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THE UNIVERSITY OF BRITISH COLUMBIA  
Faculty of Applied Science



UNIVERSITY OF  
BRITISH COLUMBIA  
CONCRETE CANOE

# UBC Concrete Canoe Team

## SPONSORSHIP OPPORTUNITIES

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The University of British Columbia (UBC) Concrete Canoe Team is an extracurricular student-operated team hosted at UBC's Vancouver campus. We attract undergraduate students from many backgrounds, faculties and years; over 40 brilliant minds have registered for the 2015-2016 academic year. Our focus is to provide each team member with the opportunity to apply civil engineering principles in design, and to gain hands-on experience in a safe, supportive learning environment. We go beyond the classroom, helping students to see familiar challenges in new ways and to discover just how powerful engineering can be.

The Team is excited to announce our plans to compete in both the 2016 American Society of Civil Engineers Concrete (ASCE) Canoe Competition at Idaho State University in Moscow, Idaho as well as the 2016 Canadian National Concrete Canoe Competition (CNCCC) in Montreal, Canada. This will be our third year competing in Idaho and our second in Canada.

Our team relies on contributions from our sponsors to fund the tools and resources we need, as well as to help us attend our competitions. Without this generous support, we would be unable to accomplish our goal of helping young, up-and-coming, engineers hone their skills in technical design and teamwork. Read on to find out how you can get involved in the next generation of engineering!



*Team celebration after women's endurance race at the 2015 CNCCC*



## What does it take to build a concrete canoe worthy of the Concrete Canoe Competition?

Creating a concrete canoe requires a wide variety of resources and takes the entire academic year to complete. The team must optimize both the shape of the canoe as well as the composition of the concrete, balancing needs such as strength, weight, buoyancy, and visual appeal. This involves a significant investment of time and resources as part of a comprehensive design and testing process. Careful documentation of each phase of the project plays a crucial role with the final design report submission and oral presentation requirements.

*Past Team Captain Bradley Ho (second from left) oversees the demoulding of Voyageur*



## What do Students Gain by Joining Concrete Canoe?

Our team focuses heavily on demonstrating the practical applications of civil engineering to all of our members. We provide this experience through a variety of technical lessons and design lectures. Students receive a unique, in-depth look at materials and concrete design, unlike anything they are exposed to in the regular curriculum. Additionally, constructing the canoe adds the element of practical skills building as students will get a chance to see the project from the initial design phase to a completed product. Students are also exposed to the administrative side of engineering projects including project management, documentation, quality control, lab safety and budgeting.

### Our success in 2014-2015

- Placed 3rd in the 2015 ASCE Competition, an all time best!
- Placed 10th in our first year at the Canadian National Concrete Canoe Competition.
- This trip was 100% funded by the generosity of our sponsors.
- Received the "Spirit of the Competition" award!
- We were the only team from Western Canada to attend either of these competitions.
- Worked tirelessly to promote our activities and engage the public:
- Attended 12 events including, APEGBC's E-Fest and Destination UBC.
- Featured in 10 news articles and broadcasts including, Global News and Materia.

You can check out the Global News story [here!](#)

Continuing our community involvement and increasing our presence in the media, particularly in the engineering community, is a top priority for our team for the upcoming year.

## 2015-16 Team Goals

Our team goals for the 2015-2016 year include:

- Introducing a new aggregate to our mix design making a concrete both lighter and more durable.
- Refining our hull shape to increase speed and maneuverability.
- Implementing a more structured and efficient training schedule.
- Placing 1st at the ASCE Regional Competition and top five at the Canadian Nationals.
- Continuing our community involvement and increasing our presence in the media.



*The 2014/2015 Concrete Canoe Team poses for a final photo with Voyageur*

## What do we need to get there?

As a 100% student-run team, we are responsible for organizing all of our funding. Our three main sources of income are corporate sponsorship, university grants and individual donations. We are always in need of assistance and rely on companies like yours to ensure a successful year.

This year our team will need approximately \$37,000 to compete in both the ASCE Competition and the Canadian Nationals. Your support will help promote an international, educational competition that encourages the next generation of engineers to think and design inventively. Funds raised will be put towards construction supplies, competition registration, travel and administration costs.

## Contact Us

If you'd like to find out more about supporting our team for the 2015-2016 year, please don't hesitate to contact us. A member of the team will be able to answer any questions you have. Your support plays a crucial role in the continued success of our team and all of our students.

### Concrete Canoe: by the numbers

Length: 5.9m  
Maximum Width: 75cm  
Weight: 159 kg  
Carrying Capacity: 4 people

### How we measure up:

Normal Residential Concrete	Our concrete
Strength: 17.2 mpa	Strength: 4.6 mpa
Density: 2400 kg/m <sup>3</sup>	Density: 791 kg/m <sup>3</sup> *

\*Density of water is 1000 kg/m<sup>3</sup>

## Sponsorship Benefits

### Lead Sponsor \$5,000

The Lead Sponsor will receive everything listed for the Platinum Sponsor as well as:

- The opportunity to name the canoe! \*
- Invite to a casting day luncheon. The sponsors will be able to come see the team cast the canoe and have a chance to meet some of the team members. This will be a busy and messy day but is the second most important day of the year!
- Public recognition as our lead sponsor at any event we attend.
- Access to the team leaders for promotion of your support within your company / for publicity purposes.

*\*Unfortunately, due to competition regulations, the canoe cannot contain a sponsorship name.*

Other Sponsorship Levels and Contribution Amounts	Platinum ≥\$2,500	Gold ≥\$1,500	Silver ≥\$1,000	Bronze ≥\$500
Company logo on team t-shirt, competition display banner, team website and Facebook pages**	✓	✓	✓	✓
Invitation to sponsorship appreciation dinner and sponsorship thank you dinner	✓	✓	✓	✓
Photos provided throughout the year	✓	✓	✓	✓
Company promotion posted to our website and Facebook pages	✓	✓	✓	
Team photo and a plaque	✓	✓		
Invitation to a weekly team meeting	✓			

*\*\* Logo sizes will vary depending on sponsorship level.*

*By supporting the UBC Concrete Canoe Team, your company will be playing a crucial role in supporting the only Canadian team attending the ASCE Pacific Northwest Regional Concrete Canoe Competition, and the only Western Canada team attending the Canadian National Concrete Canoe Competition. You will receive exposure on a regional, national and international level.*