



UCLA GeoWall



2022-2023 Sponsorship Package

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letter from the president

Dear Prospective Sponsor,

It is with great pleasure that I present the 2022-2023 Sponsorship Package for UCLA's GeoWall. The combined efforts of over 350 members brought many accomplishments to the American Society of Civil Engineers at the University of California, Los Angeles (ASCE at UCLA) in all aspects of our chapter ranging from successful project competitions to insightful professional development events and strong mentorship programs. Transitioning back to in-person learning provided many challenges to our organization as over half of our board members, myself included, had never experienced ASCE in-person. Nonetheless, our officers worked tirelessly to provide workdays that gave members the opportunity to apply the theoretical knowledge we learn in class and the real world problems we aim to solve and hold events that helped cultivate a welcoming engineering community for all. Their dedication and perseverance did not go unnoticed as our chapter earned an Honorable Mention for Chapter of the Year for our outstanding activities in our 2021 Annual Report and the UCLA Engineering Rising Star Award.

We just wrapped up an outstanding year for our student chapter, especially for our projects. Our chapter placed 1st overall out of 14 schools for the second year in a row at the Pacific Southwest Symposium. We had six out of eight projects hit the podium with Transportation Design and Sustainable Solutions placing 1st, GeoWall and Surveying placing 2nd, and Environmental Design and Timber-Strong Design Build placing 3rd. GeoWall and Sustainable Solutions also had the opportunity to go to nationals and our Sustainable Solutions team came in 2nd overall! In addition, our Construction Management teams had a historic year, as our Design Build Team placed 3rd, our Sustainability Team placed 2nd, and our new Concrete Solutions Team placed 1st. Lastly, our Seismic Design Team just competed at the annual Earthquake Engineering Research Institution (EERI) competition and placed 6th overall. Our new project leaders look to build upon these incredible accomplishments during the upcoming year.

The backbone of our projects is your generous support and our success would not be possible without it. Your continuous contributions allow our projects to purchase necessary materials and supplies to compete at the highest levels and to maintain and improve upon the level of excellence that has been established in previous years. As a sponsor, your tax-deductible donation provides you opportunities to network at our industry events and receive publicity on all our media platforms, along with the other benefits listed within this sponsorship package. Specifically, our industry events include our highly successful career fairs, networking nights, and info sessions that provide valuable opportunities for you and your company to recruit UCLA engineers.

On behalf of our ASCE at UCLA Student Chapter and the 2022-2023 UCLA GeoWall team, thank you for your consideration in reading this proposal and for your continued support. Personally speaking, the countless hours and work I put into these projects truly impacted my college career for the better since I joined this chapter and the words I used in this letter hardly do these justice.

We are all extremely excited for the upcoming year and I have the utmost faith in the creativity, dedication, and ability of our project managers to lead our 12 projects to even greater success this year. If you have any questions regarding this proposal or any aspect of ASCE, please don't hesitate to contact myself or the project managers!

Best wishes,



Jackie Lim, President
ASCE at UCLA, 2022-2023
jackielim@g.ucla.edu

letter from the project manager

Dear Prospective Sponsor,

Since 2010, GeoWall has linked UCLA undergraduates to the field of geotechnical engineering. As GeoWall is the only undergraduate geotechnical project, GeoWall has played a vital role in introducing undergraduates to the geotechnical field and fueling their interests in it. By designing and building a miniature mechanically stabilized wall, GeoWall members gain valuable hands-on experience working with geotechnical concepts while improving their problem-solving skills.

For the past decade, we have consistently placed within the top 5 schools at our regional competition and qualified to compete at the national conference. This past year was full of challenges as we transitioned back to in-person workdays, but our GeoWall team competed at nationals through GeoCongress in Charlotte, North Carolina as well as regionals held at UC San Diego by the Pacific Southwest Regional Symposium (PSWS), where we placed 2nd out of 14 ASCE chapters. However, our journey in past years wouldn't have been so successful without the generous help and support from our sponsors. If it was not for companies such as yours, we would not be able to buy the materials we need or afford to travel to our national competition that proves so enriching for our members. It would be our privilege to have you as our sponsor as we continue this year's geotechnical project and further motivate our members to explore and challenge themselves. Any support would mean a lot to us! As a sponsor, your company's logo will be displayed on our t-shirt, the GeoWall sandbox, and the ASCE at UCLA website. Additionally, your company will receive networking benefits in the form of free admission to our ASCE student chapter Networking Night and End-of-the-Year Banquet, both of which are great opportunities to interact with UCLA students.

