



40th INTERNATIONAL
MINING GAMES
CORNWALL 2018

Camborne School of Mines Mining Games Team

Sponsorship Proposal for the Hosting of the 40th International Mining Games Competition





Team members competing in Montana, USA 2016.

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Summary

The Camborne School of Mines (CSM) International Mining Games (IMG) team are proud to present you with this business proposal for the prestigious sponsorship of the 40th competition hosted at our founding home of King Edward Mine, the original home to CSM. With the games reaching its Ruby year we are hoping to make it one of the best, surrounded by classical Cornish Mining Heritage and supported by the 10-metre-tall, fully functioning mechanical puppet that is the Man Engine.

We understand the situation companies face when attracting and employing high-quality graduates from around the world, which is why this event would be a brilliant opportunity for you to show your support and meet some of the most enthusiastic, future employees of the mining industry.

It is only with your support that we are able to attend and host such events which allow so many students to network with worldwide universities and companies such as yourself. Sponsorship is available as monetary, in-kind packages or through negotiated settlement.

Twenty companies enabled CSM to host for the first time in 2012 which was a huge success with national media coverage. Whether a continuing or new sponsor, we hope that you are able to support the 40th anniversary event of 2018, which will be a remarkable event for both sponsors and students alike.

Introduction

The CSM Mining Games Teams are pleased to present you this business proposal for the sponsorship of the 40th International Mining Games, hosted at King Edward Mine museum in Camborne, Cornwall.

The International Mining Games, coming into its Ruby year, is an event which enables students from across the globe to meet at not only a magnificent networking event within a constantly growing community but a unique and fun, yet competitive one also.

The event itself is held over 4 days during which the competitors compete in 7 events of traditional mining methods in order to commemorate those who have lost their lives in industry and preserve those traditional methods for many years to come.

Hosting in Camborne, where many of the modern hard-rock techniques originated, is a great way to honour the heritage, steeped within the proud local community. Coinciding with the history, is the innovative and ever developing technologies that are researched, established and implemented into industry from within the heart of Camborne based companies and CSM itself.

The CSM is the sole facility that offers Mining Engineering in the United Kingdom, as such we are currently the only British team to compete, which in turn has made us known to our competitors as "Team Great Britain".

History

On May 2nd, 1972 a fire broke out in the Sunshine Mine, near Kellogg, Idaho, USA. At the time 178 miners were working underground. Carbon monoxide, heat and smoke spread quickly through the tunnels; immediately killing many and hampering the efforts of rescue workers. Initially, 85 miners escaped safely and two more were rescued seven days later. It took until May 13th before the last of the 91 victims were brought out of the mine. The tragedy was America's worst mining disaster since 1917. A Miner's Day ceremony is now held on the second day of May each year to honour the men who died at the Sunshine Mine.

The competition was started in 1978 in honour of the 91 miners that died in the Sunshine Mine disaster, as well as to remember miners that have since perished in the line of duty. CSM joined the competition in 2006 and has competed every year since, hosting the competition in 2012.

The primary aim of the competition is to keep the traditional mining techniques alive, many of which were developed in Cornwall. The competition has now evolved and also provides a talent scouting opportunity for mining companies and companies in related sectors, as well as enhancing the camaraderie of the mining students over international borders.

Camborne School of Mines

CSM can trace its roots back to the founding of a technical college in 1888 and in 1897 it started using the facilities at the South Conduarrow Mine, later renamed the King Edward Mine which was leased from the Pendarves family to compliment the facilities available to students in Camborne for practical exercises. In 1975 CSM moved from Camborne to the Trevenson campus in Pool, Redruth. Then in 1993 CSM merged with The University of Exeter and more recently moved in 2004 to the Tremough Campus in Penryn, where it is currently situated.

CSM is now part of the University of Exeter and offers undergraduate degrees in Mining Engineering, Geology, Engineering Geology and Geotechnics as well as a suite of MSc programmes and PhDs. CSM has an international reputation in respect of research and teaching related to the understanding and management of the Earth's natural processes, resources (minerals, hydrocarbons, energy) and the environment.

Team Great Britain

CSM has been competing annually at the IMG since 2006, having been the first school outside of North America and Australia to be accepted. Until 2010 up to a maximum of 2 teams each year, with at least one of those a co-ed team, were sent. On the back of continuing success after 2010 and the continuous generosity of their sponsors more teams were able to compete with separate participants entering the men's and women's categories.

