

# 2026 Sponsorship Information

E5 1004, 200 University Ave W  
Waterloo, ON  
N2L 3E9

July 17, 2025



The University of Waterloo Concrete Canoe Team is preparing to compete in the Canadian National Concrete Canoe Competition (CNCCC) in Moncton in May 2026, and we need your support to do so!

For over a decade, Waterloo has been designing and racing concrete canoes evaluated by the Canadian Society for Civil Engineering in academic, technical and athletic categories. A key challenge of the competition is that each canoe must float while fully submerged and carry up to four paddlers during races. This competition provides a hands-on opportunity for students from a wide range of disciplines to apply classroom knowledge to a real-world engineering project. For many students, this is their first hands-on design experience which contributes greatly to their education.

At the 2025 CNCCC in Winnipeg, our team proudly **placed 5th overall out of 22 teams**, marking our strongest showing to date. We're building on this momentum to reach even greater heights in 2026.

Building a high-performance canoe, transporting it across the country, and covering competition-related expenses. Our estimated budget for the 2026 season is **\$50,000**, with students contributing **\$10,000 (20%)**. To cover the remainder, we rely on generous support from industry sponsors, alumni, and community partners like you. Your philanthropic donation will directly help us fund materials, travel, and competition logistics for the team.

The team gratefully welcomes:

- **Pro bono expertise and technical support,**
- **Materials,**
- **Monetary Donations**
- **Gifts in kind**, such as hotel accommodation, shipping, software licences, meal vouchers, gas cards, paddling gear, etc. Small incidentals are welcomed that help offset these day-to-day expenses.

In appreciation of your support, we offer various tiers based on the value of the technical support, financial, material, or in-kind donation. These range from **Bronze Tier** (which includes a thank-you reception and gift bag) to **Diamond Tier** (featuring exclusive team memorabilia and enhanced recognition). All donations are recognized with a company logo on the team t-shirts, website, and digital platforms. Additionally, all sponsorship tiers will receive an invitation to our **sponsorship appreciation and canoe unveiling event** in April 2026, where supporters can meet the team and preview our canoe before competition.

To sponsor, please contact us at [concretecanoe@uwaterloo.ca](mailto:concretecanoe@uwaterloo.ca) including your preferred support level, the dollar value, or the type and quantity of materials you'd like to contribute. A team member will follow up with details on the sponsorship process, including options for payment via **cheque, EFT, or invoice**. Alternatively, your company can support the team through an [online tax-refundable charitable donation](#).

We thank you for your consideration in the support of exciting hands-on learning!

Sincerely,

A handwritten signature in black ink, appearing to read "Kielen Scrimgeour".

**Kielen Scrimgeour**  
Senior Team Captain

A handwritten signature in black ink, appearing to read "Zach Brookes".

**Zach Brookes**  
Team Captain

A handwritten signature in black ink, appearing to read "Casey Fong".

**Casey Fong**  
Team Captain

Commercial Sponsors					
Tier:	Diamond	Platinum	Gold	Silver	Bronze
Dollar Value:	\$3000+	\$2000-2999	\$1500-1999	\$1000-1499	\$500-999
Company Logo on Website, Shirts, Team Social Media, etc.	Most Prominent Logo	Extra Large Logo	Large Logo	Medium Logo	Small Logo
Team Updates and Photos via Email	Included	Included	Included	Included	Included
Invitation to Sponsor Appreciation Event	Included	Included	Included	Included	Included
Thank you Gift	Commemorative Glasses, Sponsorship Plaque, Tote Bag, Team T-Shirt, Patch	Sponsorship Plaque, Tote Bag, Team T-Shirt, Patch	Tote Bag, Team T-Shirt, Patch, and Photo	Team T-Shirt, Patch, and Photo	Team Patch and Photo
Alternative Options					
Charitable Donor	No commercial advertising benefits, but qualifies for a charitable tax receipt and receives updates. Charitable donors receive gift bags/perks aligning with the dollar values above.				
Small Material Donor (<\$500)	Small logo included where space permits				