Attached is a detailed sponsorship proposal about what GeoWall does, and why we would appreciate your support next year. Thank you for taking the time to read our proposal. Feel free to contact us at any time if you have any questions or concerns. On behalf of everyone in the GeoWall team, thank you for joining us on this year's geotechnical journey!

Sincerely,



Amy McGowan, Project Manager
ASCE at UCLA 2022-2023
amymcgowan@ucla.edu



about geowall



at a glance

GeoWall is a competitive project in which we design and build a small-scale, mechanically stabilized earth (MSE) retaining wall out of kraft paper designed to hold back 500 lbs. of sand. Our design strives to use the least amount of paper possible to support the retained soil and design loads. The competition rules change from year to year and are meant to challenge students' ability to come up with innovative solutions. Last year, we were tasked with designing a soil-nail wall that could withstand both a vertically applied load and a horizontal load that was applied through two piles inserted in the backfill.

design

After interpreting the test results, we proceed to create designs for the reinforcement strips as well as how they will be arranged onto the poster-board wall. Aided by the numerical computing software MATLAB, we use standard M.S.E. retaining wall equations to calculate the dimensions, placement, and geometry of the reinforcing strips. We also model pile-soil reaction using R.S. Pile, a pile analysis software, and numerically model plane-strain analysis in RS2. These designs are continuously tested and improved upon, in order to have the strongest and most economical design ready for competition.

testing

During Fall Quarter, our early workdays focus mainly on conducting laboratory tests. We perform a sieve analysis and a hydrometer test to confirm the sand used in practice builds fits the grain size distribution given in the competition rules. From the triaxial tests, Mohr's circles are plotted and used to identify the friction angle and cohesion—information key to designing the retaining wall. This testing takes place during structured workdays that ensure that everyone present is involved and gaining valuable experience, whether or not they have conducted lab tests in the past.

about geowall



competition

GeoWall at UCLA has had the wonderful opportunity to compete in two conferences annually: GeoCongress and the Pacific Southwest Regional Symposium. At these conferences, we compete with colleges regionally as well as nationally. Not only do we compete at these conferences, but we also have the opportunity to network with industry professionals, meet fellow engineering students, and learn more about geotechnical engineering.



During the competition, four team members must fabricate, construct, and load the wall over the course of three timed stages. In the first stage, the facing and the reinforcing strips are fabricated and assembled to create the wall. In the second stage, the wall is placed against the inside of the removable front face of the wooden box, followed by pouring the sand and compacting it. Once this stage is completed, the front face of the box is removed so the wall's performance can be judged. In the third stage, an empty bucket is placed on top of the backfill and filled with 50 lbs. After that, a bucket of 20 lbs. of sand is loaded on the two piles placed. In total, the wall must withstand 500 lbs. of backfill, 50 lbs. of vertical surcharge, and 20 lbs. of horizontal surcharge with minimal deflection.