The CSM teams started a winning streak when hosting the games in 2012, the Men's A team won the surveying trophy, came 3rd in the Hand Mucking event, and performed very well in all the other events, with 2 more top 5 performances; the 3 other men's teams were positioned mid-table overall. The women's team were the first female team entered by CSM, and achieved a credible 4th place overall, whilst gaining valuable experience to be built on for future competitions.

At the 37th games, hosted by Western Australian School of Mines in 2015, The co-ed team won the Surveying and Airleg competitions to take overall victory. Men's B team took a respectable 4th. With Men's A team coming 5th overall, coming back with the Mucking trophy for the 3rd year running.

During the 38th games in Butte, Montana, CSM came away with a total of 6 medals; 3 gold, 2 silver and our co-ed team placing 3rd overall receiving a bronze. Men's A once again, won the gold medal for hand mucking for the 4th year running.

The 39th games are to be held at Lexington University, Kentucky, USA next year, 2 highly-trained teams will be representing CSM.

34th IMG, Cornwall

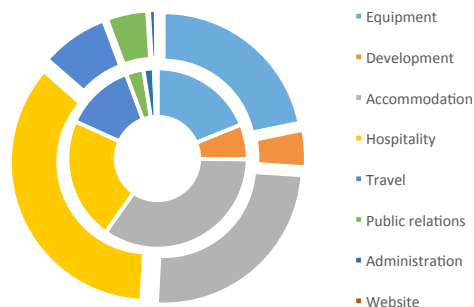
In 2010, after four years of participation, CSM were given the opportunity to host the 34th games in 2012. The four-day event took place between the 29th March-1st April, the majority of the day events were held at the King Edward Mine, outside Troon, with the surveying additionally at the Holman's

Test Mine, a university facility. Evening events saw the 340 international students and their advisors staying in and around Falmouth, Cornwall.

A budget of £126,460 was fully utilised for the event, split by major categories as indicated in table 1. Financing the event came fully through generous donations from mining operations and services companies either domestic or internationally with some donations made in-kind.

Table 1 - Breakdown of finances of the hosted games in 2012 (External ring – actual; Internal ring – estimated). Sponsors shown below.

Sector	2012 Budget	
	Estimated (£)	Actual (£)
Equipment	30,000	27,500
Development	10,000	5,500
Accommodation	40,000	31,260
Hospitality	35,000	45,000
Travel	20,000	10,000
Public relations	5,000	6,000
Administration	3,000	1,000
Website	1,000	200
Total	144,000	126,460



GOLD FIELDS



SANDVIK



srk consulting



CLEVELAND POTASH



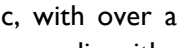
Rio Tinto



TETRA TECH



UNIVERSITY OF EXETER



wardell armstrong



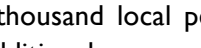
UK COAL



British Gypsum



CENTRAL ASI METALS PLC



IMERYS



CSM Trust



LABORIS GLORIA LUD

The competition day events were open to the public, with over a thousand local people coming daily, promoted through local print, radio and television media with additional coverage nationally in the Guardian.

The 2018 event intends to build on this event both from the committees own ideas and improvements that have been previously recognised, firstly while many international mining schools were interested, in addition to the regular institutions from the USA and Australia, only 2 new teams from Delft were able to attend.

As CSM has strong global links it is intended that the participating institution base can be grown through possible subsidising to those from developing countries.

Secondly, with the investment into new extractive operations in the UK the event and associated media coverage can be utilised for community engagement from the sector in order to continue the constructive dialogue demonstrating the positive impact of socially responsible mining.

Outline

The 40th games will be hosted 29th March until 1st April 2018. On the first night a welcome dinner and captains meeting will be held, following this a training day will be held to ensure all participants familiarity with the equipment and provide appropriate practice where needed. The Friday (30th) will be the first publically-accessible day with the women's, alumni and co-ed competitions and the Saturday (31st) for men's.

During the event, it is not uncommon for sponsors to visit, talking with students, discussing the industry and possible opportunities. On the final day, after the competition, an awards ceremony takes place in the evening which has proved to be a valuable networking opportunity with more sponsors being present and awarding trophies to the winning teams.

In order to allow such an event, it is planned that 2-3 weeks will be required in order to fully prepare the site, and a fortnight post event to remediate it back to its prior condition. With the history that goes with KEM, the grounds are highly fitting of 7 events, having been taught there for a large proportion of CSM history. Around 350+ competitors are expected during the event from countries around the world such as Germany, Brazil, South Africa, USA, Canada and Australia. With CSM being the only school to host the event within Europe, we hope to be able to accommodate more universities within Europe that otherwise might not be able to travel the distances where the event is otherwise held (Delft, Poland, Spain, Hungary, Netherlands).

