



**CalPoly**  
**Pomona**  
**GEOWALL**

2021-2022  
SPONSORSHIP PROPOSAL

## LETTER FROM PROJECT MANAGER

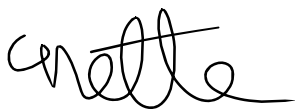
Dear Prospective Sponsor,

Thank you for your vested interest in supporting Cal Poly Pomona's GeoWall 2021-2022 team. As a new team we are excited to continue the momentum of past victories and are eager to work on this year's competition. Our success has been directly related to gracious industry supporters such as yourself, by donations that have been enabling our team to proudly promote the future of Geotechnical and Civil Engineering.

Your continued support inspires our team to get out of our safe zones and seek opportunities in the geotechnical and Civil Engineering field. Included in this proposal you will find a various packages available for your continued support of Cal Poly Pomona GeoWall team, as well the contact information from our financial lead Mariam Youssef, who can provide more information about donations. We are looking forward to working with you and making this another successful year for Cal Poly Pomona GeoWall 2021-2022 Team.

Thank you for your support!

Sincerely,



Anette Villalobos  
Project Manager, 2021-2022  
[avillalobos@cpp.edu](mailto:avillalobos@cpp.edu)



## OBJECTIVE

The California State Polytechnic University of Pomona GeoWall Team appreciates the opportunity to submit this proposal for your sponsorship consideration. Cal Poly Pomona students involved in GeoWall are part of a student-run organization that focuses on the professional development of its members. Our team has been participating in competitions since 2012. Sponsorships allow our members to have an enriched learning experience that emphasizes our school's polytechnic philosophy of "learn by doing", and they will also provide funds for our GeoWall members to conduct research for designing a mechanically stabilized earth (MSE) retaining wall.

This provides us the opportunity to attend the competitions at both the national and regional levels. As we prepare for this upcoming competition season, we would like to invite you and your organization to support our team by helping us develop engineering engineers.

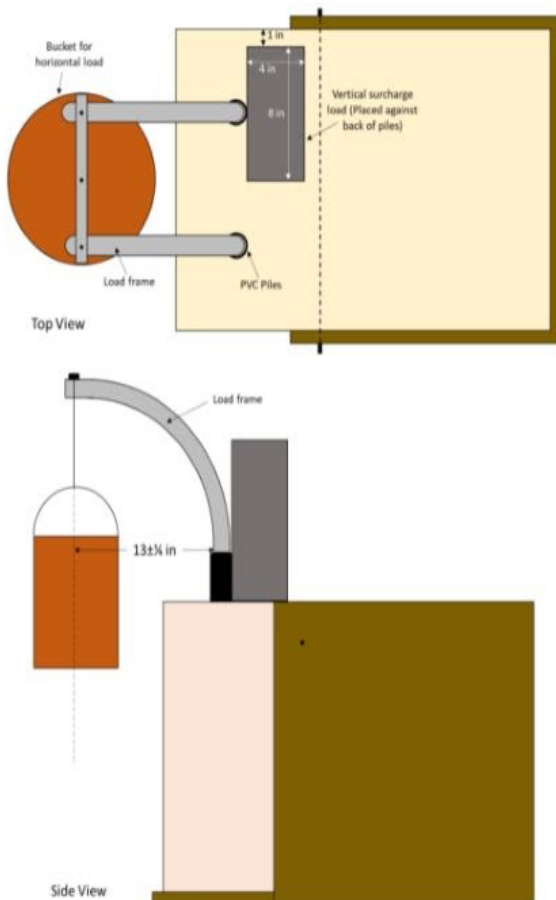
**Our main objective is to help our members attend two main conferences this year. The 2022 Geo-Congress Nationals Conference is at Charlotte Convention Center, North Carolina, followed by the regional Competition that will take place at the 2022 Pacific South-West Symposium (PSWS) at the University of California, San Diego.**

## PERFORMANCE OVERVIEW

<b>2020</b> 1 <sup>st</sup> Place in PSWC	<b>2019</b> 2 <sup>nd</sup> place in Nationals	<b>2018</b> "Disqualification" Place in IFCEE 8 <sup>th</sup> Place in PSWC
<b>2017</b> 5 <sup>th</sup> Place in Geotechnical Frontier 3 <sup>rd</sup> Place in PSWC	<b>2016</b> "No Participation" in Geotechnical Frontier "Disqualification" Place in PSWC	<b>2015</b> 11 <sup>th</sup> Place in Geotechnical Frontier 6 <sup>th</sup> Place in PSWC
<b>2014</b> 2 <sup>nd</sup> Place in Geotechnical Frontier 3 <sup>rd</sup> Place in PSWC	<b>2013</b> 1 <sup>st</sup> Place in Geotechnical Frontier	<b>2012</b> 1 <sup>st</sup> Place in Geotechnical Frontier

## GEOWALL CHALLENGE

The objective of the GeoWall competition is to design and build a model wrapped faced segmental mechanically stabilized earth (MSE) retaining wall using Kraft paper as the reinforcements and wall facing. The design objective is to use the least amount of reinforcement material required to support the backfill and to withstand the loading phases. The challenge allows students to develop teamwork and leadership skills while getting a hands-on application of concepts studied throughout their coursework.