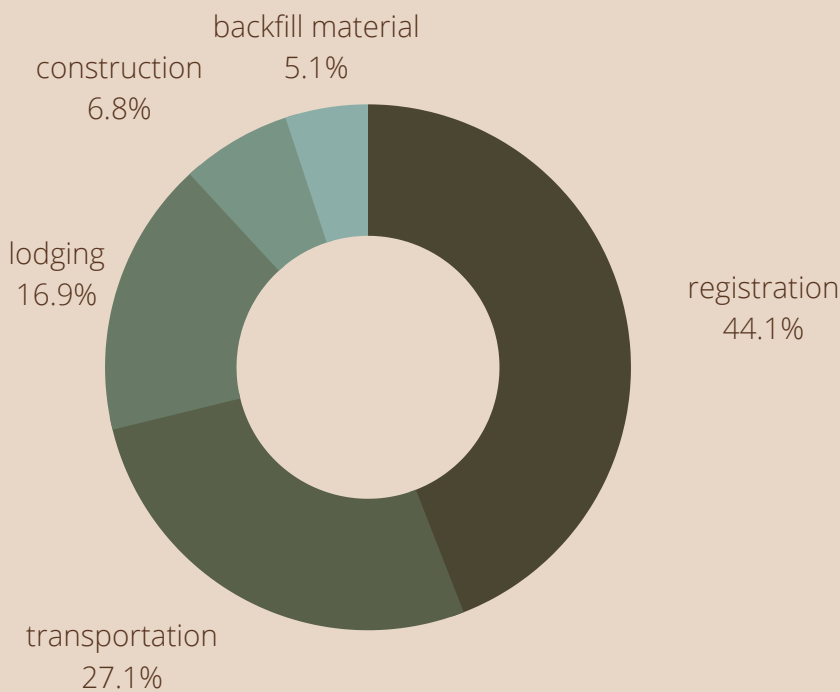
goals & impact

Through GeoWall, members are able to experience hands-on learning through lab tests, analyzing data, as well as meeting and connecting with industry professionals at the national conference. For many members, GeoWall is a bridge to the geotechnical world, where they can learn to engineer an MSE wall even before their first soil mechanics class. This year, it is our goal to once again compete at the national conference. This enriching opportunity is a great asset to our general members, many of whom otherwise could not afford to attend a national geotechnical conference, and motivates them to further explore the field.

proposed budget

Below is the breakdown of GeoWall's projected budget for the 2022-2023 school year. We anticipate participating again in both the regional and national conferences. In prior years, we have sent a build team and a design team to the national conference, and this has proved to be exceedingly rewarding for both the competing and non-competing members. Many GeoWall members who attended the conference found themselves excited and motivated to further explore their interest in Geotechnical engineering as well as increase their involvement in GeoWall. Thus, we hope to again send both teams so our general members can witness the cumulation of their efforts firsthand, while also furthering their exposure to the geotechnical field.

item	quantity	unit cost	overall cost
competition registration	8	325	2600
lodging	1	1000	1000
transportation	1	800	800
box transportation	2	400	800
construction	1	400	400
backfill material	1	300	300
TOTAL	-	-	5900





get involved & contribute

The passion and heart poured into this student-led project is greatly assisted by the generous contributions from industry and professional organizations like yours. Funds are imperative to purchase essential materials and attend crucial competitions. Every contribution you make will allow more of our members to participate in this unique project.

Donations of any kind, including material resources such as sand, are highly appreciated and will heavily impact the success of our project. Additionally, we greatly welcome the involvement of industry professionals who are interested in sharing their experience and advice through workshops and undergraduate mentorship opportunities. We would especially appreciate workshops on using software such as AutoCAD and R.S. Pile, career workshops on the geotechnical field, and field trips to geotechnical work sites. If there are any resources you would like to donate, please reach out and let us know.



sponsorship packages

SPONSORSHIP LEVEL	BRONZE	SILVER	GOLD	PLATINUM
	<\$500	\$500-\$749	\$750-\$999	\$1000+
Company Logo on T-Shirt and Poster	Small Logo	Small Logo	Medium Logo	Large Logo
Advertisement on the ASCE at UCLA Website	X	X	X	X
Advertisement in the ASCE at UCLA Quarterly Newsletter		X	X	X
1 Free Admission Ticket to End-of-the-Year Banquet			X	X
1 Free Admission Ticket to Networking Night				X

Note: Packages consider and account for both monetary and material donations. Material donations will be awarded the package corresponding to their monetary value.

Company Logo on T-Shirt and Poster

Your company logo will be included on the project team's annual 2022-2023 T-Shirt as well as our project posters, if applicable.

Advertisement on the ASCE at UCLA Website

Your company will be publicized on our ASCE at UCLA website.

Advertisement in the ASCE at UCLA Quarterly Newsletter

Your company and your respective sponsorship level will be publicized on the back cover of our widely distributed quarterly ASCE at UCLA newsletter.

1 Free Admission Ticket to End-of-the-Year Banquet

A representative from your company will receive free admission to our annual ASCE at UCLA End-of-the-Year Banquet. Admission includes event registration, a lovely three-course meal, and an evening of celebrating ASCE at UCLA's yearlong achievements while networking with students and professionals.

