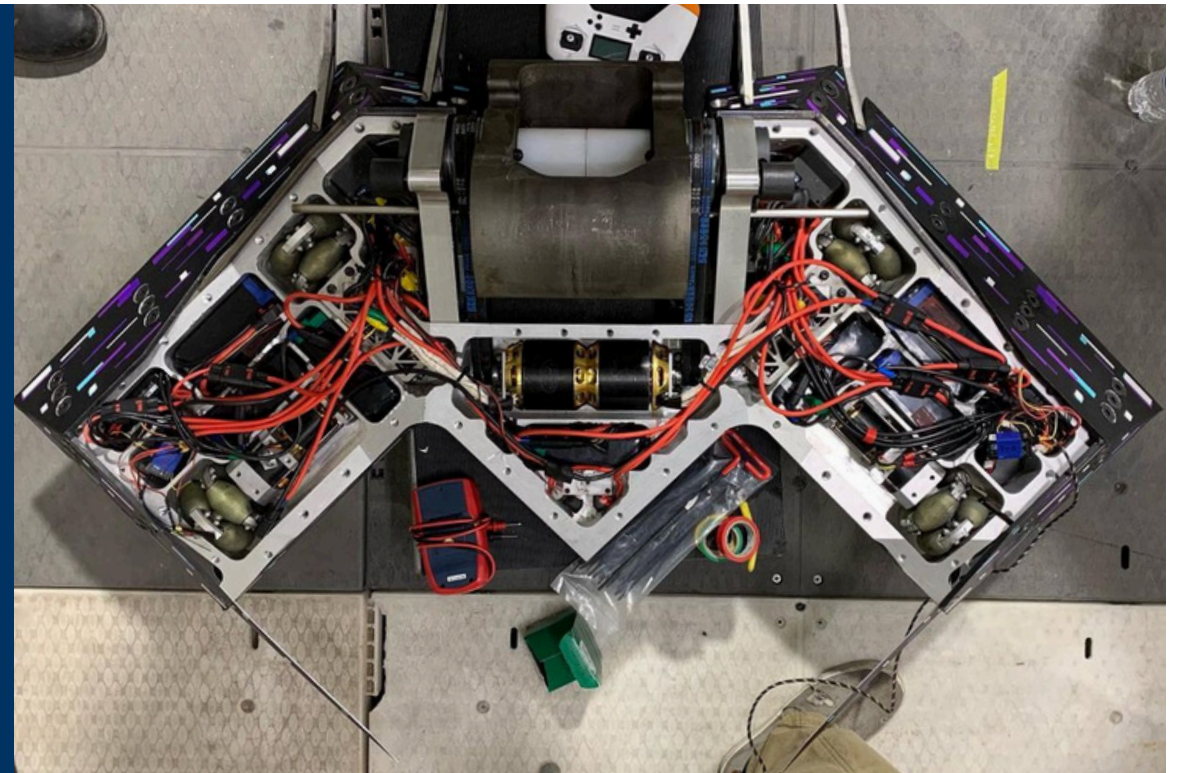
## \$10,000 Contribution

### Custom Marketing Materials

We'll work with you to produce customized marketing materials for your advertisements, website or social media.

### Visit Our Workshop

Get a sneak peak on our improvements, meet our team members, and capture your visit for your social media as we test and manufacture Glitch.



### Logo on Glitch \*

Displaying your logo on Glitch is the most direct way to tie your company to our identity. Reach 3.5M+ fans on Instagram and Facebook, with one of Glitch's matches reaching 45M views.

### Access to Resume Book

Our 50+ members develop excellent real-world engineering and leadership skills, accompanying their education from the #1 public university.