Options are currently being considered for accommodation. Shuttle buses will be provided to and from the event.

In 2012 when the games were first hosted by CSM, news of the event spread nationally making national newspaper articles, local news bulletins, papers and radio stations. With 2018 being the 40th Ruby celebration, discussions are very promising for the inclusion of the Man Engine, a puppet of a mechanical miner over 10 meters tall, which alone attracted over 149 thousand spectators and reached over 114 million in the media over 104 countries during a 10 day period.



Educating the public in regards to past, present and future mining is particularly poignant in the UK (due to the population density) to this regard the event provides an excellent opportunity for public engagement and discussion surrounding socially responsible primary extraction.

Committee

10 undergraduate and postgraduate students currently completing their studies at the university will be dedicating our time to ensure all stakeholders achieve the most that can be possible out of this event. We are supported by a number of staff members, local industry, and committee members from the 2012 hosting to provide due measure of guidance and oversight.

Committee member	Position	Affiliation as of 2016
Alex Perry	President	2 nd year MEng Mining
David Coulton	Vice-president/Hospitality	2 nd year MEng Mining
TBC	Secretary	
TBC	Finance	
Jed Waldren	Competition/site manager	3 rd year MEng Mining
Torin Bain	Accommodation officer/Merchandise	1 st year BSc Geology
TBC	Travel officer	
Tom Critchley	Website and PR	1 st year BSc Geology
Prof. Kip Jeffery	Head of CSM	University of Exeter
Dr Andy Wetherelt	Engineering (Internal)	University of Exeter
Dr Patrick Foster	Health & Safety	University of Exeter
Tony Brooks	Site management	King Edward Mine
Peter Sheppard	Engineering (External)	DrillServe
Nick Wilsaw	Sponsor engagement	Grinding Solutions
Oakley Turner	Ex-president (2012)	Trinity College Dublin
Charlotte Franklin	Ex-vice-president (2012)	DSJV
Christopher Carlson	Ex-engineering (2012)	Rio Tinto
Charlotte Bryant	Ex-secretary (2012)	Ballast Phoenix

Events

The competition consists of seven events which are: Jackleg Drilling, Hand Steeling, Swede Saw, Hand Mucking, Surveying, Track Laying and Gold Panning. There are separate men's, women's and mixed competitions. An alumni competition also runs alongside the event. Each team consists of 6 members; however, one person from each team is required to sit out of each event.



Event: Swede saw

Description: 5 team members must saw through a 6"x6" piece of timber with a 36" bow saw.

Main equipment: Bow saws, saw teeth, timber.



Event: Gold panning

Description: 5 team members must find five flattened lead or copper ball bearings in a pan full of dirt and rock.

Main equipment: Trough, gold pans.



Event: Hand steeling

Description: 5 team members must drill into a concrete block using a 4lb hammer and a 7/8" hand steel.

Main equipment: Hammers, steels, concrete blocks, water containers.



Event: Track stand

Description: 4 team members with an allocated supervisor set up and tear down a section of track, including sleepers, rail, connecting plates and bolts.

Main equipment: Sleepers, rail, dogs, picks, lump hammers, dog removers, fish plates, concrete blocks.



Event: Jackleg drilling

Description: 2 team members must drill into a vertical rock or concrete face using a pneumatic airleg drill.

Main equipment: Drill steels, concrete blocks, compressor, air tank, hex drill bits, drills and airlegs.



Event: Hand mucking

Description: 5 team members run an ore cart down a 75' section of track and fill it with muck using shovels.

Main equipment: Ore carts, shovels, rail, sleepers, concrete blocks, muck.



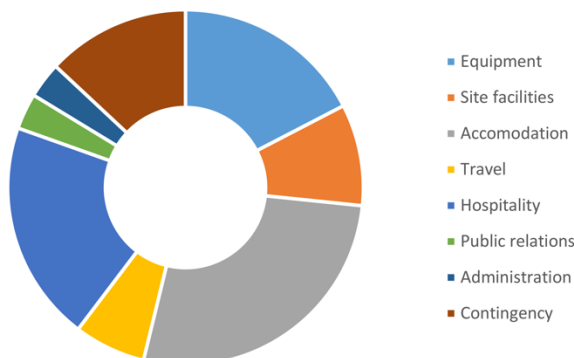
Event: Surveying

Description: 2 team members are given a starting point and expected to report the coordinates of a finishing point using an old fashioned Vernier transit.

Main equipment: Theodolites, tripods.

