

2021 SPONSORSHIP PACKAGE





Message from Our Captains

Dear Potential Sponsor,

Founded in 1975, The Great Northern Concrete Toboggan Race (GNCTR) is the longest running engineering competition in Canada. Students design, build, and race 300lbs toboggans with running surfaces made entirely of concrete. Each year approximately 500 students representing 30 teams travel from across Canada to compete against their fellow engineers from different universities and technical institutions.

2021 will mark Carleton University's 25th year competing in the Great Northern Concrete Toboggan Race. Each year, students who are passionate about the team volunteer their personal time to designing and fabricating the toboggan, technical display, and numerous other competition elements starting as early as February, working until the competition at the end of January in the following year.

Our Design Team is already hard at work on our revolutionary 2021 toboggan to showcase in Calgary, Alberta. The four-day competition will push our team to demonstrate our technical knowledge, innovation, functionality of various systems, and our team's spirit. However, a competition of this scale requires substantial backing for registration, team travel and accommodations, and most importantly the toboggan materials and fabrication.

This is where we feel you can greatly contribute as a sponsor, through monetary, product, and/or in-kind service donations.

We believe that your company would be a great partner for this year's toboggan, and we hope that you consider making a contribution by sponsoring our team. Details regarding sponsorship opportunities can be found on the final page. For more information, please don't hesitate to contact us at carletongnctr.sponsorship@gmail.com.

Sincerely,

Jeremy Ringette & Sean Gormley
2021 GNCTR Captains





The Team

Carleton's Concrete Toboggan Team has the very unique composition of approximately 50% from our Department of Civil and Environmental Engineering with the remaining students from other Departments such as Aerospace and Mechanical, and Industrial Design. This allows us to excel heavily in the mechanical systems design and push the boundaries of what defines a 'Concrete Toboggan'.

Sub-Captains specialize in a particular system, such as steering, braking, superstructure, ski design, and mix composition, then work closely with our volunteers to facilitate concrete mixes and manufacture the mechanical components. This structure allows our sub-captains to closely collaborate with each other to produce an integrated and polished design.



The Toboggan

Carleton's Toboggan has significantly evolved since Carleton's first GNCTR competition in 1995. The 300 lbs [136 kg] toboggan is composed of a 4 critical systems:

- **Superstructure** - Fully enclosed to contain and protect 5 occupants in the event of a collision or rollover
- **Steering & Suspension** - Allows the toboggan to navigate the slalom course, and cushion impacts from rough terrain
- **Braking** - Stops the toboggan when travelling at speeds up to 70 km/h
- **Ski Design & Mix Composition** - Optimized ski shape and profile for the snow conditions on the hill
- High strength to weight concrete utilizing advanced materials and admixtures





Sponsorship Opportunities

Sponsorship packages have been developed corresponding to the levels outlined below, however we would appreciate to work with your company to create a sponsorship package that works best for you. In addition to the recognition below, your company will gain exposure to the most innovative students among the Carleton Engineering community, as well as other schools, companies, and media during the competition.

Sponsorship Tiers	Bronze	Silver	Gold	Platinum
	\$250+	\$500+	\$1000+	\$1500+
Name on Team Apparel	•	•	•	•
Logo and Link on Website	•	•	•	•
Company Spotlight on Social Media		•	•	•
Logo on Shirt and Team Banner		SM	MED	LG
Logo on Toboggan			MED	LG

Thank you for your support of
Carleton GNCTR



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