### LOADING PHASES

The loading phase will consist of three stages:

1. Removal of front and side panels.
2. Vertical Surcharge of 50 lb.
3. Placement of the 20 lb. static horizontal surcharge load in an empty 5-gallon bucket on the loading frame.

Wait one minute between loading phase 2 and 3, assuming the wall does not fail catastrophically.

### BACKFILL

This year's backfill is described as a poorly graded, clean, dry, rounded/subrounded, medium sand.



## **COMPETITIONS**

This year our team consists of 6 new undergraduates. Each member of the team participates in designing, constructing, and testing of the retaining wall. We are aided in our research by Cal Poly Pomona's geotechnical laboratory resources. Our team meets once a week to ensure that we are adequately prepared for the upcoming competitions.

The regional conference this year will take place at the American Society of Civil Engineers' Pacific South-West Symposium (PSWS), hosted by University of California, San Diego. Teams are accepted for the national competition based on their design papers, which discuss the design of their retaining wall. The rules and regulations typically change slightly each year. Therefore, the competition continues to challenge each school in new ways. In addition, the national competition this year will take place in North Carolina at Charlotte Convention Center. The conference is a venue where students can learn about specialized topics in the geotechnical field and make valuable industry connections from leaders in the industry from across the globe. Our team feels very confident in our abilities to perform well at the regional competition. We always hope to place within the top 3 schools.

## **GGEOWALL 2021-2022 TEAM**

**ANETTE VILLALOBOS – PROJECT MANAGER**

**JUAN PARRA – CONSTRUCTION CO-LEAD**

**CHRISTIAN SANTONIL – CONSTRUCTION CO-LEAD**

**MARCUS CHANG – DESIGN CO-LEAD**

**NELSON DIEP – DESIGN CO-LEAD**

**JULIA SERVILLA – DESIGN CO-LEAD**

**MARIAM YOUSSEF – FINANCIAL LEAD**

## SPONSORSHIP BENEFITS

### ORGANIZATION PROMOTION

The ASCE Regional Pacific Southwest Symposium (PSWS) and the National Geo-Congress 2022 conference is attended by educators, professionals, and students, both undergraduate and graduate, from all throughout the nation. The GeoWall competition will be attended by hundreds of young engineering students.

### TAX DEDUCTIONS

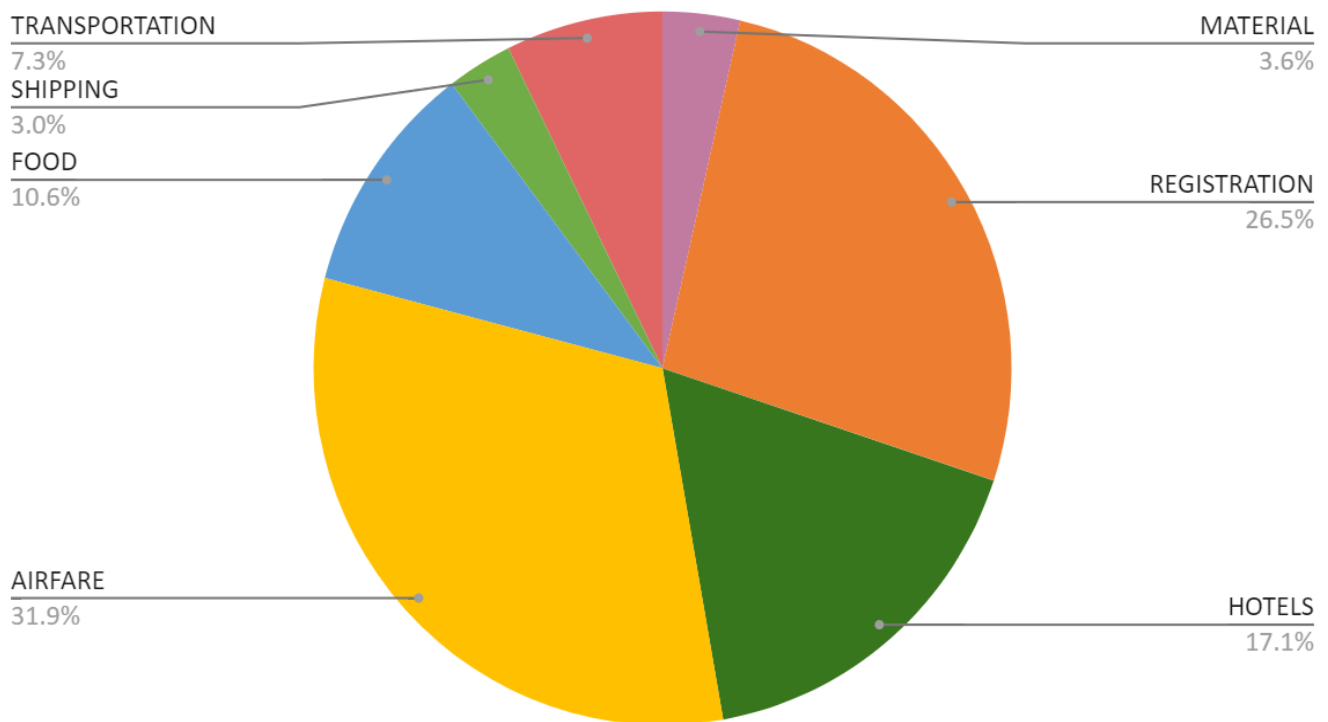
All donations are made to the Cal Poly Pomona Foundation, Inc. which is a public-benefit charitable education organization under the provisions of the California Revenue and Taxation Code, Section 23701(d) and the United States Internal Revenue Code, Section 501(c)(3).