1 Free Admission Ticket to Each Networking Night

A representative from your company will receive free admission to our Fall and Winter Networking Nights. Admission includes event registration, hors d'oeuvres, and a night of networking and recruitment opportunities. Inquiries can be directed towards our Networking Night Coordinator Kristine Ly at kristinely12@gmail.com.

sponsorship benefits

In addition to organization promotion and the aforementioned advantages of supporting our projects, a partnership with Geowall implies a relationship with ASCE at UCLA, which provides the following opportunities and benefits:

Tax Deductions

All donations and contributions to the UCLA Henry Samueli School of Engineering and Applied Sciences are fully tax-deductible for federal income tax purposes and are subject to any limitations placed on charitable gifts. Additional fund disclosures and information regarding donor privacy can be found here:

<https://www.uclafoundation.org/finances.aspx?content=disclosures>

Information regarding UCLA tax I.D. numbers, tax exemption letters, and other frequently requested documents can be found here:

<https://www.uclafoundation.org/resources.aspx?content=tools>.

ASCE at UCLA Career Fairs

Fall: October 25, 2022

Winter: February 2, 2023

Meet with bright engineers from one of the top engineering schools in the nation at our biannual ASCE at UCLA Career Fairs – events you will not want to miss in the Fall and Winter! Inquiries can be directed to our Career Fair Coordinator Kaela Birozy at kaelabirozy@g.ucla.edu.

Student Activities

The goal of our projects and competitions is to enhance the education our student members receive through practical applications of their technical knowledge. UCLA's Civil and Environmental engineers-in-training are multifaceted students, each with the unwavering desire to further their education with the extracurricular experiences provided by ASCE at UCLA.

To showcase the talents of our students, ASCE at UCLA compiles an annual resume book of its leaders and student members for reference and for consideration in internship and job openings by organizations like yours. It is available upon request for purchase. Inquiries can be directed to our Career Fair Coordinator Kaela Birozy at kaelabirozy@g.ucla.edu.

ASCE at UCLA sponsorship form

If you are interested in becoming a sponsor, please fill out this Form and send a copy to our **Treasurer Luke Barrella at treasurer.uclaasce@gmail.com** as well as to our **Project Manager Amy McGowan at amymcgowan@ucla.edu**. Depending on the donation method, please refer to the Giving Site listed below for online credit card payments and return checks to the mailing address listed below.

We will gladly accept any form of donations and contributions, whether it may be a monetary donation, a material donation, or a service donation (i.e. professional workshops or advising). Please note that all donations and contributions are non-refundable. If you have any questions regarding the information included in this packet, please contact our **Project Manager Amy McGowan at amymcgowan@ucla.edu** and/or our **Project Executive Kathryn Hoang at projectexec.ucla.asce@gmail.com**.

Company Name: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Address: _____

☐ Yes! I would like the _____ package by generously donating a total amount of \$_____. I would like this to be distributed as follows (please specify amounts in lines below):

<input type="checkbox"/> ASCE at UCLA General Fund	<input type="checkbox"/> Navajo Water	<input type="checkbox"/> Surveying
<input type="checkbox"/> Concrete Canoe	<input type="checkbox"/> Seismic Design	<input type="checkbox"/> Timber-Strong Design Build
<input type="checkbox"/> Construction Management (ASC 67)	<input type="checkbox"/> Seismic Outreach	<input type="checkbox"/> Transportation Design
<input type="checkbox"/> Environmental Design	<input type="checkbox"/> Steel Bridge	
<input checked="" type="checkbox"/> GeoWall	<input type="checkbox"/> Sustainable Solutions	

☐ Yes! We would like to donate the following products/supplies with a value of \$_____

Total Amount Enclosed: \$_____

Donation Information:

☐ Credit/Debit Card

Please visit our Giving Site: <https://giving.ucla.edu/campaign/donate.aspx?Fund=64473c&sitenum=8>

(In the “Donor’s Information” section, please check the box that says “I AM MAKING THIS GIFT AS A PROXY FOR MY ORGANIZATION/ COMPANY, WHICH SHOULD BE RECOGNIZED AS THE LEGAL DONOR” and enter the company name in the text field so tax credit is properly assigned).

☐ Check

Please make checks payable to: **UC Regents**

Please address memo to: **Fund Name: ASCE Geowall**

FAU: 402590-7L-41271

Please return checks: **The UCLA Foundation**

PO Box 7145

Pasadena, CA 91109-9903

THANK YOU FOR SUPPORTING ASCE at UCLA!