



**BRUIN
TANK**

Sponsorship
Brochure
bruintank.com

What is Bruin Tank?

Bruin Tank is an event hosted by Sigma Eta Pi to support UCLA students' entrepreneurial pursuits and aims to foster growth in the community. It is a Shark Tank themed startup pitch competition, where selected UCLA student-founders have the opportunity to pitch their businesses to a panel of high-profile investors and entrepreneurs for a chance to win grant funding, gain exposure and receive resources and feedback.

last year's event

In last year's inaugural Bruin Tank, which attracted over 200 guests, we assembled an impressive panel of 8 venture professionals:

Ethan Austin

Director: LA TechStars
Founder: GiveForward

Maaria Bajwa

Senior Associate:
Sound Ventures

Andree Berengian

CEO: CieDigitalLabs
Managing Partner: RezVen

Brad Delson

Co-Founder: Machine Shop
Ventures & Music For Relief,
Lead Guitarist: Linkin Park

Gil Demeter

Vice President:
Pontifax AgTech

Adam Draper

Founder: Boost VC

Manan Mehta

Founding Partner:
Unshackled Ventures

Alexandra Freyer

Vice President:
Silicon Valley Bank

We sourced and selected 5 student run startups after administering a thorough interview process. The featured companies included:



Online marketplace for motorcycles
riders-share.com - Techstars 2019



Revolutionary orthodontic system that can be used instead of braces or aligners -
brius.com



AI-powered Slackbot for remote teams
sikeinsights.com - Anderson Accelerator 2019



Beautiful indoor wall gardens that automatically grow fresh food in your home or apartment - simplegardens.com



Sustainable swimwear made from recycled ocean plastics - lotus-swim.com



this year's expected event

Wednesday, April 15th

6:30-9:30 PM

Northwest Campus Auditorium, 350 De Neve Drive,
Los Angeles, CA 90024

We are expecting a total audience of around 300 people, mainly comprised of students and investment professionals.

If you would like to see a company from a specific vertical to make it more relevant to your interests, kindly do communicate that preference to us as it will help inform our sourcing process.

What's in it for you?

Bruin Tank will provide you with the opportunity to expand your presence on campus, as a firm or an independent, and build a dialogue with some of the most promising founders and leaders at UCLA. Partnering with Sigma Eta Pi on this event opens up an invaluable network of talented students and alumni. As a judge, you will also receive access to information packets and pitch decks on each presenting team.

If you want access to top college talent, early investment and mentorship opportunities, look no further than Bruin Tank!

How to Get Involved

Sponsorship Tiers

Bruin Tank requires meticulous planning and a large amount of funding for the prize fund, food, flyers, T-shirts, Facebook ads, venue, tech support, etc., and this is where we would love to have you as a sponsor come in to help.

Created to entice students and encourage firms to grow more involved in the university community, this stage of our sponsorship program will create relationships and establish connections between our club and your firm.

In exchange for your sponsorship in the form of a small donation, sponsors will also gain opportunities for future partnerships with SEP, such as campus talks, info sessions, and weekly speaker events. We co-host Startup Fair LA and LA Hacks, the largest hackathon in Southern California, which have also fostered strong ties between the student body and businesses of all proportions.

	Website Logo	Flyer & T-shirt Logo	Event Speaking Time
Tier 1 \$200	★		
Tier 2 \$400	★	★	
Tier 3 \$600	★	★	★

Alternative Sponsorship Opportunities

If you are unable to offer monetary sponsorship, there are plenty of other ways to be helpful. This could include participating in mentorship and networking programs that we host throughout the year, such as office hours or fireside chats, hosting info sessions on your company product/product, just to name a few. We are always excited to explore creative ways to partner with external entities.

Who We Are

Bruin Tank is hosted by members of Sigma Eta Pi. Founded in 2010 at the University of California Los Angeles, Sigma Eta Pi is the first entrepreneurship fraternity on the West Coast and aims to support UCLA students' entrepreneurial pursuits.

Brothers and Sisters of Sigma Eta Pi have started over 21 different ventures. These include two backed by Y-Combinator (one of which was acquired by Square for \$90 million), five fully funded projects (two by Venture Capital, three by crowd-sourced funding), and the largest hackathon the nation has ever seen. On a more regular basis, we provide internal mentorship, alumni connections, private office tours, workshops, external info sessions, campus events, and most importantly, a community for entrepreneurially-minded students on UCLA's campus.



Bruin Tank 2019 team, investors, and competitors.

A Message From the Co-Presidents

We are extremely excited by the prospect of having you as a sponsor for our 2020 flagship event: BruinTank!

This organization has helped motivate, inspire, and challenge us in ways that have helped us grow an unprecedented amount. Joining SEP has been one of the most pivotal decisions we have made in college; it has led us to our best friends, mentors, amazing projects and most importantly our home away from home. SEP's members include some of the most hardworking and successful students on UCLA's campus and we as an organization strive to provide utmost value to our members and the greater UCLA community.

Our team has been working tirelessly to put on an event that the UCLA community simply cannot do without. We would love to have you be one of the foundational pillars in our pursuits to drive tangible opportunities to the UCLA entrepreneurship ecosystem. Your support makes a huge difference and is tremendously appreciated.

Nishanth Shetty & Alissa Niewiadomski

Co-Presidents | Sigma Eta Pi

nishanth202@ucla.edu | aniewiadomski@ucla.edu