## PROJECTED BUDGET

It is essential for our team to raise enough funds to support the participation, travel, and materials cost throughout this year's competition season. Each item in our budget is based on the current rates for transportation and materials. The conference fees are based on the previous year's fees. The total cost breakdown for our services is presented in the table below.

### GEO WALL 2021-2022 BUDGET



Geo Wall Budget 2021-2022	
Materials and Equipment	
Paper Material	\$ 90.00
Construction Supplies	\$ 240.00
Sandbox	\$ 260.00
Total	\$ 590.00
Regional Competition: PSWS 2022	
Registration	\$ 1,300.00
Travel	\$ 450.00
Food	\$ 120.00
Hotel	\$ 420.00
Total	\$ 2,290.00
National Geo-Congress 2022	
Registration	\$ 2,000.00
Hotel 5 nights	\$ 1,800.00
Car Rental 5 days	\$ 750.00
Airfare	\$ 2,000.00
Food	\$ 500.00
Shipping Material	\$ 350.00
Total	\$ 7,400.00
Total Geo Wall Cost	\$ 10,280.00





## SPONSORSHIP PACKGES



### Bronze Level Sponsor:

Investment equal to \$300 or more

Personal letter of thanks from GeoWall

Recognition on our membership shirts with an organization logo and website link on our website

Recognition on our team's sandbox with a three (3) inch organization logo

### Silver Level Sponsor:

Investment equal to \$500 or more

Personal letter of thanks from GeoWall

Recognition on our membership shirts with an organization logo and website link on our website

Recognition on our team's sandbox with a four (4) inch organization logo on the back of the competition team shirt

Two (2) GeoWall team shirts



### Gold Level Sponsor:

Investment equal to \$1,000 or more

Personal letter of thanks from GeoWall

Recognition on our membership shirts with an organization logo and website link on our website

Recognition on our team's sandbox with a six (6) inch organization logo on the back of the competition team shirt

Four (4) GeoWall Team T-Shirts

Sponsor recognition club and team Photo

# CAL POLY POMONA GEOWALL SPONSORSHIP & DONATION FORM

Please fill out this form and return to the address listed below. Thank you!

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

*(If no name is supplied, you will remain as an anonymous donor)*

Company Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Type of Donation: ☐ Cash ☐ Check

**Bronze (\$300+)**

**Silver (\$500+)**

**Gold (\$1,000+)**

**Custom**

Amount Donated: \_\_\_\_\_

Additional Comments or Information: \_\_\_\_\_

*Please make all checks out to:*

*"Cal Poly Pomona Foundation, Inc."*

On MEMO line, please fill in: **GeoWall**

**Address:**

Attn: Civil Engineering Civil Engineering Department

Cal Poly Pomona

3801 West Temple Avenue

Pomona, California 91768

**For questions, please  
contact:**

**Financial Lead**

**Mariam Youssef**

[myoussef@cpp.edu](mailto:myoussef@cpp.edu)

**(714) 365-8313**

**Advisor**

**Dr. Mehrad Kamalzare**

[mkamalzare@cpp.edu](mailto:mkamalzare@cpp.edu)