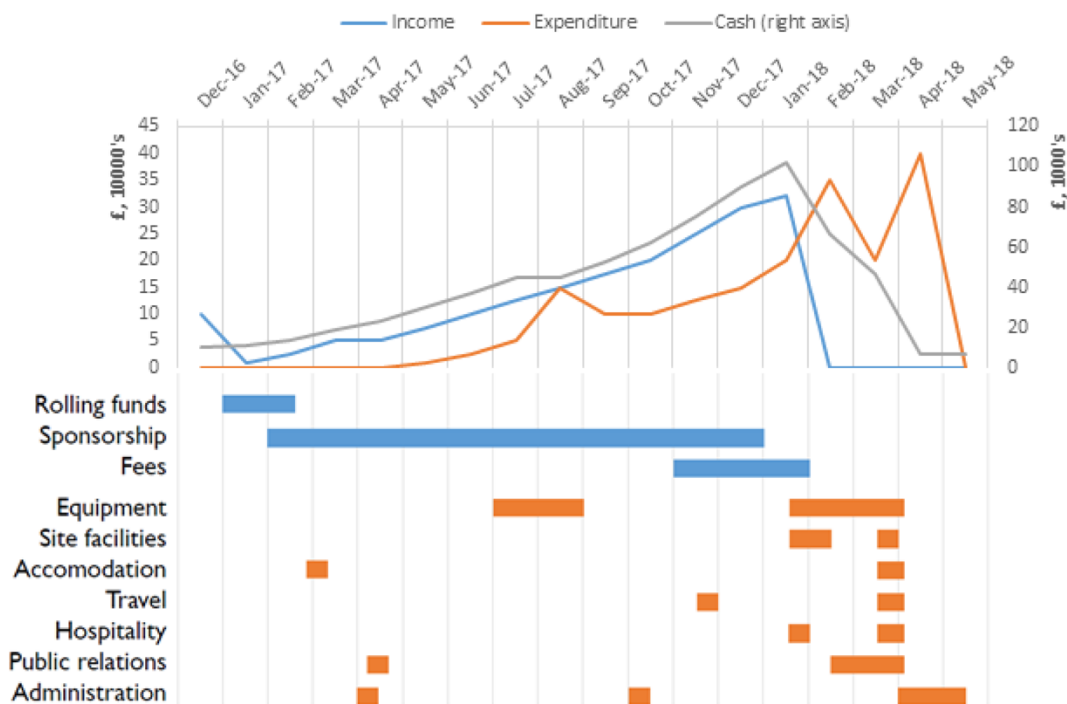
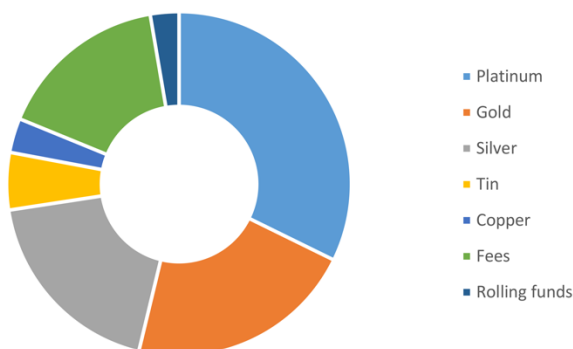
Expenditure

Equipment	£	32,000
Site facilities	£	17,000
Accommodation	£	50,000
Travel	£	12,000
Hospitality	£	37,000
Public relations	£	6,000
Administration	£	6,000
Contingency	£	24,000
Total	£	184,000



Income

Sponsorship	Platinum	£	60,000
	Gold	£	40,000
	Silver	£	35,000
	Tin	£	10,000
	Copper	£	6,000
	Fees	£	30,000
	Rolling funds	£	10,000
Total		£	191,000



Budget and Timeline

March – April 2017

- Promotional videos from 2017 competition advertising IMG2018
- Website design
- Preliminary deposits on venues/accommodation
- Confirmed main site and scouted evening venues

July – August 2017

- Minor equipment sourced and ordered
- Major equipment sourced and deposits placed
- Insurance quotations obtained and being compared
- Pre ordering aggregate for site and competition