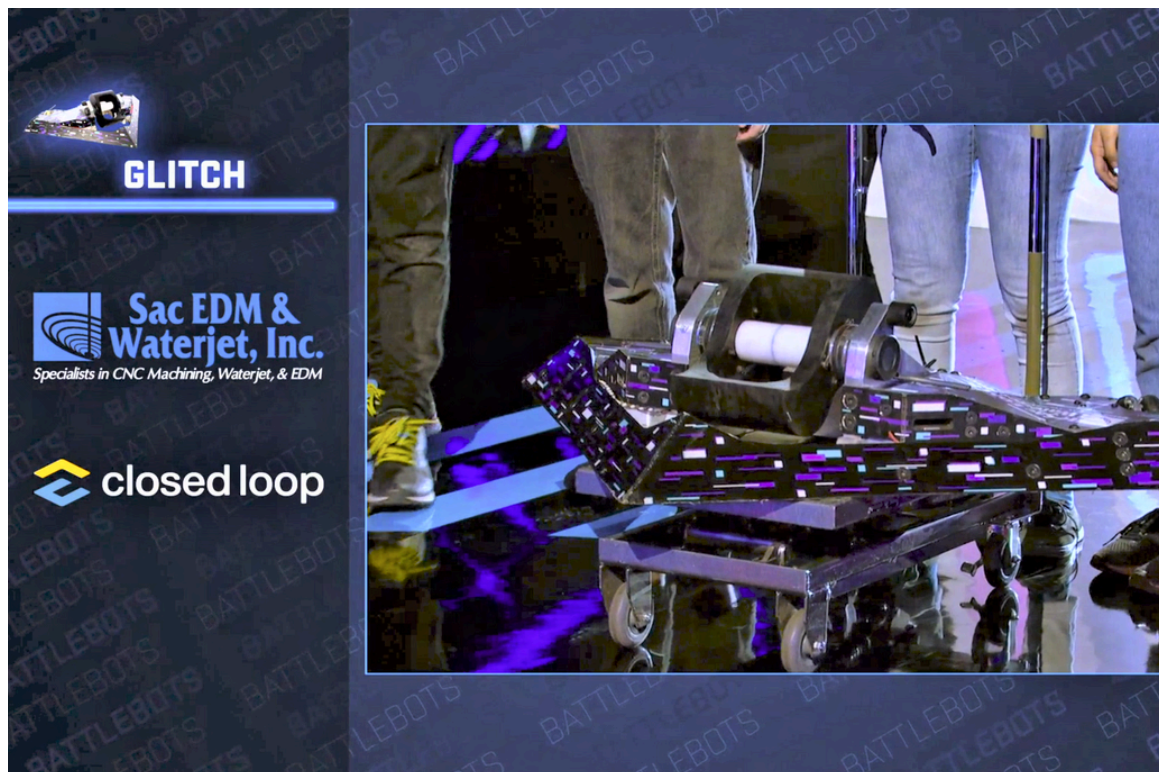
# Executive \$25,000 Contribution

## Corporate Events

Showcase Glitch at corporate events, trade shows, or press releases for a firsthand look at BattleBots, and our team will be there to answer any questions.

## Recruitment Events

CRB members gain unmatched engineering skills through BattleBots. We'll co-host a recruitment event to connect you with top UC Berkeley talent.



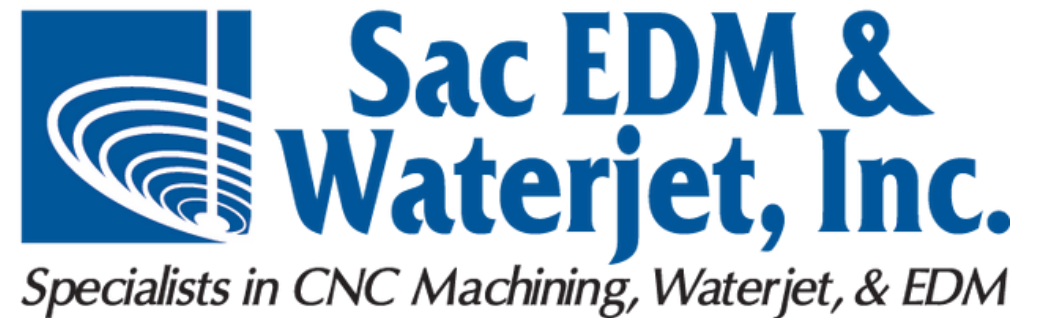
## Logo on BattleBots Sponsor Panel \*

Feature your logo prominently on our BattleBots sponsor panel during every televised fight introduction, maximizing visibility and recognition.

## BattleBots Pit Tour & Ticket

Experience the electrifying atmosphere of BattleBots firsthand. Attend fights and tour team pits for an exclusive behind-the-scenes experience.

# Thank You to our S7 Sponsors!





# Get in Touch

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## Executive Board

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