hosted by
Florida Institute of Technology

Corporate Sponsorship Packet
Concrete Canoes Float into Melbourne
Introduction — The NCCC

The American Society of Civil Engineers (ASCE) started a student project back in the 1980s under the supervision and ideation of John R. Craig. The envisioned competition was a national event where students from universities around the country would build a canoe out of concrete and go head-to-head with like-minded people! Since then, it has turned out to be much more involved, much more popular and much more competitive than people likely thought it could be. Presently there are 18 regional competitions in the United States that compete with concrete canoes, totaling more than 300 canoes nationally. Internationally, concrete canoes are built and most years the ASCE National Concrete Canoe Competition (NCCC) features international teams from abroad.

Students are tasked with designing, developing, testing, constructing and then subsequently presenting, displaying and racing a canoe anywhere from 15 to 22 feet in length with two and four students inside. These canoes are cutting edge, using composite materials, ultra-lightweight concrete and superior craftsmanship to create a brand new canoe each year. Some canoes can even weigh close to 120 lbs. when completely finished and in the past … as low as 75 lbs. You cannot purchase even a plastic canoe with that weight.

The event is much more than just canoes and paddles, however. It really is the greatest teaching tool in the civil engineering education world. It gives the opportunity to learn abnormal applications of concrete using concrete in composite, lightweight mix design, industry specifications and national standards, complicated testing procedures, hands-on construction with wood, metal, composites and, of course, concrete. Students are exposed to more complicated structural analysis methods, mix designs, hull designs, hull analysis and project management techniques. It is no easy task to be a student leader on a project like this. It takes a village to complete this project and, in the end, it makes that village a family.

Supporting this event is supporting the education of some truly inspiring students, giving them the opportunity to showcase their skills, be proud of their explicitly hard teamwork and allow them to open themselves to more opportunities than they had before. This is truly a positive impact on all of their lives. However, it also benefits the sponsor because these students are of the most premium quality, of the highest skill and show the most potential to become leaders and contributors in the workplace. This is an excellent opportunity to bring your company face to face with nearly 500 undergraduate students from across the country, hailing from some of the most esteemed universities!

All of that from a man who wanted students to race some canoes made of concrete. Vision is something that everyone can strive to create in their lives, and here is a perfect opportunity to take advantage that idea.

Quinn Duffy, Chair 2019 NCCC at Florida Tech

Event Coordinators
What Sponsorship Earns You

• **Premier—$20,000**
  - Title Sponsor, name on everything
  - Full-page, full-color advertisement in the event program
  - Sponsor table at Career Fair
  - Company logo on the 2019 NCCC webpage
  - Logo and link in marketing emails
  - Recognition on event signage
  - Company logo on event T-shirts
  - Company profile in the event program
  - 6 welcome dinner tickets (Kennedy Space Center)
  - 10 race day lunch tickets
  - 10 presentation day lunch tickets
  - 10 awards banquet tickets

• **Crimson—$10,000**
  - Half-page, full-color advertisement in the event program
  - Sponsor table at Career Fair
  - Company logo on the 2019 NCCC webpage
  - Logo and link in marketing emails
  - Recognition on event signage
  - Company logo on event T-shirts
  - Company profile in the event program
  - 6 welcome dinner tickets (Kennedy Space Center)
  - 6 race day lunch tickets
  - 6 presentation day lunch tickets
  - 6 awards banquet tickets

• **Gold—$5,000**
  - Quarter-page, full-color advertisement in the event program
  - Sponsor table at Career Fair
  - Company logo on the 2019 NCCC webpage
  - Logo and link in marketing emails
  - Recognition on event signage
  - Company logo on event T-shirts
  - Company profile in the event program
  - 4 welcome dinner tickets (Kennedy Space Center)
  - 4 race day lunch tickets
  - 4 presentation day lunch tickets
  - 4 awards banquet tickets
• Silver—$2,500
  o Quarter-page, full-color advertisement in the event program
  o Sponsor table at Career Fair
  o Company logo on the 2019 NCCC webpage
  o Name and link in marketing emails
  o Recognition on event signage
  o Company name on event T-shirts
  o Company profile in the event program
  o 2 welcome dinner tickets (Kennedy Space Center)
  o 2 race day lunch tickets
  o 2 presentation day lunch tickets
  o 2 awards banquet tickets

• Bronze—$1,000
  o Quarter-page, grayscale advertisement in the event program
  o Company name on the 2019 NCCC webpage
  o Name and link in marketing emails
  o Recognition on event signage
  o Company name on event T-shirts
  o Company profile in the event program
  o 2 race day lunch tickets
  o 2 presentation day lunch tickets
  o 2 awards banquet tickets

• Venue Sponsorship
  o Display Day Location, Crawford Green — $2,500
  o Presentations, Gleeson Performing Arts Center — $3,000
  o Banquet, Clemente Center — $7,500
  o Race Day, Ballard Park — $8,000
  o Welcome Dinner, Kennedy Space Center — $12,000

Other Items
- Advertised Table at Awards Gala $500
- Table at Career Fair $250
- Social Media Spot $150

Any donation less than $500 will receive tickets to the race day lunch.

Contact us

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