September 2017

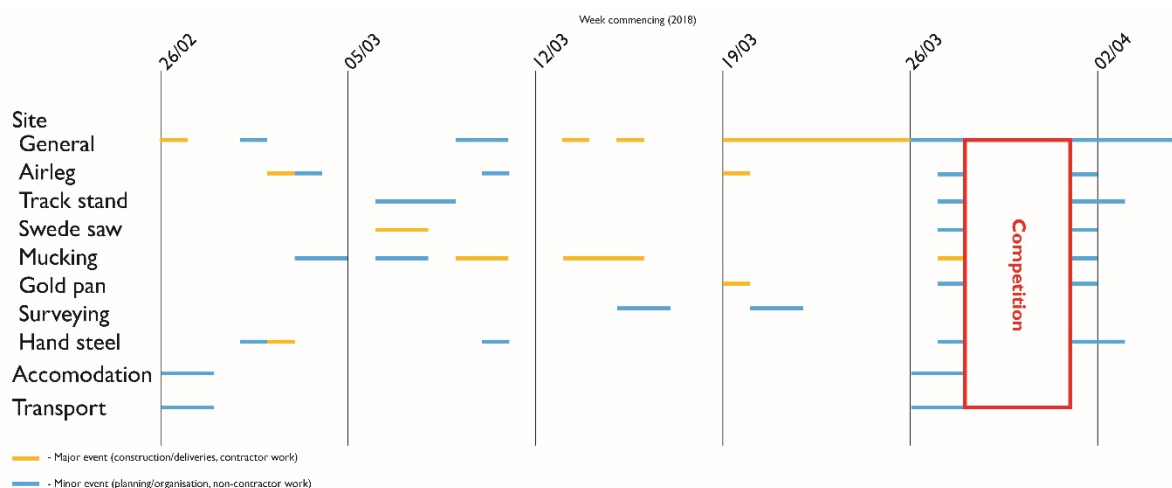
- Public awareness campaign
- Booking utilities/catering for venues
- Deposit for logistic services (crane, HIAB, buses etc)
- Minor equipment delivered and stored in container at site
- Confirmed evening venues and deposits made

January – Feb 2018

- Remaining major site equipment purchased and ordered (crane, concrete blocks, toilets etc)
- Full payment of: accommodation, aggregates and transport (buses)

March – April 2018

- On site logistics: crane, HIAB and mini-digger
- Complete site set up (exploded plan below)
- Equipment take down
- Site remediation



Opportunity

You have the opportunity to sponsor CSM hosting the 40th Intercollegiate Mining Competition.

There are five levels of sponsorship which are shown below:

Platinum sponsorship – £20,000

- Choice of team for sole sponsor to be known as “Team ***** ” or an event
- Your banner above your choice of event (subject to not already being taken by another platinum sponsor)
- You will be mentioned in all media interviews: televised, radio and written
- Invited to have a representative to give a speech and present awards at ceremony
- Invited to host a company tent on site

Gold sponsorship – £10,000

- Choice of team for 50% sponsor for 50% banner space and front or back of competition tops or an agreed event
- Your logo covering 50% of event banners other than those of platinum sponsors
- You will be mentioned in all radio and written media interviews
- Invited to have a representative to give a speech and present awards at ceremony
- Invited to host a company tent on site

Silver sponsorship – £5,000

- Sponsor logos on all teams’ merchandise and banners, the size of which will be appropriate to the level of sponsorship and the number of sponsors. The exception being if a team has a platinum level sponsor
- You will be mentioned in all written media interviews
- Representatives invited to awards ceremony
- Invited to host a company tent on site

Tin sponsorship - £2,500

- Sponsor logos on all teams’ merchandise and banners, the size of which will be appropriate to the level of sponsorship and the number of sponsors. The exception being if a team has a platinum level sponsor
- Representatives invited to awards ceremony
- Invited to host a company tent on site

Copper sponsorship - £1,000

- Sponsor logos on all teams’ merchandise and banners, the size of which will be appropriate to the level of sponsorship and the number of sponsors. The exception being if a team has a platinum level sponsor
- Representatives invited to awards ceremony
- Invited to host a company tent on site

Note: The amounts listed above can be altered depending on the offer of goods or services in which case the monetary value of this will be taken into account. If none of the above offers are appropriate, a discussion can be undertaken to negotiate a mutually agreed deal.

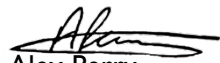
Conclusion

The International Mining Games is an event that brings together future leaders of the mining industry from all over the world presenting a wonderful opportunity for you to publicise yourself while meeting the students who will soon be at the forefront of the industry. We recognise the challenges in hiring skilled employees and by hosting the International Mining Games backed by the Man Engine we hope to help bridge the gap and promote the mining industry within the younger community.

As a local company, it is valuable for your customers to recognize your involvement in the local community. Being associated with such a prominent event as the International Mining Games, which aims to be a heavily publicised, would give a positive message about your contribution to the future of the region and devotion to mining heritage.

On behalf of the Committee, we would like to thank you for taking the time to read our proposal and if you have any questions please do not hesitate to contact me at your earliest convenience.

Yours Sincerely



Alex Perry

International Mining Games Captain

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